

# CommsCopyright.com launched to help brands better understand copyright law

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London, 19th July 2012 – Today sees the launch of Commscopyright.com (<http://www.commscopyright.com/>), an online hub designed to provide a forum for knowledge and discussion of copyright and Intellectual Property (IP) law in corporate communications.

Overseen by Communicate Magazine (<http://www.communicatemagazine.co.uk/>), and sponsored by The PRCA (<http://www.prca.org.uk/>) and The Meltwater Group (<http://www.meltwater.com/>), the site will benefit from the expertise and insight of prominent industry professionals and will encourage visitors to share their experiences, to 'Ask the Expert' with questions relevant to their needs and pain points, and to contribute themselves by suggesting topics to cover. The forum promises to clarify thorny copyright issues and educate visitors, while also promoting debate, engagement and best practice knowledge sharing.

To celebrate the launch of CommsCopyright, Communicate will soon be hosting its regular #CommsChat (<http://commschat.com/>) on the topic of copyright and intellectual property. More information on how to take part can be found here (<http://commschat.com/>).

The CommsCopyright hub will include informative and educational content, regularly provided by the expert Advisory Panel, which covers the essentials of copyright law. This new portal will also include information on copyright in a digital age, international copyright and licensing, IP, and permissions. Fresh and regular content will provide insight that covers a wide range of industry topics to keep up with news and events in the copyright and IP arena. Current topics include;

Copyright issues surrounding the Olympic ban on photographs

(<http://www.commscopyright.com/insight/2012/06/11/copyright-issues-surrounding-the-olympic-ban-on-photographs/>)

Shutting up Photoshop (<http://www.commscopyright.com/insight/2012/02/15/shutting-up-photoshop/>)

Pinterest - the next Facebook or unlawful copyright infringement?

(<http://www.commscopyright.com/insight/2012/06/18/pinterest-the-next-facebook-or-unlawful-copyright-infringement/>)

The ability to 'Ask the Expert' (<http://www.commscopyright.com/ask-the-expert/>) via the site will also provide individuals with up-to-date and tailored information from industry experts, including Steve Kuncewicz (<http://www.commscopyright.com/advisory-panel/2012/02/16/steve-kuncewicz/>), an intellectual property and media lawyer with a specialism in social media issues.

The CommsCopyright advisory panel also includes;

- David Ashplant (<http://www.commscopyright.com/advisory-panel/2012/06/18/david-ashplant/>) who specialises in corporate and commercial affairs and intellectual property, technology, e-commerce and IT
- James O'Flinn (<http://www.commscopyright.com/advisory-panel/2012/06/11/james-oflinn/>) who

specialises in advising on commercial disputes, including contracts and their resolution via negotiation/mediation/expert determination/arbitration and litigation, Intellectual Property

- Lilach Bullock (<http://www.commscopyright.com/advisory-panel/2012/06/11/lilach-bullock/>) who is a business owner, social media consultant, Internet mentor and founder of Socialable.co.uk
- Saskia Walzel (<http://www.commscopyright.com/advisory-panel/saskia-walzel>) who focuses on copyright exceptions, copyright licensing and proportionate copyright enforcement
- Emily Goodhand (<http://www.commscopyright.com/advisory-panel/2012/02/16/emily-goodhand/>) who specialises in delivering workshops on copyright, developing policies and advising on aspects of copyright and licensing. She particularly enjoys engaging with the law and providing appropriate guidance on a range of complex issues

With copyright law constantly changing and evolving, CommsCopyright aims to answer any questions that PRs, communicators, businesses and the wider public may have on this complex topic.

The area of copyright law and IP is one of such importance that, in 2010, Prime Minister David Cameron ordered an independent review of how the Intellectual Property framework supports growth and innovation, which was chaired by Professor Ian Hargreaves. The review reported to Government in May 2011 and made recommendations designed to ensure that the UK has an IP framework best suited to supporting innovation and promoting economic growth in the digital age.

This was followed in 2011 by a Government consultation of proposals to change the UK's copyright system, in which proposals intended to make copyright rules more flexible, and better suited to today's needs were developed. Decisions as a result of the consultation are soon to be announced.

Jens-Petter Glittenberg, co-founder at Meltwater Group, said: "Online copyright is a subject close to our hearts at Meltwater and is an area that lacks clear guidance and updates for the communications industry. Our main objective for CommsCopyright was to provide an interactive online hub where up-to-date information and discussions about copyright law could be easily accessed, enabling clarity and increasing knowledge whilst illuminating the confusion that often looms over the industry.

"Our hope is that beyond the communications industry, those from the legal sector and businesses of all kinds will learn from and interact with the hub. Each user of the site can contribute by engaging with other users as well as the panel of experts. We firmly believe that CommsCopyright can become the go-to online resource for the latest copyright and intellectual property news and views."

Francis Ingham, PRCA Chief Executive said: "Intellectual property law is a rapidly changing environment, which is why the communications community needs an online resource of experts sharing insight and guidance. I'm delighted the we are supporting this fantastic initiative with such strong and credible partners, and I would like to thank all of those involved for their hard work"

-ENDS-

Notes to editors

For press enquiries, please contact:

Dan Purvis  
Director, PR  
Meltwater Group  
+44 7801 424 454  
dan.purvis@meltwater.com

Aeneas Tole  
Communications Executive  
PRCA,  
Aeneas.tole@prca.org.uk

For enquiries about contributing to the site, please contact:

Andrew Thomas  
Communicate Magazine  
+44 207 4987008  
andrew.thomas@communicatemagazine.co.uk

About the PRCA

Who we are: Founded in 1969, the PRCA is the professional body that represents UK PR consultancies, in-house communications teams, PR freelancers and individuals. The PRCA promotes all aspects of public relations and internal communications work, helping teams and individuals maximise the value they deliver to clients and organisations.

What we do: The Association exists to raise standards in PR and communications, providing members with industry data, facilitating the sharing of communications best practice and creating networking opportunities.

How we do it and make a difference: All PRCA members are bound by a professional charter and codes of conduct, and benefit from exceptional training. The Association also works for the greater benefit of the industry, sharing best practice and lobbying on the industry's behalf e.g. fighting the NLA's digital licence.

Who we represent: The PRCA represents many of the major consultancies in the UK, and currently has more than 250 agency members from around the world, including the majority of the top 100 UK consultancies. We also represent over 70 in-house communications teams from multinationals, UK charities and leading UK public sector organisations.