



**The Permission Seeker's Guide Through the Legal Jungle:
Clearing Copyrights, Trademarks and Other Rights for Entertainment and Media Productions
Second Edition, Updated & Expanded**

By Joy R. Butler
Sashay Communications/2017
Softcover/
ISBN: 978-0-9672940-7-0

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The Permission Seeker's Guide Through the Legal Jungle Releases Updated and Expanded Second Edition

Attorney Joy Butler provides THE resource for anyone who must clear rights with new and expanded information on music licensing, wiretapping, political and cause marketing, fan fiction, tattoos as protectable art, graffiti as protectable art, and much more!

If you develop, purchase, or distribute original content, you need to clear rights. Rights clearance is essential for all media producers including authors, visual artists, musicians, filmmakers, and software developers. It is also essential for companies and organizations that operate websites, advertise, and use social media. Material requiring clearance might be a quote, film clip, real-life event, photograph, celebrity name, music, tattoo art, recipes, even graffiti....or any element protected by copyright or similar laws.

The Permission Seeker's Guide Through the Legal Jungle—the resource for anyone clearing rights—has been incorporated into college media programs and used as a resource by Library of Congress professionals. This **Second Edition** is completely updated for 2017 and covers new topics of political campaigns, fan fiction, videogames, citizen journalism, tattoos, and graffiti. Author Joy R. Butler is a Harvard-educated attorney who regularly assists companies and content producers with rights clearance matters.

"For content producers and companies using third-party copyrighted materials, failing to clear rights is like driving with your eyes closed. Sooner or later, you are going to crash." says Butler. *"My book's purpose is to provide practical, understandable guidelines that can transform the often frustrating, byzantine process of rights clearance into a process that is less intimidating and more easily achievable."*

Clearing rights means keeping your production free of any material that is likely to spark legal action. ***The Permission Seeker's Guide Through the Legal Jungle***:

- **Explains** how to recognize and avoid rights clearance problems
- **Provides** detailed instructions for clearing rights to use quotes, music, artwork, film clips, people's names and faces, brand names, life stories, and much more
- **Offers** techniques for clearing rights in a way that saves money and minimizes legal risks
- **Lays** out copyright, trademark, privacy, defamation, and other laws relevant to clearing rights

- **Includes** over 50 pages of resources and sample forms

Each chapter is broken up into digestible segments. Those with an immediate question can use it encyclopedia style for a quick answer. Alternatively, readers can peruse it cover to cover for a more complete overview of the rights clearance landscape.

The book provides practical guidelines and tips for the permissible and cost-effective use of other people's content and materials. A fifty-page appendix includes sample license fees, useful resources, and model license and permission forms.

Butler advises readers to remember that *"every legal situation is unique. Neither this book nor any other is an adequate substitute for seeking legal advice from an attorney familiar with your particular situation."*

ABOUT THE AUTHOR: Joy R. Butler often shares her knowledge of intellectual property, business and media law as a speaker, blogger, author, and as a quoted source for broadcast and print journalists. She is the author of *Contests and Sweepstakes Law: A Guide Through the Legal Jungle Practice Manual*; *The Permission Seeker's Guide Through the Legal Jungle: Clearing Copyrights, Trademarks and Other Rights for Entertainment and Media Production*; and *The Cyber Citizen's Guide Through the Legal Jungle: Internet Law for Your Professional Online Presence*. Joy regularly blogs about media and entertainment business at GuideThroughTheLegalJungleBlog.

(You can obtain an excerpt of the book along with the full table of contents at the companion website, www.GuideThroughtheLegalJungle.com)

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