IP for Writers of Blogs, Publications, and Social Content

In February 2020, Redditor Matt Query posted a short story, "My Wife and I Bought a Ranch" to Reddit's r/NoSleep forum, drawing a lot of attention from horror enthusiasts. A bidding war ended with Netflix getting the story for 7 figures. For Query, posting his story on Reddit (for free) got him exposure, but it was the smart usage of writing rights (IP) that landed him a million-dollar deal.

Most Relevant Types of Digital Intellectual Property Writing Rights for Writers

Copyrights

Copyrights provide writers the exclusive right to publish, reproduce, adapt, and share their original works with the public. Copyright protections are automatic (whether a work is registered or not). They last for the life of the creator, plus 70 years thereafter.

Trademarks

A trademark distinguishes your brand, products, and services in the marketplace – enabling consumers to identify your creations from others. Trademarks can apply to a wide range of designs, from logos and taglines to your domain name.

How to Protect Your IP When Your Content Goes Viral

- One way to protect your work is by branding your content and embedding trademarks within the content itself (so you can always be identified as the source no matter how much it's shared).

- Additionally, it is important to ensure you are respecting the IP rights of others in any content you create. If you use someone else's creative works without permission, and the content goes viral, there's a greater likelihood the creator will notice.

Commissioned Projects – Who Really Owns the Work?

Most IP rights are automatically conferred upon the content creator however the employer/employee relationship is one situation where the creator may not own the IP rights. If an employer pays you to write content for them, they will likely own the rights to the content – not you. IP ownership can be established by contract, though, so you should always ensure you are clear on who owns the copyright or trademark if you are writing content for a third party.

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