Blogging Without Copyright Infringement
Copyright: a limited monopoly granted to the creator of an original work

Subject Matter and Scope of Copyright

§ 106A

§ 106 - Exclusive rights in copyrighted works

Subject to sections 107 through 122, the owner of copyright under this title has the exclusive rights to do and to authorize any of the following:

1. to reproduce the copyrighted work in copies or phonorecords;
2. to prepare derivative works based upon the copyrighted work;
3. to distribute copies or phonorecords of the copyrighted work to the public by sale or other transfer of ownership, or by rental, lease, or lending;
4. in the case of literary, musical, dramatic, and choreographic works, pantomimes, and motion pictures and other audiovisual works, to perform the copyrighted work publicly;
5. in the case of literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work, to display the copyrighted work publicly; and
6. in the case of sound recordings, to perform the copyrighted work publicly by means of a digital audio transmission.
Any unauthorized copying, alteration, distribution, transmission, performance, display, or other use of these Materials is prohibited.
The campaign was going viral. The Tumblr post had 600 notes and counting and on Twitter the hashtags: #PinkLovesConsent and #LoveConsent were yielding a host of opinions, from delighted tweets about how awesome VS is for promoting the campaign to empowering tweets about women's bodies.

**Arielle**
@erielleteachells

it may be a marketing ploy but I love VS PINK <3's consent!!!! Such an amazing message !!!

pinklovesconsent.com #loveconsent

3:39 AM - 04 Dec 12

1 RETWEET

**Priti**
@strawbehr0186

Nice to see Victoria Secret loving consent as much as all women do! #loveconsent #PINKnation #VSfashionshow pinklovesconsent.com

7:25 PM - 03 Dec 12

4 RETWEETS
Get permission?
• Not always realistic on the blog news cycle or
• Proposed use makes unlikely

Or

Get comfortable with “fair use”
• Periodically review your work with the fair-use factors in mind
• Ask for a impartial professional opinion
Fair Use:

Copying for ... criticism, comment, news reporting, teaching, scholarship, and research is not an infringement of copyright.

Factors considered:

1. The purpose and character of your use
2. The nature of the copyrighted work
3. The amount / substantiality used relative to the whole
4. The effect of the use on the potential market for, or value of, the copyrighted work
PINK loves CONSENT is more than a style. It's a revolution. PINK loves CONSENT is our newest
Important copyright notice

Can’t get enough?

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Important copyright notice
Questions?

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