

Creative Expression

An Introduction to Copyright and Related Rights
for Small and Medium-sized Enterprises



Intellectual Property
for Business Series
Number 4



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Disclaimer: The information contained in this guide is not meant as a substitute for professional legal advice. Its purpose is limited to providing basic information on the subject matter.

Introduction

This is the fourth in the series of guides on “Intellectual Property for Business.” It provides an introduction to copyright and related rights for business managers and entrepreneurs. It explains in simple language aspects of copyright and related rights law and practice that affect the business strategies of enterprises.

Many enterprises depend on copyright and related rights. Traditionally, this has been the case for those involved in sectors such as printing, publishing, music and audiovisual (film and TV) production, advertising, communication and marketing, crafts, the visual and performing arts, design and fashion, and broadcasting. In recent decades, businesses working in digital content-driven industries have also come to rely on effective copyright and related rights protection. In practice, in a typical business day, the owners and employees of most businesses are therefore likely to create or use materials that are protected by copyright and related rights.

This guide is intended to help small and medium-sized enterprises (SMEs) to:

- understand how to protect the works that they create or in which they own rights;
- get the most out of their copyright and/or related rights; and
- avoid violating the copyright or related rights of others.

This guide provides a comprehensive introduction to copyright and related rights. It also refers you to other WIPO products which

can all be freely downloaded from www.wipo.int/publications. However, neither this guide nor the other sources referred to are a substitute for professional legal advice.

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