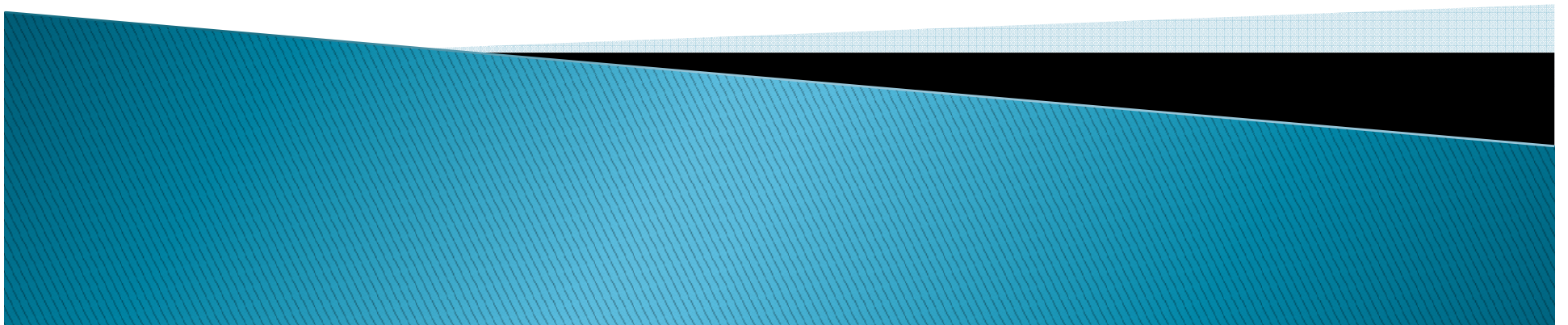


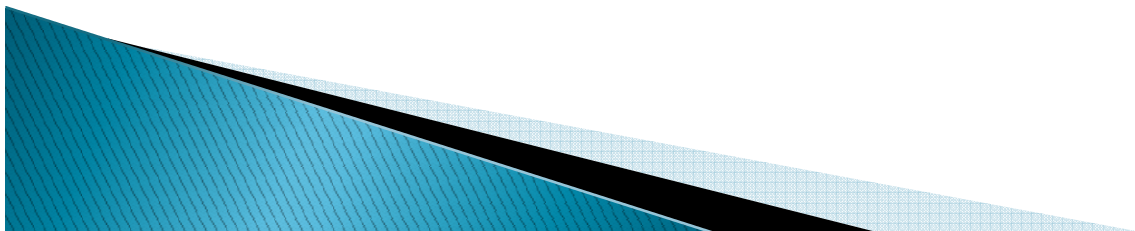
2011 Midwest Intellectual Property Institute

# Copyright and Content Licensing

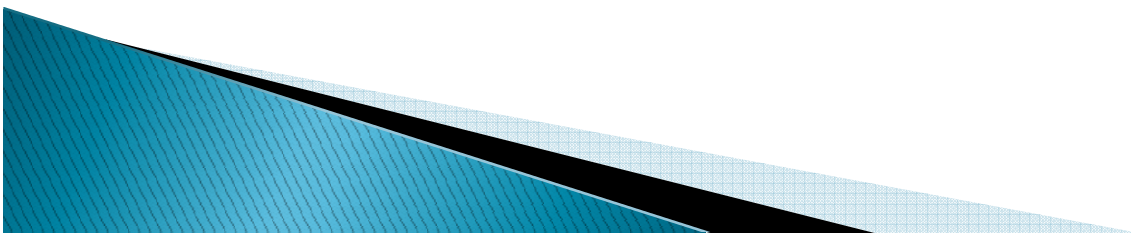
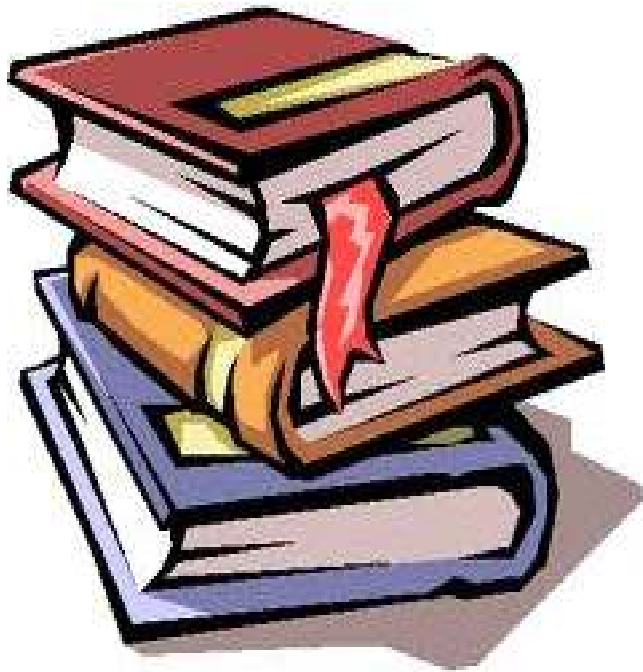
Gregory C. Brown  
Associate General Counsel  
University of Minnesota



