Superhero Team up!

Working together to teach intellectual property to our students
Our Heroes

Maria Burchill, The Bookkeeper

John Meier, The Cybrarian
The story so far...

1. Overview of intellectual property
1. Create your own superhero
1. Ideas for presenting a program like this
Golden Age of Comics
Silver Age of Comics
How do the creators/artists of superheroes protect their creativity and innovation?

- How would you protect your original drawing, story, or theme song?
- How about your invention of a superhero gadget?
- What about the name of your hero?
Copyright protects the authors of “original works of authorship,” including literary, dramatic, musical, artistic, and certain other intellectual works.

www.copyright.gov
Copyright

1938 - rights sold for $130
1948 - creators lose to DC
1975 - creators lose but get benefits
1999 - estates renegotiate
2013 - DC sole owner
Trademarks

“A trademark is a word, phrase, symbol or design, or a combination thereof, that identifies and distinguishes the source of the goods of one party from those of others.”
Patents

“exclude others from making, using, offering for sale, or selling the invention throughout the United States or importing the invention into the United States” - U.S. Patent Office
Copycats are literally Villains!

Using someone else’s work without giving them credit is dishonest and wrong (Schlipp and Kocis)
Create your own superhero

Draw a costume
Write a
★ Name
★ Secret Origin
★ Powers
★ Gadgets
Congratulations!

You are now a copyright holder

Trademarks need to be used on a product or service in order to file.

Patents applications must actually work (no time machines!)
Tips for your own program

- Identify partners in superheroes and IP (local artists and comic store owners)
- Prepare your presentation content (more video clips for younger audiences)
- Promote, promote, promote
- Bring plenty of supplies, comics, & freebies
In our next exciting episode...

Integrate into a teen reading program
1. Read a graphic novel
2. Discuss the graphic novel
3. Create your own comic
4. Publish it to the web (or make a minicomic)
Acknowledgements

John Schlipp at Northern Kentucky University and Linda Kocis from the Public Library of Cincinnati & Hamilton County for the idea

Jarod Roselló for leading the Comics Club at Schlow Centre Region Library