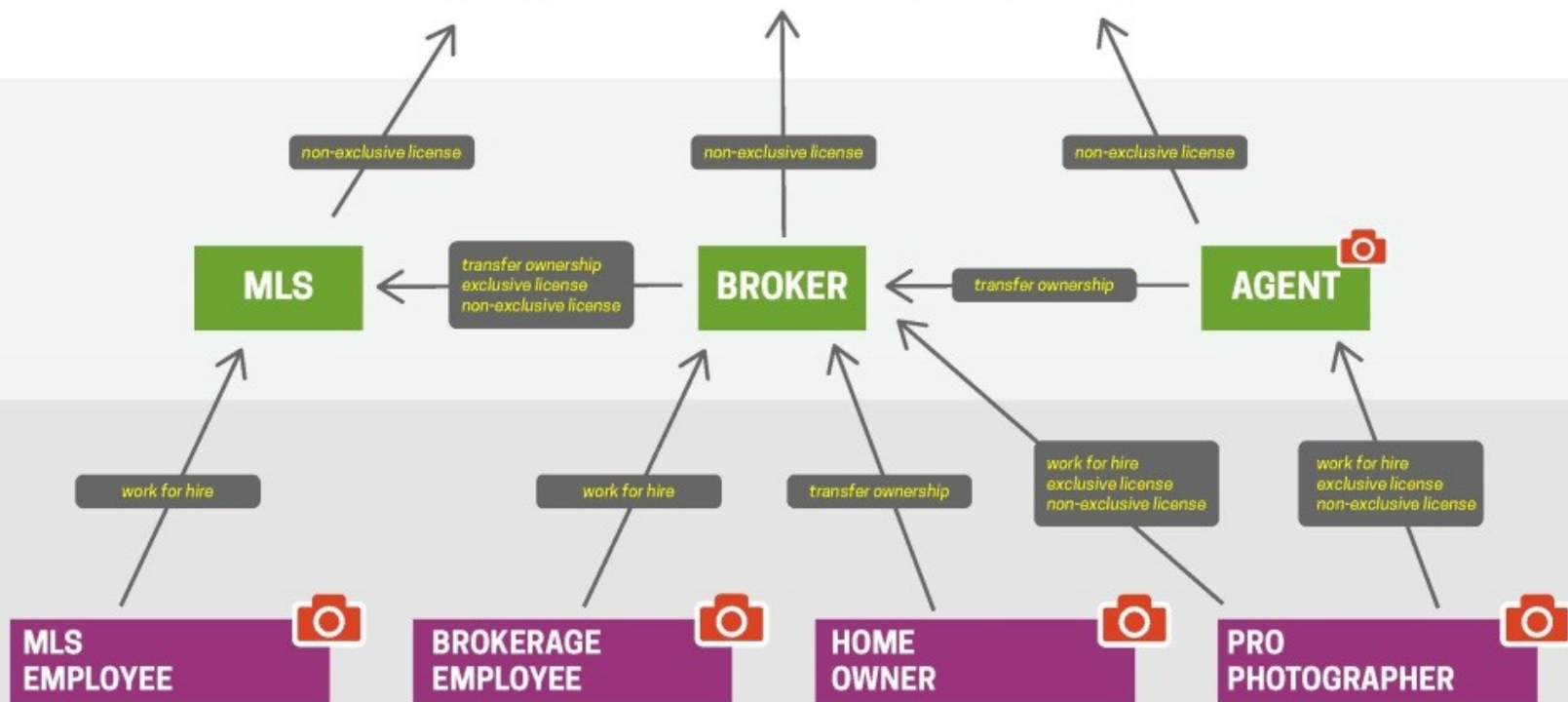


# PORTALS / VENDORS

have non-exclusive licenses for photos



# Risk Management Strategies

- Review photography agreements to assess how you can use the photographs
- Audit photographs to ensure compliance with the relevant agreements
- Determine how you want to use listing photographs and ensure future agreements permit those uses
- Maintain record of all photography agreements

# Sample Photography Agreements

Available online at [http://  
www.realtor.org/law-and-ethics/who-owns  
-your-property-photos](http://www.realtor.org/law-and-ethics/who-owns-your-property-photos)

- - Work Made for Hire Agreement
  - Assignment Agreement
  - Exclusive License Agreement

# Digital Millennium Copyright Act ("DMCA"):

- Designate a copyright agent on website and with the Copyright Office
- Implement DMCA-compliant website policy
- Comply with DMCA takedown procedure
- Have no knowledge of complained-of infringing activity
- Have no knowledge of facts that make complained-of infringing activity apparent
- If capable of controlling infringing activity, make sure no financial benefit can be attributable to the



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All of the slides from today's presentation are available via the link below and on the Window to the Law page of [www.realtor.org](http://www.realtor.org).

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