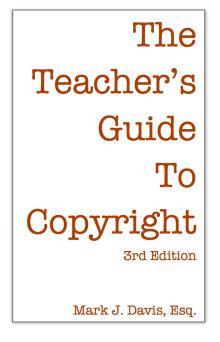
Educators don't know what they don't know about copyright.

Teachers have access to wonderful multi-media technology, but worry about how best to communicate with their students without running afoul of the law. Faculty, librarians and school administrators have legitimate concerns, but there are no clear answers.

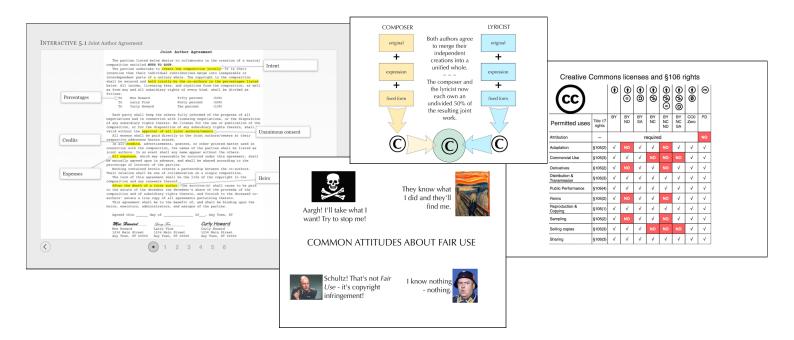
- How much copyrighted material can be used in class?
- Is educational use automatically "fair use?"
- May student projects use audio/visual content?
- What does "public domain" mean?
- Is a Creative Commons license sufficient protection?
- What rules apply for the Internet and distance learning?

Why do these questions matter? Copyright infringement can cost you \$150,000.



The new 3rd edition of *The Teacher's Guide to Copyright* uses interactive graphics, video, audio, sample contracts and checklists as a roadmap through the intellectual property minefield for faculty, online course designers, librarians and administrators.

Preview a copy for yourself in the iBooks Store. and visit us at www.buzzgig.com



Fair Use Checklist

FACTOR 1 – PURPOSE OF USE

Opposing Fair Use	Commercial Activity	Entertainment	For Profit Corporation	Verbatim Replay	Reiteration of Original	Wide Audience
Favoring Fair Use	Teaching	Research & Scholarship	Non-Profit Institution	Criticism/Comment/News	Transformation to New Use	Access Restricted to Students

FACTOR 2 – NATURE OF THE ORIGINAL WORK

Opposing Fair Use	Unpublished	Fiction	Artistic Expression
Favoring Fair Use	Published	Non-Fiction	Facts

FACTOR 3 – AMOUNT TAKEN

Opposing Fair Use	Substantial amount taken	Unique elements taken	Heart of the work taken
Favoring Fair Use	Small amount used	Nonessential parts used	Extraneous parts used

FACTOR 4 – EFFECT ON THE MARKET FOR THE ORIGINAL

Opposing Fair Use	Substitute for purchase	Destroys value of original	Multiple copies made	Unlimited potential re-use
Favoring Fair Use	No lost sales	No effect on value of original	Limited copies made	One time use

