

Dear Business Educator:

You are probably aware that Internet piracy remains a serious problem for colleges across the nation. Approximately three-quarters of college students admit that they never or only rarely pay for the music, movies, and computer software that they download,¹ with more than half naming the college campus as their preferred downloading location.²

As a business educators, you should find these statistics especially alarming, because illegal downloading can severely jeopardize the career prospects of your students. In a recent BusinessWeek survey,³ 86 percent of managers nationwide said that respect for intellectual property is a key factor in their hiring decisions, with approximately 30 percent saying that a permissive attitude toward illegal downloading would be cause for rejecting a job candidate. And these same managers report that illegal downloading on the job can have career-ending consequences, ranging from official reprimand to immediate dismissal.

Your students should know that the business world takes Internet piracy very seriously. That is why we have developed this business class guide to B4UCopy, a nationwide copyright awareness program designed to warn students of the risks associated with Internet piracy and encourage respect for intellectual property.

The **B4UCopy** business class guide includes a reproducible student fact sheet that we hope you will distribute to all students, and a fold-out poster for your department bulletin board. In addition, both the fact sheet and the poster direct students to the **B4UCopy** website, at www.B4UCopy.com, where they will find detailed information about the risks of illegal downloading and the rules of copyright.

B4UCopy was developed by Young Minds Inspired (YMI), an award-winning curriculum development company, and is funded by the Business Software Alliance (BSA), the world's foremost organization dedicated to promoting a safe and legal digital world. To learn more about the BSA, please visit our website at www.bsa.org.

We hope that you find this **B4UCopy** guide a useful tool in your efforts to educate students about copyright and the importance of respect for intellectual property. Please let us know your opinion of the guide and the **B4UCopy** program by returning the attached reply card. We value your feedback and look forward to acting on your suggestions.

Sincerely,

Diane Smiroldo
Vice President, Public Affairs
Business Software Alliance

B4U COPY



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Notes: (1) IPSOS Public Affairs, May 2005. (2) Intellectual Property Institute, University of Richmond School of Law, April 2006. (3) BusinessWeek Research Services, March 2006.

What You Need to Know



Illegal downloading is still a serious problem on most college campuses, where nearly 75 percent of students admit that they never or only rarely pay for the computer software, songs, music, and movies that they get on the Internet. Some of these students don't know the rules against making illegal copies. Most probably don't know the risks. Before you make a mistake online, read this.

What is Copyright?

The U.S. Constitution provides for authors and others who produce original creative works to have an exclusive right to make and distribute copies of their work for a specified length of time. This copyright allows creative workers to profit from their labors and encourages creativity in American society as a whole.

What is Intellectual Property?

Copyright protects any original creative work that has been fixed in some tangible form of expression—writings, diagrams, works of art, musical compositions, sound recordings, photographs, motion pictures, computer software, and more. Such works are called *intellectual property* and may not be copied by anyone, in whole or in part, without the copyright holder's permission.

What If There is No Copyright Symbol?

Today, copyright laws apply as soon as a work is created. There is no need to mark the work with a copyright symbol. In fact, your own original creative works—your school papers, drawings, photos, videos, even the message on your voicemail—are all forms of intellectual property protected by copyright.

What is Fair Use?

In the United States, copyright law permits the "fair use of a copyrighted work for purposes such as criticism, comment, news reporting, teaching, scholarship, or research." This means that students, for example, can use excerpts from a copyrighted work in a school paper without obtaining the copyright holder's permission. It does not mean, however, that students can make copies of copyrighted works for their own personal use, or exchange copies with other students.

What is Copyright Piracy?

Any illegal copying or distribution of a copyrighted work is called piracy, even when there is no intention of monetary gain. In fact, most piracy occurs through simple disregard of the law rather than to make a profit. You could be committing copyright piracy if you:

- Download computer software, songs, movies, or other copyrighted works

through a peer-to-peer (P2P) file sharing network.

