

Article

Role of Library and Information Professionals in Protection of Intellectual Property (IPR)

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A B S T R A C T

The aim of this article is to explain concepts like IPR, copyright, digital rights. This paper highlights the role of library professionals in the protection of IPR. Here the author tries to explain how libraries can get the ultimate usage of the resources within the limits of intellectual property rights. It concluded that the library and information professionals should have full knowledge of IPR to keep the safeguard of the user community. It also throws light on the duties and responsibilities of library professionals in the preservation of intellectual properties in the library.

Keywords: Intellectual Property Rights, Copyrights, Digital Rights, digital resources, LIS Professionals

Introduction

Intellectual-property is the strength of any organization and it is more important rather than its economic power. In today's digital world information access and resource, sharing becomes easier through social media. Users can upload, share the contents with their friend or other researchers so it becomes necessary that all LIS professionals and library users should be aware of copyright provision. Intellectual property right and digital resource management is a challenge for all LIS professionals' Digital resources always create issues in their sharing and utilisation. LIS professionals aware the users about the disputes of copyright law and trained them on how to stay away from this. Academic libraries understand the value of intellectual assets so they protect and manage it for the future prosperity.

Intellectual Property

Intellectual property is the production of personal mind and individual intellect, this is in the concept, idea, though, actual product work or process etc. Sharma, (2015) explain the intellectual property in detail with following characters.

- Intellectual property is a fiction or fictional property. It

cannot be perceived by touch but it is manifest property

- Intellectual property includes scientific discoveries, industrial design, trademark, service mark, literature, artistic and scientific works
- Intellectual property is the creation of a human mind, which is legally protected with different acts such as the Patent Act, trademark Act
- An intellectual property owner can earn income by selling or sharing his rights

Intellectual Property Rights

Intellectual property is defined as "A class of intangible rights secure commercially valuable products of the human intellect" this class include trademarks, copyright and patent rights, publicity rights, moral rights and rights against unfair completion. Rights are necessary conditions for the personal, economic, social, political, mental and moral i.e. overall sided development of human being. Rights are those claims for individuals, which are essential for the community. There are three basic categories of rights example:

- Natural Rights
- Moral Rights
- Legal Rights

World Intellectual Property Organization (WIPO) explain the rights related to the following matters:

- Creativity in all fields of human endeavour
- Scientific discoveries
- Literary, artistic and scientific works
- Industrial design
- Trademarks, service marks for marketing products
- Security against unfair competition
- Any other rights affecting of intellectual activities in the industrial, scientific or artist field

Importance of Copyright Education for LIS Professionals

In recent academic world librarians are not the only gatekeeper of traditional and electronic content which is used by their users, they also the saviour of copyright law and digital licencing agreements. Users always ask permission to copy of an article from journal, photocopy of book, to use image in a presentation that we found through google images and librarians need to answer their questions so all librarians and information professionals need to have at least a basic understanding of copyright law and should know about what is included in licenses for electronic resources work. Unfortunately, copyright law is not popular among the librarians and users. Today copyright act specifies around the world, but unfortunately in library and information science still not have a specific guideline of copyright law so librarians should apply their own rules to make a decision regarding the copyrighted material. Librarians should know when the permission is required from the copyright owner and which information they can use before obtaining permission.

Copyright laws.com explain some facts to educate librarians and information professionals about copyright law.

Fair use is Indeterminate and Flexible

Fair use allows users to use some part of copyrighted material without the permission of the copyright holder. Fair use process to copyright planned or balanced the interest of the copyright holder with the public enthusiasm and in the wider distribution and use of creative works by allowing as a defence to copyright infringement claim certain limited uses that might otherwise be considered infringement.

No Substitute for Obtaining Copyright Permission

We need to get permission from a copyright owner or their representative to use copyright material. Even trying all the things to get permission but there is no response from that side then we can legally use that content without permission.

Consult Your License Agreement on a Regular Basis

Before signing the licence, agreement librarians should

consult the terms and conditions with database vendor or publisher. While sharing the full content of information with outsider there is need to check the provisions of the licence to see what is permitted or what is not permitted. All librarians should follow the terms and conditions of the licence as closely as possible.

