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## Artists & Designers

If you are an artist or designer, your livelihood depends on intellectual property law – whether you know it or not.

Almost anything a creative entrepreneur produces is intellectual property of some sort. Wise entrepreneurs make sure their property is protected.

Olive & Olive loves partnering with photographers, filmmakers, visual artists and designers of all types. We take great satisfaction in taking care of their legal needs so they're free to work their creative magic.

We've been doing that since 1957, when our founder opened the first trademark practice in this part of North Carolina.

## We keep your creative juices flowing.

You've written a potential best-seller. You've painted a masterpiece. You've created a new interior design that could revolutionize home sales.

Now more than ever - in today's technologically advanced, share-friendly culture – you need IP protection. Theft, misappropriation and unauthorized use of your creative output is more than just a hypothetical risk. It is a harsh reality. It results in staggering losses of revenue each year.

Not to mention the psychological shock of discovering that your creative efforts are being exploited by someone who lacks the permission or right to do so.

Olive & Olive will keep you safe and soaring. Our IP team works with:

- Authors, editors and journalists
- Actors
- Producers and directors
- Costumers
- Stylists and makeup artists
- Copywriters
- Screenplay, teleplay and theatrical writers
- Voice artists
- Dancers
- Choreographers
- Sculptors
- Painters
- Photographers
- Filmmakers
- Video game developers
- Interior designers
- Graphic designers
- Website designers
- Architectural designers
- App designers

## Your quality work needs quality protection.

The basic IP tools for artists and designers are copyrights and trademarks. You'll find a wealth of information on these topics in our IP Learning Center.

Never forget that your creativity has value – and that value should be protected.

Perhaps you produce something physical that you can hold in your hands. A blueprint, a painting, a life-size metal sculpture. Perhaps your creativity is expressed in an intangible way. A design, an application, a technique.

Whatever form your creativity takes, it deserves compensation and protection. We can make sure you get both. Our IP attorneys have decades of real-world, hands-on experience handling the legal needs of talented

graphic artists, designers, painters, muralists, photographers and creators of all types.

## It's not easy being an artist.

We love helping artists monetize their work. And we know how to develop IP strategic plans to keep the revenue flowing.

We also counsel artists to make sure they are not infringing someone else's work. It's critically important that you understand what is and is not allowed when it comes to using the images, photos and design elements of other artists and creators. And if our client is accused of infringement, we defend them.

Our attorneys help artists and designers navigate the increasingly complex intellectual property landscape, realizing that a single idea or concept can be expressed or utilized in dozens of different formats, platforms, and media.

- We can help you to understand how to sell, license and display your work in the manner you choose, so you can bring your talents to the world without losing control over your work.
- We can help you obtain copyright registrations that identify the ownership of artistic works and protect against infringement. We can acquire trademark registrations that protect your valuable name and brand.
- We can draft agreements that transfer, license and confirm rights in your own work and in any third-party work you may want to use.
- We can provide advice about fair use, and whether those principles entitle you to use and build on imagery and other third-party material that inspires your work, without infringing the intellectual property rights of other artists and owners.
- When infringement does occur, we provide legal counsel and intervention to help stop the damage, recoup your losses and receive a fair return on your work... or, if you're the accused party, we help minimize your own risks and liabilities.

Artists and designers are in the business of creating intellectual property—creations that are truly valuable assets.

**The IP attorneys at Olive & Olive are highly experienced in helping you protect these assets, which are so important to your success. Let us go to work for you today.**

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