

Copyright Owners' Exclusive Rights:

Reproduce

Distribute

Perform

Display

Prepare Derivative Works

Copyright Best Practices

Do not use third-party works in business materials unless:

Those works are in the public domain;

or

Permission is obtained from the copyright owner,
and the use falls within the scope of that permission.

Requesting Permission from the Copyright Owner

- Identify and contact the owner of the copyright.
- Budget time to obtain permission.
- Know the limits of your desired license.
- Get the license in writing.

Fair Use Factors

- Purpose and character of the use.
- Nature of the copyrighted work.
- Amount of the work used.
- Potential market for the work.

All of the slides from today's presentation are available on the Window to the Law page of www.nar.realtor.

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