

Contents

Acknowledgments	vii
Introduction	ix
What Does the Artist Own?	1
The Bundle of Sticks: Property Law Basics	2
Copyright Basics	5
Attaining, Using, and Keeping a Copyright	13
Trademark Basics	17
What Is the Artist Selling?	25
A Meeting of Minds	25
Sale of the Whole vs. Sale of Specific Rights	28
Licensing	35
The Artist as an Independent Contractor	37
The Work Made for Hire Doctrine	39
The Business Form	43
What Can and Can't the Artist Use?	47
Original Material and Factual Matter	48
Public Domain Property	54
Fair Use	58
Real People	66
Fictional Characters	75
Music Rights	78
What Is the Artist Allowed and Not Allowed to Say?	87
First Amendment Protections	88
Restrictions on Free Speech	90

Defamation	95
How Does the Artist Protect Intellectual Property?	103
Copyright Notice and Registration	104
Evidence of Original Authorship	108
Unfair Competition Protections	111
Protecting the Pitch	117
Dealing with Internet Piracy	122
Digital Rights Management	127
What Contracts Does the Artist Make?	131
Collaborators	134
Visual Art or Design Purchasers	138
Literary Publishers	141
Music Publishers	147
Recording Companies	150
Agents and Managers	155
Performance Outlets	158
Film, Television, and Radio	160
What Happens to Art When the Artist No Longer Possesses It?	167
First Sale Doctrine and <i>Droit de Suite</i>	167
<i>Droit Moral</i>	169
Artist Estate Planning	172
Resources	179
Case References	183
Statutory References	185
Index	187