

# Elasaurus products enterprises essay



**ASSIGN  
BUSTER**

Ellen will use some copyrighted illustrations from her books on the Web site. She will also include themes from the story lines of her books in some of the games that will be available (free) on the site to registered visitors. Prepare a report of about 300 words in which you discuss at least two intellectual property issues that might arise in the operation of the Web site. Intellectual Property (IP) refers to anything created with the mind. This includes inventions, literature, art, symbols/designs used by a business or in violation of a copyright.

There are two types of IP, Industrial property and Copyright property.

Copyright includes an artists' performances as well as many other written items and other broadcasted items. If it belongs to the person then it can be considered Intellectual property covered by copyright regulations. Because her website will include images and themes from her books then they will be protected by copyright regulations. She happens to have the advantage because these are her images that are being protected since they will be available across the internet.

It is possible to protect the image from being copied from the website but it can still be screen printed or maybe another version of copying it could be used. She needs to protect the games that are protected by copyright from being downloaded or have an agreement with the registered users to not spread the software. Anything that is presented in the Terms of Service for a company or website and agreed to by the individual makes the individual responsible for the agreement.

Since she has it so that it is for registered users only then she is helped out because they are required to agree to the terms set forth before they even have access to the protected material. 2. In about 200 words, describe the ethical issues that Ellen faces because of the ages of her intended audience members. Since Ellasaurus is designed to reach the age group of 4-6 years old, then there is an obligation of the owner of the website to protect the children from outside negativity in any form. They have the obligation to protect the children from adults acting in any way outside the realms of approved behavior.

This could also be protected by having no direct interaction amongst people in order to just allow the kids to freely access the website and material presented. If there was interaction then it could be required to have the parent present when the child is accessing the website. It is also the responsibility of the website owner to have age appropriate material available for the users. It would not be unethical if the site had nudity or adult humor if it is supposed to be geared towards the ages from four to six years old. The games should be age appropriate as well as the images presented around the site.