

TYPES OF INTELLECTUAL PROPERTY FOR GRAPHIC DESIGNERS AND VISUAL ARTISTS



UNDERSTANDING YOUR IP PROTECTIONS

By understanding graphic design intellectual property protections, you can better enforce your rights and retain control over your own creations.

COPYRIGHTS

Copyright protections are automatic (whether a work is registered or not) and last for the **life of the creator plus 70 years**.

While designers and artists are afforded copyright protections automatically, there are some benefits in registering original works with the U.S. Copyright Office.



TRADEMARKS

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

UNDERSTANDING FAIR USE

If you want to use someone else's intellectual property or someone wants to use yours, permission is required unless the use of IP qualifies as "fair use." Courts weigh four key factors when determining whether the use of another's copyrighted material is "fair":



- The purpose of the use
- The nature of the copyrighted work
- The amount of the work used
- The financial effect of the use

DID YOU KNOW?

NFTS OFFER A NEW WAY TO PROFIT FROM YOUR WORK

NFTs enable creators to collect royalties automatically and track sales through blockchain's verification system. As this form of currency grows, it may provide yet another way for visual artists to profit from their creativity.