

How to Keep it Legal: Copyright and Trademark Compliance



When in Doubt, Link it Out

In most cases, you can eliminate the need for permission or fees by simply providing a link to the web page which contains the work instead of making copies of it. This includes online resources available through the [UNT Libraries](#).

Copyright & Trademark Tips

Do...

- ☐ **Link to third party web sites** that contain copyrighted works.
- ☐ Use [public domain works](#) made prior to 1925, freely.
- ☐ Use **your or UNT's own creative works**, since we are the copyright owners!
- ☐ [Request graphic design services from CLEAR](#)
- ☐ [Use these select web sites to find images](#) for your course.
- ☐ Use works licensed under [Creative Commons terms](#).
- ☐ Use a **screenshot of a software interface**.
- ☐ **Reformat, reorder, and redisplay** third party data.
- ☐ **Quote and cite** small portions of text.
- ☐ Use a **still frame image from a video** when linking to a web site hosting the video.
- ☐ Use a **work you co-authored**, unless a [work made-for-hire](#).
- ☐ Use **government works**, as they are considered in the public domain.
- ☐ Use **trademarks to identify** a company or individual.

Don't...

- ☐ [Embed social media content](#) -or- **Link directly to a copyrighted file.**
- ☐ **Copy entire documents, images, or video** (always assume a work is copyrighted).
- ☐ Use another's **unpublished work** without their express, written permission.
- ☐ **Modify a copyrighted image** & use the new version (it will be an unauthorized "derivative work").
- ☐ Use **Google, Bing, or Yahoo** to find images for use in your course.
- ☐ Omit an **attribution** for any work licensed under [Creative Commons](#) terms which requires it.
- ☐ **Use a pirated or unlicensed copy of software** -or- **screenshot of entire web page.**
- ☐ Make an **exact copy of a table or graph** (the design/layout is copyrighted).
- ☐ **Copy more than 5% of a written work** -or- **Omit citations.**
- ☐ Use a **still frame image from a video** for any purpose not directly pedagogical.
- ☐ Use a [work made-for-hire](#) created at a previous employer, without written permission.
- ☐ Use the **name, likeness, photograph, signature, or audio of a famous person.**
- ☐ Use **trademarks in any other manner**, especially advertising.

Thank you for taking the time to learn about copyright & trademarks! Questions, concerns, or suggestions? Please email us at CLEAR.compliance@unt.edu or call (940) 369-6457. Further information, including detailed training videos, is available online at: [CLEAR.UNT.edu/Copyright](#)