

Effective Management of Intellectual Property Rights (IPR) and Cultural Assets in Museums

The effective management of Intellectual Property Rights and of other cultural assets, such as staff expertise, locations and facilities, are hugely important to museums to ensure that they can provide public access to their collections, as well as allowing them to optimise income generation opportunities.

During 2010 Renaissance Yorkshire developed a programme; Effective Management of Intellectual Property Rights (IPR) and Cultural Assets in Museums. As part of this work Naomi Korn, a leading expert in the field, was commissioned to deliver two seminars and develop a series of advice sheets. The seminars, Know Your Rights: Making the Most of Your Museum's Intellectual Property, and Standing on Your Own two Feet: Exploiting your IPR and Cultural Assets, were also an opportunity to receive feedback from museums and to clarify what materials would be useful to further support their work in this area.

These advice sheets provide a practical introduction to and guidance in the management of IPR and cultural assets in museums. They have been developed by Naomi Korn (in association with Bernard Horrocks) in dialogue with Dieter Hopkin, project manager.

This series of advice sheets covers many of the basic elements which museums need to deal with in this area of their work. They are:

- Introduction
- Advice Sheet 1: Guidance on IPR in Museum Image Collections
- Advice Sheet 2: Working with Film and Television Productions at your Museum
- Advice Sheet 3: Exploiting the Museum's IPR and Cultural Assets for Financial Benefit
- Advice Sheet 4: Securing IPR as Part of Good Museum Collections Management and Documentation
- Advice Sheet 5: Further Information on Intellectual Property Rights
- Advice Sheet 6: Reproduction Fees for Yorkshire Museum's Images, Including Filming Location Fees
- Advice Sheet 7: Filming Contract Template (pdf)
- Advice Sheet 7: Filming Contract Template (doc)
- Advice Sheet 8: Licence for Image Licensing (pdf)
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