

# The Pocket Lawyer for Comic Book Creators

A Legal Toolkit for Indie Comic Book Artists and Writers

Thomas A. Crowell, Esq. Illustrated by Allan Norico



First published 2015 by Focal Press 70 Blanchard Road, Suite 402, Burlington, MA 01803

and by Focal Press

2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

Focal Press is an imprint of the Taylor & Francis Group, an informa business

The Pocket Lawyer for Comic Book Creators © 2015 Thomas A. Crowell

The right of Thomas A. Crowell to be identified as author of this work has been asserted by him in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

#### Notices

Knowledge and best practice in this field are constantly changing. As new research and experience broaden our understanding, changes in research methods, professional practices, or medical treatment may become necessary.

Practitioners and researchers must always rely on their own experience and knowledge in evaluating and using any information, methods, compounds, or experiments described herein. In using such information or methods they should be mindful of their own safety and the safety of others, including parties for whom they have a professional responsibility.

Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

Library of Congress Cataloging in Publication Data Crowell, Thomas A., author.

The Pocket Lawyer for Comic Books: a Legal Toolkit for Indie Comic Book Artists and Writers/Authors/Edited by Thomas Crowell, Esq. pages cm

1. Comic books, strips, etc.—Law and legislation—United States.

I. Title.

KF2750.C76 2014 343.7307'87415--dc23 2013038366

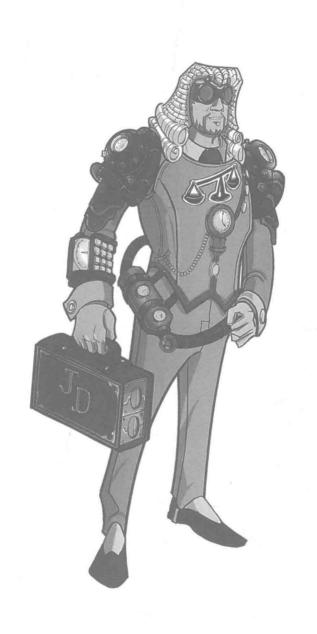
ISBN: 978-0-415-66180-5 (pbk) ISBN: 978-0-203-38534-0 (ebk)

Typeset in Bembo and Helvetica Neue by Florence Production Ltd, Stoodleigh, Devon, UK



Printed and bound in the United States of America by Sheridan Books, Inc. (a Sheridan Group Company).

## The Pocket Lawyer for Comic Book Creators



此为试读,需要完整PDF请访问: www.ertongbook.com

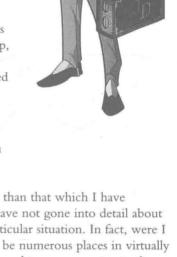
To my wife, Natali; my sons, Connor and Xander, my parents, Caleb and Sheila, and to frustrated comic book creators everywhere.

#### DISCLAIMER

This is a book written by a lawyer, so *of course* it has to open with a disclaimer. Here goes:

As you will note by its rectangular shape and paper pages, this is a book and not an attorney. Nothing in this book is intended as legal advice or to substitute for the personalized advice of a lawyer. Only your lawyer can tell you which laws apply to your particular situation. Laws change all the time and may be subject to numerous exceptions that are not covered by this book. There are no guarantees as to the accuracy or applicability of the information presented herein.

Any names I've made up for this book, whether character names or otherwise, are purely fictitious and any similarity to actual people, living or dead, or actual companies is purely coincidental. I have also used some real trademarked and copyrighted characters, properties, and business names to illustrate certain legal issues. The use of these names and marks does not imply any approval, sponsorship, endorsement by, or affiliation with the owners of these trademarks and copyrights. All views expressed are mine and do not necessarily reflect those of either the publisher or anyone I consulted while writing this book.



I have also included the URLs of websites that you may find useful. They were current to best of my knowledge at the time of writing, but may no longer be current or may refer to different material than that which I have discussed. Furthermore, in the interest of space, I have not gone into detail about all of the contract clauses that may impact your particular situation. In fact, were I to sit down with you as your attorney, they would be numerous places in virtually every contract I've included that warrant further thought on your part as to the potential liability to which you could be exposed.

The point is this: this book may only get you part of the way, I am not providing you with a complete interpretation as to the key points of every agreement. Hopefully, however, I am providing you with the tools you need to be able to read and understand many of the key issues for yourself. And beyond that—you may want to seek the advice of an attorney before entering into any agreement, whether signed in your own hands, or clicked through on a website.



### Contents

PART 1—QUICK START	1
FAQs 2 Getting Started 4 The Structure of the Book 6 How to Use This Book 9 The Audience for this Book 10	
PART 2—INTELLECTUAL PROPERTY:	
The Heart Of The Work	13
Chapter 1—Intellectual Property	15
The Comic Book Property 18	
Slice and Dice your IP 21	
Rules of Thumb for Intellectual Property 23	
Chapter 2—Copyright Law	26
Copyright Ownership 28 Your Copyright Rights 28 What Copyright Doesn't Protect 30 Copyright Licensing 31 Perilous Copyright Traps for the Unwary 32 Copyright Duration 43 Copyright Infringement 45 Plagiarism is not the Same Thing as Copyright Infringement 46 Fair Use of a Copyright 46 Copyright Pre-Flight Checklist 56	
PART 3—CONTRACTS: The Engine Which Drives the Deal	59
Chapter 3—Contracts: Getting into Gear	60
What is a Contract? 61 Things that LOOK like contracts, but may NOT be contracts 62 The Contract "Themes" 63 Rules of Thumb for Contracts 68	

