

SEVEN ITEMS PEOPLE FREQUENTLY OVERLOOK WHEN GETTING CLEARANCE:

1. Reading the fine print of a stock footage agreement to see what exactly the company indemnifies you for
2. Reviewing the talent/model releases from the stock image company of the people featured in the photo or clip that you are trying to license
3. Abiding by the editorial restrictions some licensors demand of anyone licensing their photo or video (i.e. Editing or otherwise altering a video clip or photo)
4. Identifying work that is copyrightable, such as a Tattoo artists' original work on a person featured in your project or an element of location such as a muralists' painting on the bottom of a swimming pool
5. Photographing a location, such as a building, landmark or area, that requires special permission such as Times Square or the Wrigley Building in Chicago
6. The use of a phrase or slogan that may have originated from the writings of copyrighted material such as a popular phrase of a character in a film or television show
7. Using a tone or other commonly recognized audio element (such as the Intel sound brand or Law & Order mnemonic)

10/6/15