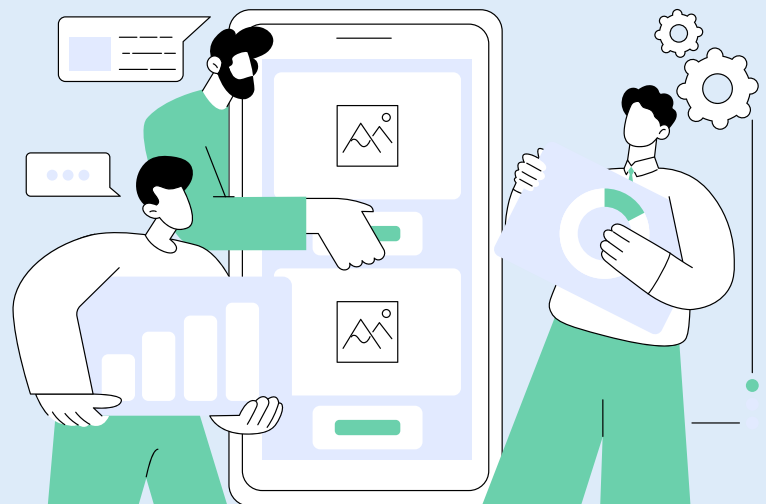




P4ELECS
Platform for
Electrification Skills
& Competences

Quicksheet

How to respect intellectual property?



Co-funded by
the European Union

About



Intellectual property (IP) refers to creations of the mind, such as inventions, designs, videos, images, software and brand elements, that are protected by law. As a content creator working on a building block, you often create and reuse materials. This brings you into direct contact with IP issues.

Understanding IP is crucial for:

- Avoiding unintended copyright violations
- Sharing your work in a legally safe and open way
- Making agreements when collaborating with colleagues or students
- Building a reusable, open library of high-quality educational content

When working on a building block, ask yourself:

- Who owns the material I am using?
- Am I allowed to reuse, modify or distribute it?
- What license should I apply to my own material?
- Who owns co-created content and how do we agree on usage rights?

IP is divided into two main categories:

| Category | It covers... | Example |
|----------------------------|--|---|
| Industrial property | Patents, trademarks, industrial designs, origin labels | <ul style="list-style-type: none">• Logos or product design (! rarely relevant in educational settings!). |
| Copyright | Text, videos, slides, audio, graphics, software code | <ul style="list-style-type: none">• Lecture videos, diagrams, PowerPoints, educational tools. |

There are four primary types of intellectual property protection:

| Type | What it protects | Example |
|-------------------------|--|--|
| Copyright | Original work (not ideas) | <ul style="list-style-type: none">• A lesson video or worksheet |
| Creative commons | A way to license your copyright for open use | <ul style="list-style-type: none">• Publishing slides under CC BY-NC-SA |
| Trademark | Brand names, logos, slogans | <ul style="list-style-type: none">• Your institution's name and logo |
| Trade secret | Confidential business or technical info | <ul style="list-style-type: none">• Internal rubrics or unpublished software tools |

