



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

### IPR and Cultural Assets Advice Sheets

January 2011

#### Introduction

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.

It is widely felt that income generation associated with IPR and other cultural assets is problematic without sensible approaches to rights management combined with the identification, consolidation and protection of IPR and other cultural assets. As a result, this is an area of museum activity which has, in the past, not been as comprehensively addressed as it might have been.

While some museums are actively identifying and exploiting a wide range of Intellectual Property and other cultural assets many others are unfortunately ignoring their potential as part of their work in finding alternative sources of income. They also tend not to recognise the importance of underpinning work in this area with efficient and co-ordinated rights management strategies.

Recognising these challenges and 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.

- **What are these advice sheets about?**

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:

- 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
  - Advice Sheet 8: Licence for Image Licencing
- **Who are these advice sheets for?**

This information is for anyone who has responsibility for managing or caring for a museum's collections and its other cultural assets. This includes trustees, staff and volunteers working within the following departments: curatorial, collections, loans, digitization, exhibitions, communications, marketing, press, development, learning / education, image licensing, retail, publications and legal. They will support the museum's approach to this key area of museum activity.

The degree to which the management of IPR and other cultural assets cuts across all museum-related activities, means that they are key operational concerns. Their impact upon public access and income generation opportunities also means that they are important strategic concerns which require support within a policy framework. This means that an awareness of the value of Intellectual Property Rights and cultural assets to museums and their staff is vital to ensure that risks are minimised and opportunities are optimised.

- **Why are these advice sheets useful?**

This series of advice sheets covers many of the basic elements which museums need to deal with in this area of their work. It also provides pointers to further sources of information and advice and includes two template documents which may be adapted for use by a museum.

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legal advice. In the event that such advice is required, legal counsel – preferably the advice of a specialist intellectual property rights lawyer – should always be sought.

- **Final point**

Renaissance Yorkshire hopes that your museum finds these documents useful in the effective management of Intellectual Property Rights and cultural assets.

In Yorkshire guidance is also available from your local Museum Development Officer.

If you have any comments and/or feedback on these materials please contact:

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