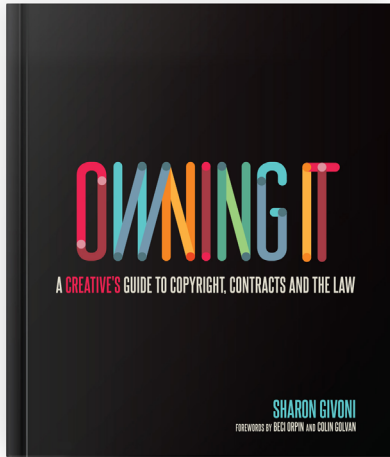


NEWS AND REVIEWS



BOOK:

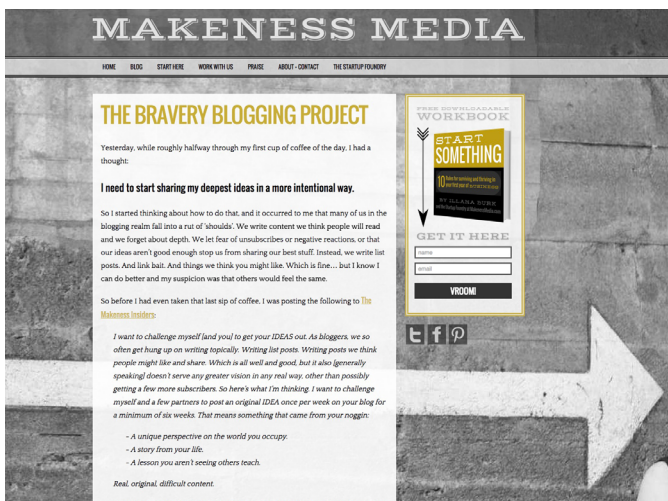


If you are involved in any creative occupation, then sit back and enjoy a fantastic release by... a lawyer? Yes, you heard right; a lawyer. Sharon Givoni is an Intellectual Property guru, and in *Owning It*, she has given to creative industries a brilliant guide to what's what when it comes to designing the right legal choices.

The book covers the protection of designs, trade marks, copyright, reputation, confidential information and other intellectual property (IP); how not to inadvertently infringe someone else's rights; contract basics; licensing and how the law applies online and to certain aspects of social media. Most importantly, for people who spend their lives thinking about how something looks, reads or sounds - it's an absolutely beautiful book. User friendly, packed with flowcharts, images and anecdotal evidence, this is cover to cover creative friendly - and may save you making some serious mistakes.

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BLOG:



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The world is not always a friendly place for bloggers; but this project should help a little bit. The Braveness Blog is all about sharing your original content on one platform; a new idea, once a week, for at least six weeks, that you post on your own blog and link to the Braveness Blog. It could be business-based, a personal moment of crisis, you name it; but it's all about facing your fears as a writer and as a courageous person of commerce.

Brilliant (and brave) stuff.