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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Copyright infringement

By Wildfire Marketing Group Content Development Team

Since we've been discussing blogs a lot recently, it's probably a good idea to dispel many of the myths regarding copyright and copyright infringement. Because of these myths, many bloggers have accidentally (and sometimes intentionally) put themselves or their company in violation of copyright laws. This should help you avoid ending up in that situation.

Myth 1: I can use anything that doesn't have a copyright notice — That is incorrect. Anything from writing, to art to music is protected upon creation and the creator does not have to file for copyright protection, or even put a notice up.

Myth 2: Since it's online, it's public domain and I can use it — That is incorrect also. The internet is just another medium, like television or radio, for people to transmit their message. Content on the internet is protected just the same as anywhere else.

Myth 3: I can use anything as long as I'm not profiting from it — Regardless of how you intend to use something that someone else created, you still need their express written consent. Besides, profit is a matter of perception. You may not be making any money from it, but you may be using it to promote an idea or belief which would be considered a benefit to you.

Myth 4: I can use anything as long as I give credit to the original creator or include the original creator's copyright notice — Same as above.

Myth 5: I can use anything as long as I take it down when the copyright holder objects — While you can try, we certainly don't advise it. You may get away with it in some cases but it is more likely that you will face hefty fines enforced by the court and be ordered to cease using it.

Someone worked hard to develop their content, whether it is writing, art, music or something else, and it's not fair to them for you to use it with out their permission. Think of how you would feel as a clothing retailer if someone came into your store, took your inventory and then sold it or even gave it away — would you think it was ok as long as they told everyone where it came from or if they didn't make any money?

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internet marketing company

specializing in helping businesses like

yours to compete against larger companies and win! If you're ready for your business to grow like wildfire, give us a call.

How to protect your eBooks from Piracy and Copyright Infringement!

By Seb Jay

eBooks, or electronic books, mean big business for all aspiring writers. Not only can eBooks be sold in their own right as standalone products, but eBooks are fast becoming the weapon of choice for marketing gurus!

Many business owners and webmasters pay writers to write eBooks for them. Writers spend hours, days and weeks researching material and writing the eBook. But for writers, business owners & webmasters alike, there is often little in the way of protection in place that stops unscrupulous operators from stealing eBook content. Shockingly, 4 out of every 10 eBooks offered for sale on the Internet are pirated. Material from legitimate eBooks are taken without the owner's knowledge, and passed off as original content every single day!

I should know...I was a victim!

I have written and published 5 eBooks on various topics in the past year, the content of which has all been stolen and used as original copy on other people's web sites. The sad thing is, **MANY OF THE PEOPLE WHO DO THIS DO NOT REALIZE THEY ARE DOING ANYTHING WRONG!**

US Copyright law, and for that matter, most copyright laws around the world state that as soon as a book, e-book or other material is published, the author has immediate & full backing under copyright infringement law. Unfortunately for many writers & publishers, placing a " © Copyright – All Rights Reserved " statement on their material affords little in the way of protection these days, unless there is a good team of attorneys and a bottomless pit of cash to back it up with.

So what are your options?

1) Copyright Registration – If you're serious about protecting your hard work you'll need to register your e-book through a professional copyright service.

To register copyright, visit one of these service providers –

IN NORTH AMERICA

Click & Copyright

Copyright infringement

<http://www.clickandcopyright.com/>

IN THE UNITED KINGDOM
Writers' Copyright Association–UK

<http://www.wcauk.com/>

Copyright registration though is only worthwhile if you can follow it through with lawyers &

attorneys...and the cost can sometimes hurt!

2) International Standard Book Number (ISBN) – If you're really, really serious about protecting your hard work you'll need to register for an ISBN number. This will give you a bit more clout when dealing with copyright infringement.

3) EAN Bar Codes – If you're really, really, really serious about protecting your hard work you'll need to buy an EAN bar code. This can get expensive but gives your lawyers something to latch onto when taking proceedings against people who have infringed copyright.

4) Digital Content Protection Systems – If you're really, really, really, really serious about protecting your hard work for a fraction of the cost of other routes then go for a digital content protection system like Virtual Vault (

<http://www.copyright-protect.net>

SOURCE, so there's no need to chase people through court, as they won't be able to steal it in the first place!

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