

# ZOOID PICTURES LIMITED

LINTON HOUSE, 39-51 HIGHGATE ROAD, LONDON NW5

1RS

TEL: +44 20 7267 9990

FAX: +44 20 428 9991

MOBILE: 07785 355 368

ISDN: +44 20 7263 1259

EMAIL: PICTURES@ZOOID.CO.UK

URL: WWW.ZOOID.CO.UK



COMPANY No. 1835587

VAT No. 396 5536 05

## Let's all do the 'Copyright Hub' ?

### What's this all about?

In both UK and US law, copyright is automatically granted for any form of expression of your skill, labour and judgement. No registration is required.

Despite this simple advantage in patent and trademark law, the desire for a form of copyright register has grown, especially in the light of the Hargreaves Review in the UK, which seeks to address copyright transactions online and the need to license when all attempts to locate a copyright holder have failed.

The Copyright Hub was launched on July 8th this year. The Picture Licensing Universal System followed, announcing the Plus Coalition's registry that, in the words of its Mission Statement, is meant to *simplify and facilitate the communication and management of image rights*.

### Why should I care?

Depending upon your licensing needs, you may become able to license through a Hub, assets whose provenance is unknown – 'orphans'. And, if you can negotiate the labyrinthine requirements of PLUS, you may be able to determine what rights in an asset you have already licensed!

### Conclusion

Both projects are at a very early stage and it's impossible to assess whether they will succeed or fail. In our opinion, however, a high rate of success is unlikely for a number of reasons.

For a start - authors don't like it. Some see the existence of a registry of any sort as a limitation of the rights granted at creation: it wouldn't take long to go from a Copyright Hub that helps you find a rights holder today, to a legitimate (and compulsory) due-diligence registry tomorrow, thus shifting the burden of the search from the permission-seeking user to the author that needs to make themselves visible.

In addition, imagining a world in which all right holders will be easy to find is both romantic and naive. Copyright lasts for 70 years after the death of the author. This year, everything that was created by someone dying in 1942 went out of copyright. Hurray for the users!

But, with due exceptions, what was created by authors still alive in 1943 and after remains in copyright, and that accounts for an infinite amount of material, with new work being produced every day.

Both projects are a good starting points when it comes to giving guidelines on how to approach clearances, but as for solving the problems - not quite. And probably never for any but the most casual of licensors. You may be able to clear an orphaned asset for a museum (at a cost!). And you may be able to track the license of modern image. But for deep archives and most publishers, broadcasters etc. these initiatives are likely to cause more frustration and provide solutions, especially given the models of licensing hubs which are notorious for their inefficiency, bureaucracy, lack of market understanding and inflexibility.

Please contact us for further information.

Richard Philpott  
ZOOID PICTURES LIMITED

Other related Zooid papers:

[Copyright and IP + Due Diligence, Orphan works and Cheap Stock](#)

[Taking Care of Orphans](#)

[Demonstrating Due Diligence](#)

[Legacy & Integrity](#)

[Outsourcing, Offshoring & Outlaws](#)

[Orphan Works – new parents?](#)

[Illustration and © Pitfalls](#)

[Digital Economy, Copyright and You](#)

[When Rights go Wrong](#)

[When the Right image is Wrong](#)

Please call me on +44 20 7267 9990 if you would like to discuss any of the above

Richard Philpott



PICTURES L+D

*be contented*



BAPLA

focal  
international

MUSEUMS  
ASSOCIATION

PA

PLUS