

Artists, Technology & the Ownership of Creative Content, published by the Lear Center Press, explores the new digital environment and the impact of intellectual property rights on innovation and creativity. An excellent sourcebook for students and practitioners of intellectual property law, this book covers cutting-edge issues in IP and creativity in a unique and groundbreaking way. This publication, which includes a CD-ROM, is available for purchase from the USC bookstore.



"Copyright and the control of creative work in the digital world is the most important policy issue that most important policy makers don't yet begin to understand. In this book, the Lear Center has done something extraordinary: It has made understandable, to a world beyond lawyers, this vitally important topic, in a brilliant and beautiful form. Let this be the first of many such contributions to this important debate. This is, however, no doubt the first."

Lawrence Lessig, Professor, Stanford Law School
Founder, Stanford Center for Internet and Society
Author, *The Future of Ideas* and *Code and Other Laws of Cyberspace*

This book, part of the Lear Center's Creativity, Commerce & Culture project, publishes materials from the Center's dynamic 2001 conference that examined intellectual property law in relation to creativity, technology and ownership.

Published by the Lear Center Press, this book includes chapters by Lear Center senior fellow and intellectual property expert David Bollier, as well as creative case studies, commissioned for the conference, by F.J. Dougherty of the Loyola School of Law; Jane Ginsberg of the Columbia University School of Law; Arnold P. Lutzker of Lutzker & Lutzker, LLP; and Sara Diamond of the Banff Centre.

These case studies inspired film and play scripts. The scripts are included in the book, as is a CD-ROM with the film and theater productions of the scripts. This is the first text to explore the issue of intellectual property in this context.

"In producing this book, the Lear Center has done a terrible thing. It has induced the pain of thought-honest, vexing, contradictory thought. It takes the reader to the edge of a precipice, where we gaze at the digital frontier and the many unanswered questions that dangle there. This is no legal or technological tome. In tech-speak, this book is reader-friendly. The writing is clear and vivid. We are reminded that technology can either be friend or foe; that the interests of creators sometimes clash with those of consumers or corporations. There are no glib answers, just important questions for the 21st century."

Ken Auletta, Writer, *The New Yorker*
Author, *World War 3.0: Microsoft and its Enemies*, *The Highwaymen: Warriors on the Information Superhighway*, and *Three Blind Mice: How the TV Networks Lost Their Way*

Artists, Technology & the Ownership of Creative Content is 39.95. Visit www-bookstore.usc.edu to order.

USC ANNENBERG

The Norman Lear
CENTER