Protected Online Images by Copyright Law

Copyright law protects all the images, which we found on the internet, are not in the public domain, some of. Therefore, before use those images always assume that it is protected by copyright. Always investigate or determine the copyright status of online images.

Strategies for Controlling Copyright Issues Understanding National and International Copyright Law

Try to get all the information regarding copyright issues, learn the copyright law, read the books on copyright, attend conferences, seminars, workshops related to copyright, always try to update the knowledge regarding copyright law.

Get Senior Management Support

If you are copyright leader or copyright officer, make your institution's copyright policy, which defines your role, involve any senior management member in that policy with whom you can discuss or consult any issues related to copyright.

Make Awareness of Copyright Education

Give copyright education in your institution. Do not feel that copyright is a very serious matter. No need to see the copyright policy every time always try to find out the way how you can help the users, they feel better when information is provided in the varied pattern, you can make this interesting, LIS professionals can arrange "copyright awareness day which helps to learn about copyright law.

Make Copyright an Organization Issue

Copyright policy is just not related only with library and information professionals, everyone in the organization should understand their part in copyright consent through policy and education. Make an advising board of copyright stakeholders to represent different areas and roles in an organization. Make a group to identify copyright issues, promote some standard techniques to guide staff on how to respond to the problems they faced daily.

Use Techniques to Guide Copyright Law

Make aware of users related to copyright issues and help them to solve the issues on their own. Put the banners in the library or near photocopies in your premises, make the copyright resource area on the intranet arrange to give a popup when staff access the internet, apply fair use policy in the library.

Use Authentic Resources for Knowing Copyrights

We can easily find copyright resources on online, but all the resources on online are not authentic while accessing online information always check the government's website of copyright offices and make sure that all the information is up to date.

Make Assure the users that You can Answer their Copyright Questions

Make the users believe that you can solve all the problems related to copyright issues. Send an email of introduction to management and inform them how you can help them with copyright issues. Arrange copyright information session following by question and answer session.

Create Your Copyright Network

LIS professionals should have a copyright network while performing their duties in copyright law. Arrange copyright programs, attend the conference, discuss the copyright issues with other copyright professionals.

The role of Librarians in Copyright Protection

In today's informative world librarian's play multitask job inclusive of copyright. The library is the house of a collection of both copyrighted and public domain material. Libraries provide these materials to the users to support their learning resources. Librarians share reading material with their users and preserve their work under the special provision for libraries in the Act. Librarian is the only person who can give access to copyrighted material that limps the market strength long before the expiration of the copyrights, always preserve public domain material. While providing access to the copyrighted and public domain work. The librarian should know the exceptions and limitations of creator's right in law. Libraries preserve old intellectual property and create new intellectual property. Libraries play multiple roles in their institution they are not the only custodian of knowledge, but they also provide the information and keeps a balance between user's satisfaction and intellectual property law. A library is responsible for institutions development. Libraries take care of user's rights as well as motivate the creatures. Most of the copyrighted works in library collection were procured or used through a licence agreement. Copyrighted works are always costly than the individual's work e.g. subscription to periodicals, to ongoing research work or e databases. Library users and library staff should be aware of the limitations and benefits of copyright law while using any of the material on library shelves, it is necessary to use safeguard antipiracy legislation. Libraries are carefully provided access to copyrighted works. Users are not aware of the copyrighted law and policy so its library's duty to inform them about copyrighted law for gaining the knowledge. Users always take it granted and not involved in policy so librarians need

to take it seriously and keep restriction of the copyrighted material. Every user should take advice from library staff before copying the material from copyrighted work, so librarians need to give orientation on "Fair use Legislation" Librarians should display copyright threatening in an apparent location in the libraries to pass the message among the users. Librarians render their services without violating copyright laws and they are aware of the risk in copying from copyright-protected material so they operate it within the law.

Conclusion

Every country's social and economic development depends upon the creative people and creative work. Creative people can be encouraging with effective administration of copyright laws. Librarians play a major role in an intellectual property right, without their participation, we cannot implement the copyright law. Copyright law is necessary to create intellectual property because intellectual property is the real property of the country and copyright law motivate the creators. Librarians need to fight against violation of copyright laws. A good copyright policy discourages pirates from others work. Library and information professionals are the real protector of intellectual property.

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