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This Month's Tip:

Learn how to Combine PDF Files: Without the full version of Adobe Acrobat, it can be a difficult task to combine multiple PDF files into one. However, if you use the freeware **PDFBinder**, the task is quite simple

[View how on YouTube from Navitend](#)

WHAT IS INTELLECTUAL PROPERTY? by George Mentz, JD, MBA, CWM®, MPM®, QFP

With PIPA and SOPA in the news, now is a good time to review your AAPM® Handbook on the topic of Intellectual Property.

Intellectual property is the information that makes it possible for businesses to own their respective creative works. Business assets are protected by laws that state that the people who created the property have **exclusive rights** to use that property – for any purpose, but most often for profit so as to pay employees etc. A trademark is a symbol or brand that is owned by the person or company who created it. In the United States, a **patent** guarantees that an inventor owns the rights to the fruits earned from an invention for 17 years. A **copyright** means legal or exclusive rights to written material, either published or unpublished.

Intellectual property comprises two branches: **industrial property** and **artistic property**. Industrial property refers chiefly to inventions, trademarks, industrial designs and appellations of origin. For example, the Coca Cola Company owns the symbol that is known around the world for the soft drink that Coca Cola produces. Patents and copyrights are chiefly for literary, musical, artistic, photographic and audiovisual works. For example, on the back of a compact disc (CD) box, there is (in very small print) information about the patent and copyright for the music on that CD.

Page 72 <http://aapm.info/mbahandbook.pdf>

AAPM® RECOMMENDED READ

THE SECRETS TO SUCCESSFUL RISK REPORTING FROM EGOIST.BLOGSPOT.COM

Samuel Temitope Apanisile - Nigeria Director AAPM recommends this must read article

What is risk reporting and what is its importance to the success of a project? Risk reporting is basically a phase in the project management cycle wherein risks are predicted and then properly communicating it to the members of the team as to determine what the best ways are to handle or fix the problem.

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Editor's Notes :

by Michele Guttenberger, MPM®

SOPA & PROJECT PIRACY 100+ YEARS AGO

Those involved with online projects (i.e. Online Newsletters) can give sighs of relief that the Stop Online Piracy Act (SOPA) did not pass congress. Online piracy is a prolific matter - an industry study revealed that 17.5% of all bandwidth in the U.S. is taken up by illegal downloads. However, many media companies operating online were wrought with anxiety. SOPA was a bill with vague language and terms in defining what constitutes piracy. It did not plainly define who is responsible in keeping illegal material via foreign sites from appearing on U.S. sites and most importantly it was legislation that imposed sanctions with broad heavy-handedness.

While the grand debate over SOPA played out, movie theaters were showing Martin Scorsese's "Hugo", which incorporated both a fictional tale and genuine tribute to silent film specifically to the early French film master Georges Méliès. Méliès was the pioneering inventor of movie special effects. Of course, Scorsese used snippets of Melies film masterpieces in Hugo without threat of copyright infringement. The movie claims that Méliès production company fell into bankruptcy due to the economic ravages of WWI. The truth is, he was also a victim of film piracy too that was rampant during the infancy of the silent film age. Starting from 1886 film pirates –bigger film companies such as Edison's, had the economic means to duplicate, and trade foreign films in the US to arcades and theaters without any copyright laws to protect and profit the originator. In 1902, agents of Thomas Edison acquired a London theater copy of "A Trip to the Moon" by Georges Méliès. This enabled Edison to make hundreds of pirated copies and had them shown in New York City. Méliès received no compensation. He had intentions of bringing his European hit to US theaters which would have recouped its huge production costs, but Edison had beaten him to the US distribution of his own movie.

The issue of controlling media piracy was a perplexing problem in 1902 with advent of film media projects as it is in today's projects in the new digital age.

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