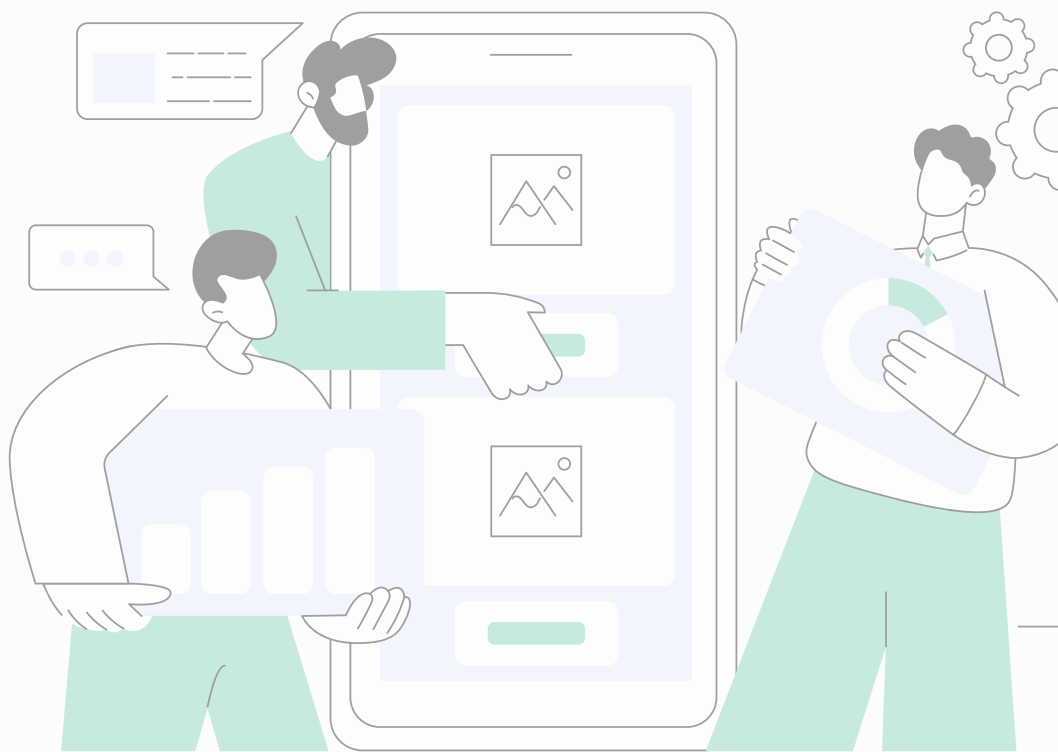
Benefits

✓ For content creators:

- Legal protection of your work
- Clear rules for sharing and reusing
- Credit and visibility through attribution
- Encouragement for collaboration
- Ability to license your work in alignment with your goals

✓ For the educational community:

- Stimulates open innovation and sharing
- Builds reusable resources and reduces duplication
- Promotes ethical content use and respect for creators
- Enables quality assurance and transparency



IP in practice: What you can (and can't) do



Can I use an image I found online in my building block?

- No, not unless it's clearly reusable. Most images are protected by copyright. Only use images with a Creative Commons license, in the public domain or created by yourself. Always provide proper attribution.
- Tip: Use Pixabay, Wikimedia Commons or CC Search.

Can I use a YouTube video?

- Yes, but don't download or edit it. You can embed or link to a video directly. If you want to show a short clip, only do so for educational or critical purposes (fair use) and add commentary. Attribution alone isn't enough.
- Tip: Search for CC-licensed YouTube videos via the filter option or embed original content legally.

Can I reuse slides, articles or textbooks?

- Only small parts. Quoting short excerpts for educational use is usually allowed under fair use. Never copy full pages, visuals or structures unless the source is openly licensed or you have permission.
- Tip: Look for OER or CC-licensed versions via OER Commons.

Can I use a diagram or table from a journal or report?

- Usually not. Even academic visuals are copyrighted. Redraw the diagram yourself or request permission. If the source is CC-licensed, you can reuse it with proper attribution.

Can I use open source code or tools?

- Yes, if the license allows it. Check if the code has a permissive license (like MIT or Apache). Always respect the terms (e.g. attribution or share-alike rules).
- Tip: Use choosealicense.com to understand open source licenses.



What if I'm co-creating with others?

- Agree in advance. Co-created content is shared IP. Discuss who owns what, how the final product will be licensed (e.g. CC BY-NC) and how contributors will be credited.

How do I license my own work for reuse?

- Use a Creative Commons license. Go to creativecommons.org/choose, pick a license and add it to your work.
- Example: © 2025 Your Name. Licensed under CC BY-NC-SA 4.0.

Tips

- Prefer CC-licensed or public domain resources
- Add a clear license © notice to your work
- Always attribute: title, author, source, license
- Use embeds (e.g., YouTube) instead of downloads
- Ask for written permission when using student work
- Document your sources and keep links/screenshots
- Make co-creation agreements on authorship and usage
- Choose your license based on how openly you want to share



| Source | Website | What? |
|--|---|---|
| Creative Commons | creativecommons.org | <ul style="list-style-type: none">Information on open licensing options and tools |
| OER commons | oercommons.org | <ul style="list-style-type: none">Open educational resources with creative commons licenses |
| Stanford University Libraries Copyright & Fair Use Center | fairuse.stanford.edu | <ul style="list-style-type: none">Excellent academic resource on fair use |
| Creative Commons Wiki | wiki.creativecommons.org | <ul style="list-style-type: none">Detailed information about CC licenses and best practices |
| YouTube CretiveCommons | youtube.com/howyoutubeworks/policies/copyright | <ul style="list-style-type: none">Information on using CC content on YouTube |
| SPARC | sparcopen.org | <ul style="list-style-type: none">Promoting open sharing of educational materials |
| Attribution Builder | openwa.org/attrib-builder | <ul style="list-style-type: none">Tool for creating proper CC attributions |
| Copyright Crash Course | guides.lib.utexas.edu/copyright | <ul style="list-style-type: none">University of Texas copyright guide for educators |
| Creative Commons search | search.creativecommons.org | <ul style="list-style-type: none">Search tool for CC-licensed works |
| Digital Media Law Protect | dmlp.org | <ul style="list-style-type: none">Legal resources for digital content creators |



Good luck!