



COPYRIGHT FOR ONLINE COURSE MATERIALS

January 29, 2016 :: 1:00 - 2:30 p.m. EST

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Make online copyright compliance a part of your institutional culture.
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OVERVIEW

Join us to examine a framework from which your institution and faculty can establish who owns the rights in online courses. Get important updates for 2016 including resolved and pending court cases that directly impact the application of copyright laws to your online courses.

Case scenarios will be used throughout the program to help you apply the content directly to your unique context.

“An excellent introduction to not only copyright, but intellectual property rights, on the college campus.”

- Richard Hodges, Director of Learning Resources, Thomas Nelson Community College

WHY THIS PROGRAM?

Many college courses are now taught online, and this educational medium continues to grow. Consequently, copyright for the courses and materials used within them is increasingly important and comes with higher stakes. Institutions and faculty risk soured relationships and legal challenges without clarity and agreement on policies regarding copyright.

LEARNING OUTCOME

After participating in this online training, you will be able to apply copyright to online course materials more effectively.

[VISIT EVENT PAGE](#)

<http://www.academicimpressions.com/webcast/copyright-online-course-materials-january-2016>



WHO SHOULD ATTEND

How institutions determine who holds rights in course materials varies widely, so we encourage a diverse group of administrators to attend, including:

- Faculty Developers
- Librarians
- Legal Counsel
- Academic Leadership

Faculty who teach, or want to teach, online courses will also benefit from this in-depth discussion of how rights in course materials are managed and distributed.

CONTACT US FOR MORE INFORMATION

Contact Tunde Brimah, Senior Conference Director at Tunde@academicimpressions.com or 720-988-1220 if you'd like additional information about the program.

AGENDA

Friday, January 29, 2016 :: 1:00 - 2:30 p.m. EST

➔ **Copyright: An Overview**

- Intellectual property basics: Patents, trademarks, copyright
- Exclusive rights
- Protections
- Fair use
- University ownership policies

➔ **Rights in the Context of Online Courses**

- What the law says
- Campus policies
- Contracts

➔ **Critical Updates for 2016**

➔ **Final Q&A**



INSTRUCTORS

Jack Bernard, J.D., Associate General Counsel, University of Michigan

As an associate general counsel, Jack's primary areas of responsibility include intellectual property, academic freedom and speech, privacy, security, computing and cyberlaw, media rights, student rights, affiliation agreements, and disability law. Prior to coming to the University of Michigan, Jack was an academic administrator and instructor at Macalester College, Saga Daigaku (Japan), and the University of Michigan. He teaches at the University of Michigan's Schools of Law, Education, and Information, as well as at the Ford School of Public Policy. He is currently chair of the University of Michigan Council for Disability Concerns.

In 2009, Jack received the American Library Association's (ALA) L. Ray Patterson Copyright Award, as well as the First Decade Award from the National Association of College and University Attorneys (NACUA). He has also been a Spence Fellow and a researcher at the National Center for Postsecondary Improvement. He received his JD from the University of Michigan Law School and Master's in Higher Education from the University of Michigan's Center for the Study of Higher and Postsecondary Education.

David Lombard Harrison, J.D., General Counsel, University of North Carolina School of the Arts

David is responsible for all legal issues affecting the UNC School of the Arts, a unique degree-granting public university of arts conservatories that trains young people of talent in dance, design and production, drama, filmmaking, and music. Prior to becoming General Counsel at UNCSA, David was Associate Vice President for Legal affairs at the seventeen-campus University of North Carolina, with a focus on intellectual property, research, online education, media, nonprofits, and the entrepreneurial campus. Harrison is also Adjunct Professor of Law at UNC Chapel Hill School of Law, teaching Copyright and the Music Industry.

David is a former law clerk to Justice James H. Brickley in the Michigan Supreme Court, and partner of a Grand Rapids, Michigan, law firm. He is licensed to practice law in both state and federal trial and appellate courts in Michigan and North Carolina, and as a member of the Tribal Bars of the Saginaw-Chippewa Indian Tribe of Michigan and the Eastern Band of Cherokee Indian Tribe. David also serves on the Board of Directors of the National Association of College and University Attorneys (NACUA). He is also a recipient of the First Decade Award from the National Association of College and University Attorneys (NACUA).



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[REGISTER ONLINE](#) or below.

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