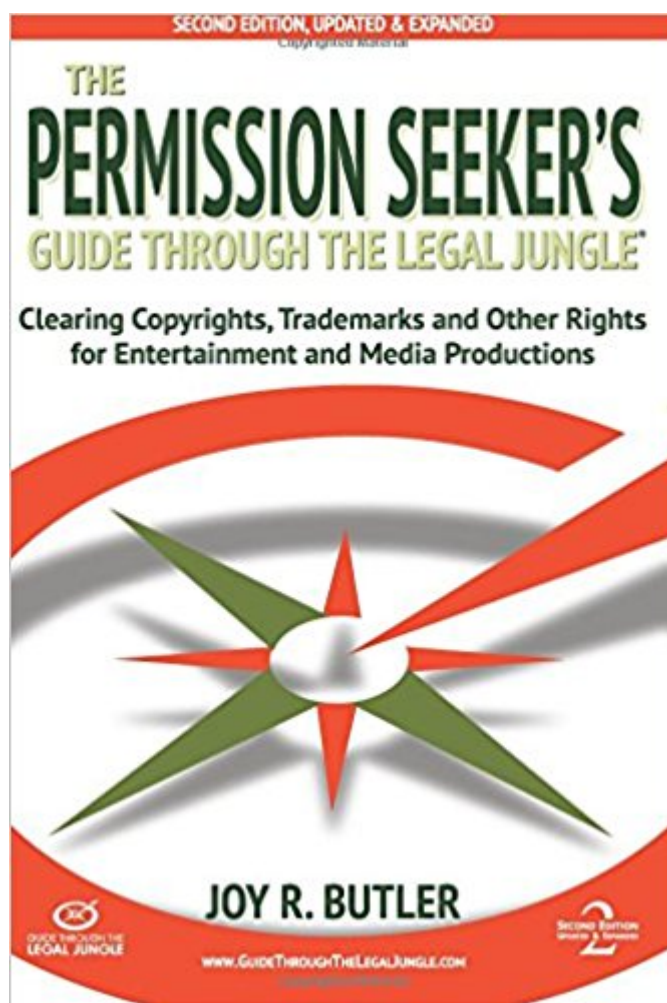




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# The Permission Seeker's Guide Through The Legal Jungle, 2nd Edition



## Synopsis

A resource for media producers who don't want to be sued! Clearing rights means keeping material likely to spark legal action out of your production. Yet, knowing which materials may permissibly be used is a constant challenge. This book offers detailed guidance for seeking permission and clearing rights to use quotes, music, art, names, film clips, and other protected materials.

## Book Information

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## Customer Reviews

I am an attorney practicing in the areas of entertainment, intellectual property, and business law. In my entertainment law practice, I work with clients developing projects in music, publishing, film, television and new media. Visit [www.joybutler.com](http://www.joybutler.com) for more information on my law firm practice. Books I have authored are (i) The Permission Seeker's Guide Through the Legal Jungle: Clearing Copyrights, Trademarks and Other Rights for Entertainment and Media Productions and (ii) The Musician's Guide Through the Legal Jungle: Answers to Frequently Asked Questions About Music Law. You can find more details on the entertainment and media informational materials I write at [www.GuideThroughtheLegalJungle.com](http://www.GuideThroughtheLegalJungle.com).

After reading and absorbing Joy Butler's 2007 edition of this book, this reader wrote, "For all of those creative people in 'media production', and in author Joy Butler's words this includes 'film, video, television programs, newspapers, magazines, posters, comic books, paintings, CDs, websites, computer games, photographs, fine art, advertisements, and a host of other media

