Why Museums Need An IP Policy

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IP Policies for Academic Institutions

- Unique characteristics
  - diverse IP
  - high-level private sector investment in university R&D
  - great commercial potential
Why Develop a University IP Policy

• Legal requirement to manage assets and investments prudently
• To better define the relationship between the university, its faculty and students
Museum IP Characteristics

- Diverse
  - collections based IP
  - technology based IP
  - academic IP
  - administrative IP
Museum IP Characteristics

• Commercial interests initially driven by media industry:
  – Broadcasting
  – Publishing
  – Multimedia developers
  – Advertising industry

• Certain commercial potential in product licensing
Museum IP Characteristics

- Educational potential driving R&D investment at museum for
  - content creation
  - technology development
6 Good Reasons for an IP Policy

1. IP considered an **asset** (like bricks & mortar)
2. IP increases our direct **communication** with global audiences
3. **Commercial** potential requires fiscal management
4. **Educational** potential requires forward-thinking balanced strategies
6 Good Reasons...

5 Conflicting administrative pressures dictate need for clarity
6 Opportunity to add museum voice to the debate about academic IP management