



Intellectual property and copyright issues



A definition

Intellectual property concerns one's ownership of their creation and involves patents, copyrights and trademarks which define who is allowed to share or use one's creation.



Why is this important?

Sharing or creating content online can become tricky when it could include or be passed as someone else's property. Even with many measures against digital piracy, it is still very easy to access illegal counterfeit content online. Many artists face the harsh consequences of their works being stolen or copied, especially with the rise of AI generators which use existing content to create new designs, often without credit to the original creators.



Tips and tricks

- ➔ Different countries and platforms have different laws and rules about copyright and intellectual property. Acknowledge and respect those that apply to you.
- ➔ Always credit wherever you find what you are sharing. When in doubt, research the creator or owner with a reverse image or keyword search or specify "author unknown".



Useful resources and tools

- ➔ IP Careers (UK IP jobs board), ["Article 13: Copyright and Social Media"](#), provides tips on how to protect your creations and the risks of social media for content creators.
- ➔ European Parliament fact sheet, ["Audiovisual and media policy"](#), explains the legal basis and role of the EP in media creation and digital copyright.
- ➔ Renee Hykel Cuddy on Legal Zoom, ["Copyright issues for social media"](#), explains the pitfalls of reposting or repining someone else's content on social media.
- ➔ Bertuzzi & Killeen on Euractiv, ["EU Court ruling clarifies online platforms' responsibility for copyright infringements"](#), mention a 2021 case opposing rightsholders to platforms.
- ➔ Your Europe, ["Infringement of intellectual property rights"](#), mentions patents, counterfeit content and trademarks with links specific to intellectual property policies in the EU.

