Insights: Publications

Pictures, Pop Music, People: A Primer on Copyright and Rights of Publicity

Hospitality Sales and Marketing Association International, HSMAI

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Copyright is the broadest and most flexible category of intellectual property and in today's world of tweets, pins, YouTube videos and constantly flowing digital content, it is probably the most common type of intellectual property encountered by hospitality professionals (or anyone). It is also the most often misunderstood, ignored or forgotten. Even very sophisticated companies and individuals sometimes forget that just because it's on the Internet doesn't mean it can be used and definitely doesn't mean it can be used for free.

Related People



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