

COPYRIGHT PERMISSIONS

Copyright protects original works of authorship, including photographs, illustrations, and more. Using an image without permission can have serious legal and financial repercussions. Before using any image, you need to confirm whether you're allowed to use it and the terms involved in doing so.

Below are a few ways to find images to use without copyright infringement.

USE LICENSED IMAGES

A licensed image is an image that can be used by others under specific terms and conditions.

ROYALTY FREE (RF): The name "royalty free" can be misleading as these images are **not free**. It is a type of license where generally **you pay a one-time fee or monthly membership fee** for the right to download and use these images.

✓ **Ultra Graphics uses active Adobe Stock when needed for customer's designs:** If a licensed image from a different media site is wanted, we are able to work with you to use it. Just let your account manager know.

OTHER OPTIONS: Rights Managed (RM) licenses and Creative Commons (CC) licenses are a couple of other options. Be sure to follow the conditions of the license and check the source to ensure that the license is legitimate.

PUBLIC DOMAIN

Public domain images are images whose copyright has expired or never existed in the first place. Since they are not protected by copyright, **they can be used without permission**. Sometimes these types of images are labeled as public domain. If not, you may have to search for it on a website that specializes in public domain images.

GET PERMISSION

HIRE A PHOTOGRAPHER: If you purchase high-res files from a photographer, they will most likely also include a release, but please confirm with them if you're unsure.

CONTACT COPYRIGHT OWNER: You need to assume any image you find online is copyrighted. Contact the copyright owner and get a license or other permission. It's very common to be charged a fee for the use of copyrighted images.

! IF IN DOUBT, DON'T USE IT

To protect their livelihood, copyright owners often actively monitor for cases of unauthorized use of their work. If you are unsure in any way, simply do not use the image. Find an alternate image from a trusted source. There is no excuse for infringing copyright, and the consequences could be expensive and unpleasant.

! DO AI ART GENERATORS VIOLATE COPYRIGHT?

Currently, the U.S. Copyright Office does not afford **Artificial Intelligence (AI)** art copyright protections. Once AI art is created, it enters the **public domain**.

! PLEASE REMEMBER THIS INFORMATION IS NOT THE SAME AS LEGAL ADVICE.

This may not address all relevant business or legal issues unique to your situation, and you should always seek legal advice from a licensed attorney.

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WAYS TO CHECK FOR COPYRIGHT

LOOK FOR AN IMAGE CREDIT OR CONTACT

DETAILS: If you find an image online, look carefully for a caption that includes the name of the image creator or copyright owner. There may also be an email address or link to the image owner's website. Using that info, you can contact the image owner to request to use their image by purchasing a license or coming to an agreement on the terms of use.

LOOK FOR A WATERMARK: A watermark clear sign that the image is copyrighted. Under no circumstances should you attempt to use software to strip the image of its watermark. This demonstrates clear and willful intent to infringe copyright — evidence that will likely work against you, should the case come before a court of law.

CHECK THE IMAGE'S METADATA: Some image creators embed crucial information about their images into the file's metadata. On Windows, just right-click on the image and select "Properties". In macOS, when you opened it in Preview, click on "Tools" in the menu, then "Show Inspector" or the ⓘ icon. There, you'll see several tabs. Sometimes you can find the name of the copyright owner and even a full copyright notice here.

DO A GOOGLE REVERSE IMAGE SEARCH: If you still can't find details of the image owner, Google's reverse image search is a useful tool to identify the original source. Open Google Image Search. Click on the camera icon. Search by the picture's URL or paste the image to see where else the image lives online. From Google's image findings, you should be able to ascertain ownership information.

SEARCH THE U.S. COPYRIGHT OFFICE

DATABASE: When you already have some information on hand, the public catalog of the U.S. Copyright Office Database can help you. Registering it at the Copyright Office is an extra step that image creators can take that will also benefit them in certain legal circumstances if their picture gets stolen. So ultimately, if you won't find an image here, it can mean that it wasn't registered but still has an image license limiting use, which means your best shot is to continue your research to find the image owner or let go of that image.