

INTELLECTUAL PROPERTY AND ART



1. Warm up

Look at the photographs of graffiti art by an artist called Banksy. Have you heard of him? Discuss the questions.



picture 1



picture 2



picture 3



picture 4

1. What do you see in each picture? What do you think he means by that particular piece
2. How would you describe the ideas and content of Banksy's graffiti?
3. Do you think Banksy's graffiti requires a lot of creativity and talent? Why or why not?

2. Prepare to Listen

Match the words/phrases on the left with the definitions on the right.

- | | |
|-------------------------|---|
| 1. "Robin Hood" | a) very tempting or making you want something that is not easy to have. |
| 2. speak truth to power | b) take a stand or advocate for a moral position. |
| 3. democratic | c) a person or group compared to the historical figure who took from the rich and gave to the poor. |
| 4. national treasure | d) someone or something that represents a nation's culture or national identity. |
| 5. everyman | e) an ordinary person or someone who represents everyone. |
| 6. tantalising | f) popular with all or most people. |

3. Listening - Predicting -

Banksy's art has sold for millions of pounds. An art expert is speaking shortly before a sale of Banksy's art. Tick ✓ the information that you think will be mentioned. Watch the video to check your predictions.

1. Reasons why people like Banksy's art
2. Names of people who own Banksy's art
3. Banksy's reasons for becoming an artist
4. Her predictions about the market for Banksy's art

4. Listening for details.

Listen to the video again. Choose the correct answer.

- | | |
|--------------------------------------|--|
| 1. Banksy is a hero for ... | 3. Collectors find Banksy's work is ... |
| a) historical figures. | a) too expensive. |
| b) ordinary people. | b) very appealing. |
| c) the rich. | c) boring for the home. |
| 2. Banksy is a national treasure ... | 4. The expert thinks Banksy's work will sell ... |
| a) in the UK. | a) at an affordable price. |
| b) all over the world. | b) only in a very strong market. |
| c) amongst ordinary people. | c) to someone with a lot of money. |



Legal and general vocabulary

Part A: Look at the words and phrases on the left and match them with their definitions on the right.

Group 1

- | | |
|----------------------|--|
| 1. appropriation | a) a legal procedure to remove a trademark from the legal registry, as if it had never been registered |
| 2. unauthorised | b) without legal permission or approval |
| 3. contest (v) | c) gain control, often from someone else |
| 4. hold (v) | d) making an official record of something |
| 5. take custody (v) | e) legally dispute or challenge something |
| 6. invalidity action | f) possess or own |
| 7. registration | g) taking something from someone without the right to do so |

Group 2

- | | |
|-----------------------|---|
| 1. good faith | a) go around or avoid |
| 2. commercialise (v) | b) with honest intention |
| 3. circumnavigate (v) | c) not in agreement with |
| 4. inconsistent | d) things a company sells |
| 5. original | e) sell or market for sale |
| 6. tangible | f) created by someone on their own without copying someone else's work |
| 7. commercial goods | g) saved or available in a way that can be communicated later in the exact same way |

Part B: Now read the legal definitions of copyright and trademark and answer the questions below.

copyright: the legal right to protect one's work. The work must be original (of your own skill, labour and thought) and it must be tangible (exist in physical form, not just an idea).

trademark: a legal way to distinguish the commercial goods or services of one business from another. A trademark can take many forms, for example, a picture, a word, or a phrase. A trademark is registered for a specific good or service in a specific category, called a class in the UK.

1. Do you think Banksy's art would be protected under a copyright or a trademark? Why?
2. Do you think Banksy would care very much about protecting his work? Why/why not?