through which people communicate and express themselves', this succinct, terse tome aptly titled "THE PERMISSION SEEKER'S GUIDE THROUGH THE LEGAL JUNGLE: clearing Copyrights, Trademarks and Other Rights for Entertainment and Media Productions" is a Bible, a veritable treasure trove of easy to find information for answers to even the most simple to the most complex questions as to what is legally correct. Butler is an entertainment attorney whose job it is to protect artists, both primary and secondary. Her book is gratefully written without the legalese that is usually found in less useful books on copyright law for beginners. And yet she is able to walk the reader through the steps to assure that 'ideas' are original, or how to incorporate other artists' work into a different format which in no way jeopardizes the reader/artist. Her examples are clear, her advice is clean and thorough, and her supply of resources and forms and systems to explore is as complete as any author's book on the market. Quite simply stated, this book is the artist's dream and diminishes the anxiety of both protecting the reader's work as well as protecting the 'resource of origination' (the artist who is being referenced. Now that Butler's book is available, one more book becomes as indispensable to the library as the Thesaurus, Dictionary, Encyclopedia, and Bartlett's Book of Quotations. An important resource book and an immensely readable one! Now there is a new edition, even more complete than the first and among the additions are Quotes. When and how much can you quote from other people's material? Considerations for when one may and may not quote books, movies, songs, etc. without permission. Wiretapping. When is it acceptable to record others' activities, and when is such activity illegal wiretapping? Is it legal to photograph police activity? This topic relates to newsgathering techniques, recording of police by citizen reporters, and documentary productions. Political and Cause Marketing. A new chapter highlights the rights clearance issues that frequently arise during political campaign season. Fan Fiction. Fan fiction borrows heavily from existing books, movies, television programs, and other creative works. When is it okay to write, produce, and publish fan fiction? Videogames. How can you use real people and trademarks in videogames and other software applications? There have recently been several lawsuits against videogame producers for the unauthorized use of real people's images and trademarks in their games. Tattoos as Protectable Art. After tattoo artists filed lawsuits against productions depicting real people who are tattooed with the tattoos designed by those artist, using subjects with tattoos has become a concern for filmmakers, photographers, videogame companies, and producers of other creative media. Graffiti As Protectable Art. To what extent can a producer incorporate graffiti into his work? While there are special circumstances surrounding the copyrightability of graffiti, if the graffiti is copyright-protected, its use is subject to the same restrictions as any other copyrighted work. Fonts. While fonts

themselves are not copyrightable, the software that generates fonts and typefaces can be copyrightable. There might be restrictions on or additional payment requirements for certain uses such as ebooks, websites, and television or film credits. And even more. This is truly the Bible of copyright information. A must have addition to your library. Grady Harp, June 17

If you are currently working as a producer in the entertainment or media industry or aspiring to a career in this area might I suggest that a copy of Joy Butler's newly revised and updated "The Permission Seekers Guide Through The Legal Jungle" be within your reach at all times. Joy Butler covers it all from copyrights to trademarks, libel, slander and privacy issues, what material might be considered to be obscene or indecent and the list goes on and on. I simply had no idea just how many issues producers have to contend with when putting together a play, movie or television show. There are so many nuances and caveats in the law and many of the rulings emanating from the courts these days are quite inconsistent to say the least. Since there is likely to be a considerable amount of money at stake in these productions Joy Butler usually recommends getting permission and clearance from the appropriate parties whenever possible. "The Permission Seekers Guide Through The Legal Jungle" is also most helpful in defining key terms that those in the business must have a clear understanding of if they are to be successful in their work. As someone who does not work in this field, I found the numerous case studies that were included in this book to be extremely effective in illustrating the points of law that were being discussed. Finally, at the end of the book Joy Butler has included more than fifty pages of resources and sample forms that will assist you in the process of clearing rights. Very helpful indeed! It occurs to me that in addition to being a valuable reference resource for those already working in this field "The Permission Seekers Guide Through The Legal Jungle" would also serve as a terrific supplemental text for those taking courses in media production at the college level. Again, this book is written in simple, easy to understand language that I really appreciated. As Joy Butler points out frequently throughout this book, the law surrounding these complex issues is constantly changing. This is precisely why after ten years Joy Butler has issued the updated and expanded second edition of this book. There is lots of new information here. For example, did you know that graffiti is eligible for copyright protection? Were you aware that tattoo designs are protected by copyright law as pictorial works as long as they meet the criterion for copyright protection? Would you be surprised to learn that while fonts themselves are not copyrightable but the software that generates fonts and typefaces might very well be? This is really fascinating stuff. The issues are presented in a very logical sequence and the table of contents should allow most people to find exactly what they are

looking for very easily. Meanwhile, I found "The Permission Seekers Guide Through The Legal Jungle" to be a pretty fair cover to cover read for general readers like myself looking to get a handle on some of these fascinating and important issues. Highly recommended!

Almost 10 years ago, I reviewed the first edition of this book and I was excited to see that an updated version is available. Intellectual property law is a minefield that is byzantine in its complexity and, as a business attorney, I've seen dozens of clients fall victim to an array of problems that have resulted in significant business setbacks and financial loss. Joy Butler's guide is an essential resource that will help you safely cross the new frontiers of intellectual property law in the creative arena. As with the First Edition, this book is well-written, exceptionally well-organized and packed with useful information and resources that will help you protect yourself from the devastating effects of copyright infringement, whether as an inadvertent perpetrator or potential victim. Ms. Butler's writing style is crisp, clean and far more comprehensible than that of most attorneys. Her use of real life examples helped to make the primary elements of copyright and trademark law as clear as they could be. The resource materials following the final chapter include sample forms and suggestions for further information that I plan on using myself. These alone are worth the price of the book. I will continue to recommend this book to my clients without reservation. As a general practice attorney, I will recommend this book to all my clients in the creative arts.

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