

**Section Name:** CORPORATE POLICIES – LAW  
**Section No:** 7  
**Policy No:** 7.17  
**Subject** COPYRIGHTS

**Date:** 04/12  
**Supersedes:** 10/97

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Copyright protection should be obtained for all Company publications, including all original printed materials. When printed materials or software are created for the Company under contract, one should endeavor to negotiate Company ownership of any resulting copyrights, by written agreement. This includes articles and other written compositions prepared by or for various Company units, as well as advertising, graphics, artwork, brochures, product packaging, technical bulletins, engineering drawings and designs, etc. Copyright is also an important way of protecting software.

Copyright law protects works of authorship from unauthorized duplication or distribution by third parties, including competitors. The only legal requirement for obtaining such protection is that copyrighted material be original. No publication or registration or other action is required to secure copyright. Copyright is secured automatically when the work is created. However, publication of the copyright by using a copyright notice is recommended because it informs the public that the work is protected by copyright, identifies the copyright owner, and shows the year of first publication. Furthermore, in the event that a work is infringed, if the work carries a proper notice, the court will not allow a defendant to claim "innocent infringement," i.e. that he or she did not realize that the work is protected. Registration of copyrighted materials is not usually effected unless and until third party infringement appears to have taken place.

It is the policy of the Company to avoid infringement of third parties' copyrights.

#### **PROCEDURE**

1. Unit publications, including advertising brochures, catalogs, software instruction booklets (and manuals), dispenser boxes, packaging, etc., shall be copyrighted by placing thereon the following legend (also see 4.6, Product Marking) :

© 199\_\_, Avery Dennison Corporation (or foreign subsidiary, if appropriate). All rights reserved.

For revised, updated versions, the copyright notice should reflect all years, for example:

© 1992, 1993 Avery Dennison Corporation. All rights reserved.

This legend should appear at the lower margin of either the title page or the reverse side of the title page, or at the end of the publication. This notice should be printed on the publication before it is first distributed. For example an article prepared in November 1992 and printed in December 1992, but intended to be released in January 1993, would bear the 1993 date. For software, one or more of the following measures is recommended: including the legend in source code; imprinting the

legend on object code; and placing the legend on a sign-on display. (Note, that for software, (c) is an acceptable alternative to the © symbol.)

Unit managers shall establish procedures to review periodically advertising material, catalogs, brochures, house publications, reprints, technical drawings, etc., to ensure that a proper copyright notice appears thereon. Employees should be alert to unauthorized use or duplication of Company copyrighted material. Any suspected violations should be brought promptly to the attention of the Law Department.

2. The Company may wish to encourage third-party copying of certain Company publications for legitimate purposes. In such cases, immediately after the copyright notice, the following statement should appear:

Approval to reproduce, store, transmit or reprint this publication in whole or in part may be obtained from Avery Dennison Corporation, ATTN: General Counsel

3. Units that commission outside contractors to create artwork, literature, packaging, software or other potentially copyrightable materials, should do so in consultation with the Law Department. A written agreement identifying any such creation as a "work made for hire," is required to perfect the Company's ownership of the copyrighted material.
4. Units are encouraged to maintain accurate records to support copyrighted works, including: date of creation and date of publication. An original copy of all copyrighted work has to be retained in accordance with the Company's record retention policy.
5. Units should consult with the Law Department for guidelines and fees for applications for copyright registrations. Such fees and expenses will be charged to the sponsoring unit.
6. Unit managers shall obtain approval from third parties for reproduction, transmission or reprinting of copyrighted works.

**Updates:**

Law Department

**References:**

Corporate Policies:

- 4.6, Product Marking
- 5.4, Information Systems Controls
- 7.19, Records Retention and Protection

**Related Topics**

Section Name	Policy No	Subject
CORPORATE POLICIES – FINANCE	5.4	Information Systems Controls
CORPORATE POLICIES – LAW	7.21	Records Retention and Protection
CORPORATE POLICIES – OPERATIONS	4.6	Product Marking