

Owning It:

A Creative's Guide to Copyright, Contracts and the Law

by Sharon Givoni (Creative Minds)
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I, like many of you, have been frustrated over the years by misinformation and lack of information relating to such things as copyright of my art, what to do about contracts, where I stand in the eyes of the law and what I can and can't use of others works—including, can I actually use a particular fabric in my work and then sell it? The information that we have been getting has, in reality, been predominantly aimed at a USA audience, or a UK audience. Not much really out there for the Australian creative person or business, unless you wish to sort through the legalese of government-related websites/books and similar... You can imagine how excited I was to find this book! Artists and crafters across Australia will be thrilled!

Sharon Givoni is a highly experienced, renowned Australian intellectual property lawyer who has represented many creative businesses and individuals in her practice. In this book she explains in words we can all understand just how the law applies within Australia for the creative industries—e.g. textile artists, crafters selling online or at markets, bloggers, photographers and so on.

This is a huge book of 550 pages and it is packed with information, case studies, takeaway tips and a great list of online resources, all written in an easy-to-read manner. It covers the key areas that frequently cause problems for creatives and discusses proactive measures you can take to try and prevent these problems from arising. It is a great starting point—it is not a substitute for obtaining legal advice tailored to your own individual circumstances.

Owning It is divided into five main parts.

Part 1 The Basics: Copyright; Ownership; Trade Marks; Moral rights; Misleading or deceptive conduct.

Part 2 Creating Your Work: Photographs of people; Public places; Reproducing brands and trade marks in your work; Cultural icons; Parody and satire; Censorship.

Part 3 The Law For Creatives: Visual artists; Fashion, jewellery and accessory designers; Product designers, makers and craftspeople; Writers and bloggers; and more.

Part 4 Your Creative Business: The internet and social media; Contracts; Consignment agreements; Resale royalty rights; and more.

Part 5 Prevention and Cure: Proactive ways to protect your business and brand; enforcing your rights; outcomes and remedies; and more.

This book will become your bible. Thank you Sharon for a book in which you have made an important complex topic easy to understand and not overwhelming.

Lynda Worthington

(ArtWear Publications Pty Ltd deemed the existence of this book so important to all our readers across all arts and crafts disciplines, that we have published this review in all our magazine titles.)