# Presentation Overview



# Content: The Old

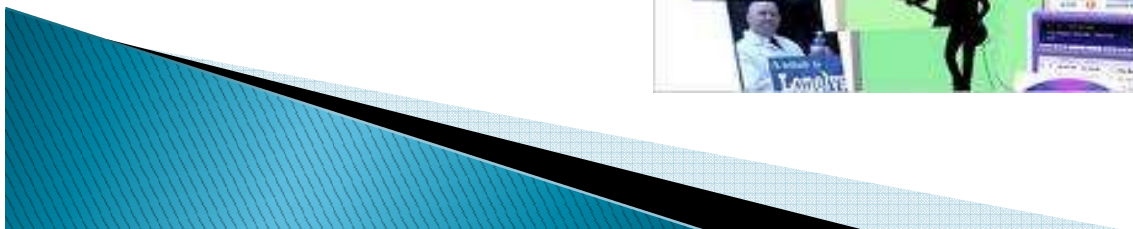


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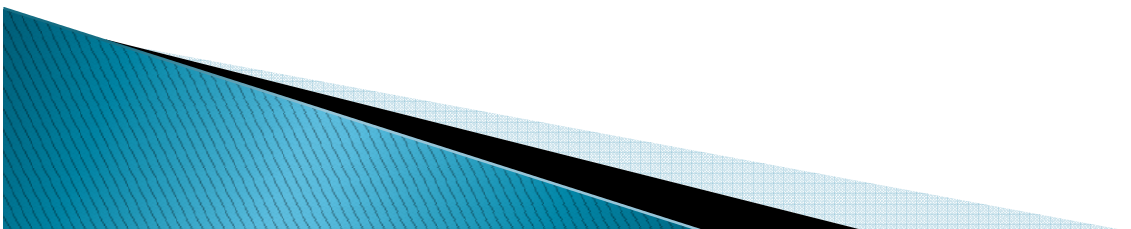
Tweet



