

SAMPLE BOOK REVIEW

for

The Permission Seeker's Guide Through the Legal Jungle: Clearing Copyrights, Trademarks and Other Rights for Entertainment and Media Productions

Advice to Media Producers: How You Can Use Other People's Material Without Getting into Trouble

Every media producer eventually faces questions concerning the permissible use of other people's material. The material might be a quote, real-life event, photograph, celebrity name, or other element protected by copyright or similar laws. These are rights clearance issues and no media producer – whether his/her title be writer, filmmaker, musician, visual artist, website developer, or creative guru - is immune from them.

The Permission Seekers Guide Through the Legal Jungle could soon become the "Bible" of the rights clearance community. The author is Joy R. Butler, a Harvard-educated entertainment attorney who regularly assists producer-clients with rights clearance issues.

In a formal yet welcoming writing style, Butler outlines a comprehensive plan for producers to keep their productions free of any material likely to spark a lawsuit. Each chapter of the 408-page reference book is broken up into digestible segments. The reader can use it encyclopedia style for a quick answer to an immediate question. Alternatively, producers can read it cover to cover for a more complete overview of the rights clearance landscape.

For media producers who don't know what questions to ask, the detailed table of contents and full index will get them thinking of what rights issues they may confront. An initial checklist highlights common issues and then points the reader

to specific chapters and sections for additional information.

The book summarizes relevant rights clearance laws including copyright, trademark, privacy, and defamation and uses numerous illustrative examples from real-life cases. Throughout the book, there are practical guidelines and tips for the permissible and affordable incorporation of other people's material into a media production. A fifty-page appendix includes sample licensing fees, useful organizations, and model license and permission forms.

The book's inviting cover emphasizes the challenge of clearing rights. If you look at the cover closely, you can detect the hypnotic eyes of a tiger staring out at you through a canvass of earth-tone colors. It reminds us that rights clearance can be a jungle with hidden dangers for the unprepared. But as Butler's title promises, this book will guide you through that jungle.

MORE DETAILS: Authored by Joy R. Butler, Published by Sashay Communications, ISBN: 978-0-9672940-1-8, 408 pages, paperback, trim size 5.5 x 8.5, \$19.95. Available to consumers at bookstores and from the publisher via the website www.GuideThroughtheLegalJungle.com or via toll-free order at 877-995-8645. Available to the book trade through Biblio Distribution, Baker & Taylor, Ingram, and Quality Books.

(You can obtain a digital copy of this review on the press page of the companion website, www.GuideThroughtheLegalJungle.com The site also includes the full table of contents, cover art, excerpts, author bio, and author photos.)