

LAW 7335: ADVANCED SEMINAR ON COPYRIGHT LAW

REGISTRATION EXERCISE

Prof. Bell

Fall 2009

1. Background Facts

Your client, AdCo, produces a steady stream of visual images in the course of its advertising business. Some such images it produces only as samples, to bid for potential customers. Other times, when it has won a bid, it produces several images so as to give a customer a choice between various options. And, of course, it produces still other images as the final version of what it will use in a customer's campaign, on billboards, in papers, and the like.

AdCo always retains the copyrights in its images, which its employees create under the work for hire doctrine. It has not in the past bothered to register its works, however. It has hired you to do two things: First, as an example of how registration works, it wants you to register an image of some beer caps that it has prepared for one of its clients. Second, AdCo wants you to prepare a short memorandum explaining the costs and benefits of registering its works.

2. Assignment

Prepare a mock registration for AdCo by following the instructions on the Copyright Office website, at <http://www.copyright.gov/forms/>. Use any image of beer caps that you like, whether of your own creation or from some other source, and make up the address and other information required on the form as you see fit. The important thing, here, is simply that you get some experience with filling out a copyright registration form.

Also, write a memorandum of between three and five pages of double-spaced text for AdCo, advising it on the costs and benefits of registering its works. Make sure to distinguish as necessary between the three different categories of images described above. Also, feel free to raise other legal or practical points that you think would help to promote your client's interests.

This project will count for 15% of the grade you receive for the written work that you prepare for this course. Please do not sign what you hand in; instead, identify it using your exam number.

3. Deadline

Before or at the beginning of our class scheduled for Wednesday, September 16, you should hand in to Professor Bell or his secretary your memorandum and draft registration form. Please be prepared to discuss your work during that class.