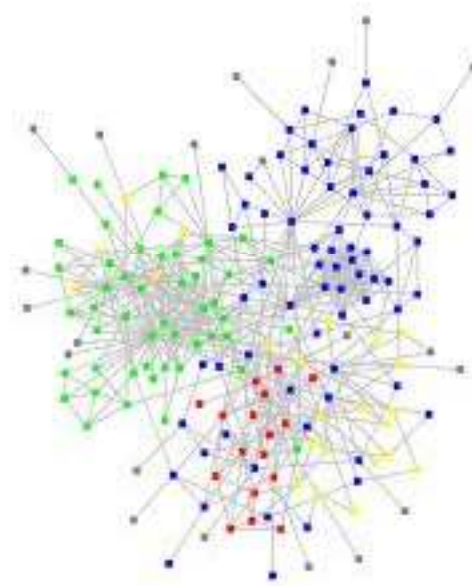
BLOG



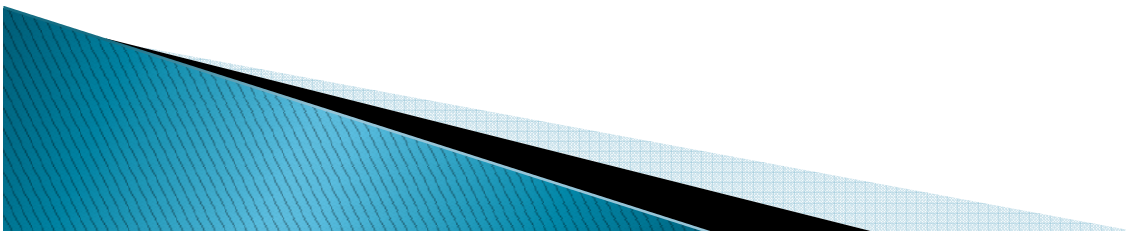
# Digital Content



# Content: The Holy Grail of New Content



Data



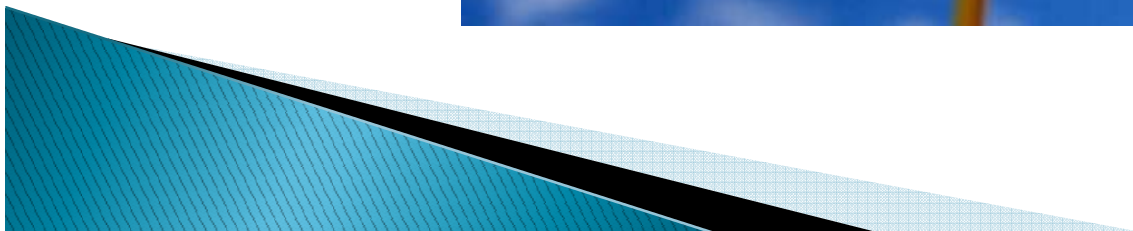


# Content Sale or License?



Vernor v. Autodesk, Inc., 621 F.3d 1102 (9<sup>th</sup> Cir. 2010)

# Content Licensing Is Distribution

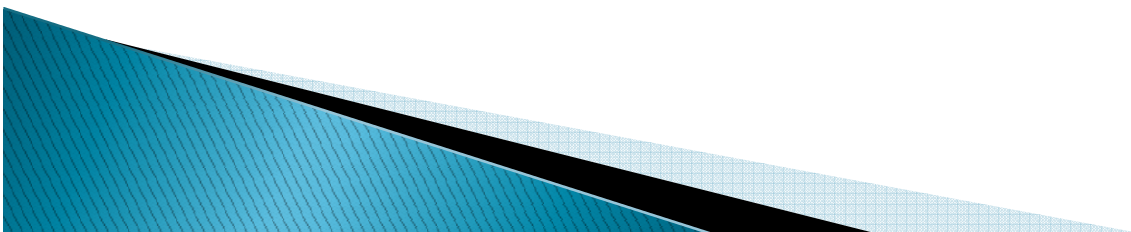


# “Slicing and Dicing”: Content Distribution and Rights Disaggregation





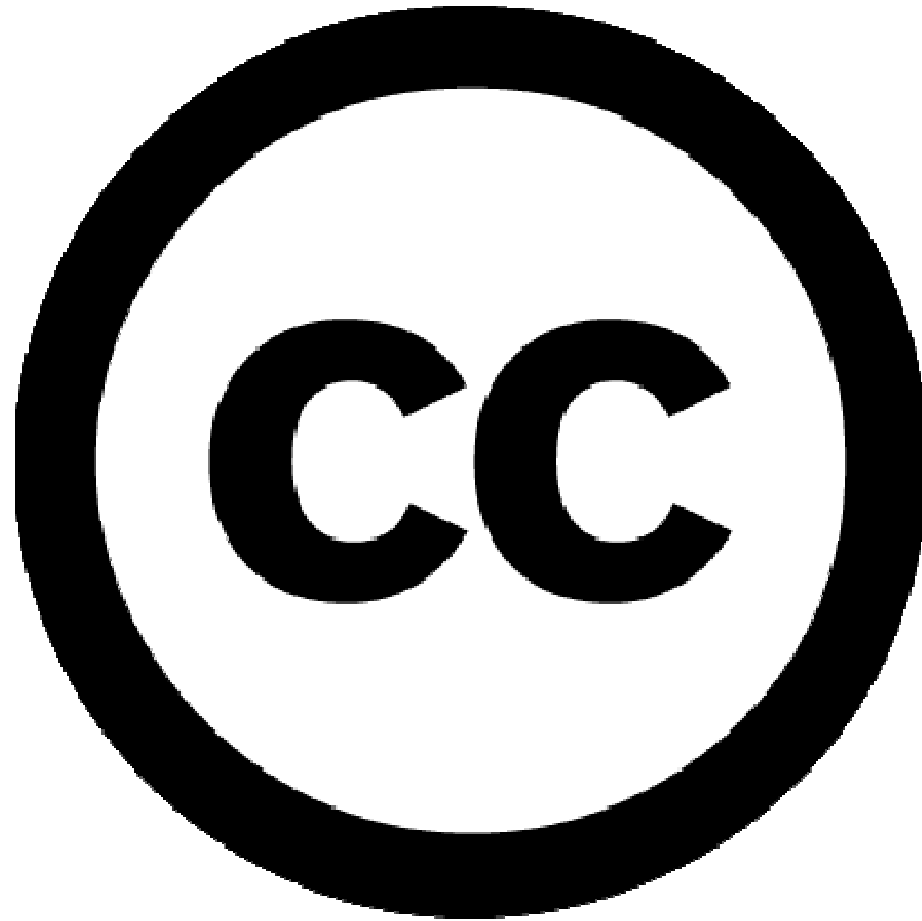
**Performance**



# Royalties



# Non-Royalty Based Licensing



The End