- Provide copies of computer software, songs, movies, or other copyrighted works to others through a peer-to-peer (P2P) file sharing network.
- Post copies of computer software, songs, movies, or other copyrighted works online through a social networking site like Facebook or MySpace.
- Use copies of songs, movies, or other copyrighted works to produce content for websites like YouTube or Flickr.
- Attach copies of songs, images, or other copyrighted works to an email.
- Burn copies of your computer software discs, CDs or DVDs for others
- Burn copies of borrowed computer software discs, CDs, or DVDs.
- Install borrowed software on your computer.
- Share software by installing it on several computers.
- Purchase illegal copies of computer software, music, or movies, whether online or on disc.
- Make unauthorized use of content copied from a website.

What are the Risks of Piracy?

Many students mistakenly think that copyright piracy is harmless—a victimless crime. In fact, the victim could be you.

- Computer repair shops report that file sharing networks are a prime source of computer viruses. When you download an illegal copy, you could be one click away from wrecking your hard drive or spreading a virus to all your friends.
- The U. S. Patent Office has warned that file sharing networks compromise computer security. While you are downloading an illegal copy from someone on the network, someone else could be downloading the personal information on your computer.
- Anti-piracy agents patrol file sharing networks and can identify the Internet address of anyone who downloads illegal copies. Your Internet address is like your phone number; once the



agents look it up, they know who you are.

- Most colleges have strict policies against copyright piracy. If you're caught, you could be locked out of the campus network, suspended, or even expelled. In addition, colleges are required by law to cooperate with those investigating suspected copyright piracy on their computer networks.
- Thousands of college students have been sued for copyright piracy, and most have paid an average of \$4,500 to settle the lawsuit out of court. By law, however, you can be forced to pay up to \$150,000 for each copyrighted work that you illegally copy. In addition, because copyright piracy is a federal crime, you can be prosecuted and fined up to \$250,000 or imprisoned for up to five years, or both.

How Can Piracy Affect My Career?

Respect for intellectual property is a requirement in the business world. If you are involved in copyright piracy, it can cost you plenty.

- It is hard to get a job with illegal downloading on your college record. In fact, nearly 30 percent of hiring executives say that simply having a permissive attitude toward illegal downloading is reason enough to reject a job applicant.
- In the workplace, copyright piracy can have career-ending consequences. At most companies, illegal downloading or sharing computer software will lead to an official reprimand; at one in five companies, it will get you fired.
- Companies know that copyright piracy can have an impact on the bottom line. In recent years, they have paid millions in fines and damages because employees had illegally installed software on multiple computers or otherwise violated software licensing agreements. No company can afford to keep pirates on the payroll, and they are cracking down.



Know the Rules

It is illegal to copy computer software, music, movies, video games, or any other form of intellectual property without the copyright holder's permission. In fact, it's stealing!

You're making an illegal copy when you burn borrowed software onto a CD or DVD, install borrowed software on your computer, or download software through a peer-to-peer (P2P) file sharing network.

You're buying an illegal copy when you purchase OEM (original equipment manufacturer) software, personal "back-up" copies, or compilation discs that include many different programs.

Know the Risks

Scams—super-bargain software is usually illegal, often out-of-date, and can even be defective. If it's cheap, prepare to be cheated.

Viruses—downloading software through a file-sharing network can infect your computer with a virus that might erase your hard drive or worse.

Spyware—illegal software can carry hidden programs that snoop into the personal information on your computer or record your online activities.

Detection—anti-piracy agents monitor file sharing networks and can identify the Internet address of anyone who swaps software illegally. That means anyone can be caught.

Punishment—depending on the policy at your school, if you're caught with illegal software you can be locked out of the campus network, suspended, or even expelled.

Prosecution—it is a federal crime to possess or distribute illegally copied computer software, even when no money changes hands. You can be sued for up to \$150,000 for each program copied, and can be fined up to \$250,000 or sentenced to jail for up to five years, or both.

Your Career—employers take software piracy seriously and will reject job candidates with a record of illegal file sharing at college or a permissive attitude about illegal downloading.

**Need More Information?
Visit www.B4UCopy.com.**