

## Objective 102.02

# Understand legal issues associated with digital media.



**Course Weight : 3%**



**ExplorNet CareerTech**

*from The Centers for Quality Teaching and Learning*



## Legal Terms in Digital Media

- **Intellectual Property**

original creations of the mind that can be protected by law; literary and artistic works, designs, symbols, images, names, etc.

- **Copyright**

the exclusive legal right to reproduce, publish, sell or distribute the expression of an intellectual property (literature, design, audio, video, etc.)

- **Trademark**

a mark (logo, symbol, word, phrase, etc.) legally registered or established by a company to represent a service or product; cannot be used without the permission of the owner



## Legal Terms in Digital Media (continued)

- **Plagiarism**

taking someone else's work or ideas and passing them off as your own

- **Libel**

a published (written or printed) false statement that is damaging to a person's reputation or success

- **Slander**

an oral (spoken) false statement that is damaging to a person's reputation or success



## Legal Terms in Digital Media (continued)

- **Invasion of Privacy**

intruding into someone's personal space, using their image or likeness, or revealing information about them without their permission

- **Fair Use**

a legal allowance of using a copyrighted material without permission from the owner, provided the circumstances are reasonable and do not make the material less profitable