PART 4—PUTTING IT TOGETHER	73
Section Overview 74 Creative Roles 74 Categories of Comic Property 76	
Chapter 4—The Solo Creator	78
Solo Creator's Key Tasks 79 Protecting the Chain of Title 80 What Kind of Solo Are You? 81 Solo Creation: Step-By-Step 82	
Chapter 5—Setting Up Shop	83
Getting Down to Business 84 Types of Business Entities 86 Loan-Out Companies 90 Getting Professional Help: Accountants & Attorneys 91 Lawyering up 93	
Chapter 6—Collaboration	97
Working with Other Artists 98 Collaboration Checklist 101 Writer/Illustrator Collaboration Agreement 106 Collaboration at a Glance 129	
Chapter 7—Hiring Other Artists	130
Engaging the Services of Other Artists 131 Federal and State Labor and Employment Laws: An Overview 131 The Artist Services Agreement 133 Key Deal Points 134 Contract: Illustrator Work for Hire Agreement 139	
Chapter 8—Clearances and Licensing the Rights of Others	172
Clearance and Licensing 173 Clearances—Step by Step 174 Licensing 179 Getting Permission to Use Somebody's Likeness 196	
PART 5—GETTING IT OUT THERE	199
Section Overview 200	
Chapter 9—Blog it! Tweet it! Post it! Promote it!	202
Get Your Message Out 203 Website 203	

Contents

Blogging 205 Facebook 206	
Chapter 10—Landing a Publisher	207
Landing a Publisher is a "Con" Job 208 Checklist for Working the Con 211 Submission Policies For The Big Publishing Companies 214 Key IP issues 216 Key Contractual Issues 217 Landing a Publisher Checklist 217	
Chapter 11—Working for a Publishing Company	219
Working for a Publisher: Key IP Issues 221 Key Contractual Issues 222	
Chapter 12—The Comic Book Publishing Agreement	224
Deal Points 225 The Comic Book Publishing Agreement 238	
Chapter 13—Self-Publishing	263
Making Money in Self-Publishing 264 Printers—Overview 265 Comic Book Distributors—Overview 266 How Your Comic Is Distributed by Diamond 267 Self-Distribution to Comic Book Stores 271 Digital Distribution 272 Case Study—comiXology—Steps to Submit 274 Digital Rights Management (DRM) 275	
Chapter 14—What Happens When Something Goes Wrong?	278
Typical Legal Actions 279 Breach of Contract 280 The First Amendment 282 If Someone Sues You 284 Cease and Desist Letters 285 Lawyering Up 286 Pro-Bono Legal Services Organizations 287	
PART 6-THE LAW LIBRARY	289
APPENDIX A—A Comic Creator's Guide to Copyright Law	294
What is a Copyright 295 Copyrighting Characters 295	

Tweeting 205

Contents ix 此为试读,需要完整PDF请访问: www.ertongbook.com

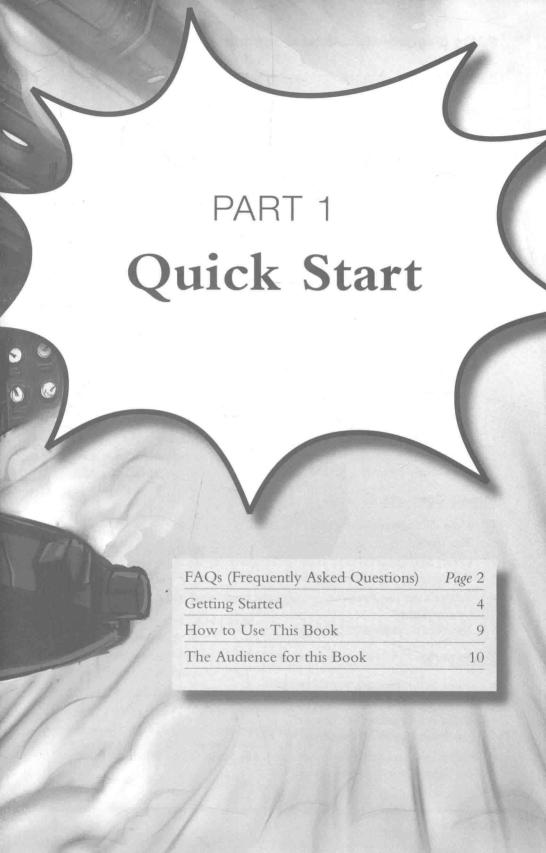
Copyright in Selection and Arrangement 296 Copyright Rights 297 Copyright Terminology 297 What is not Protectable Under U.S. Law 299 The Doctrine of Independent Creation 304 Copyright Ownership 304 Work Made for Hire 308 Licensing and Assigning the Copyright 311 Copyright Duration 317 Copyright Infringement 318 Fair Use 322 De Minimis Taking 329 Protecting and Registering your Copyright 330	
APPENDIX B—A Comic Creator's Guide to Protecting Ideas	340
The Law of Ideas 341 Protecting Ideas through Contract 347 The "Novelty" Requirement 350 Express Contracts Controlling Idea Disclosure 351 Safeguard your Ideas with an NDA 352	
APPENDIX C—A Comic Creator's Guide to Trademark Law	359
Trademark Law 360 What Makes A Trademark? 361 What Can Be Trademarked? 362 Strength of a Trademark 363 Injuries to a Trademark 365 Defenses to Trademark Injury 370 Trademark Registration 373	
APPENDIX D—A Comic Creator's Guide to the Right of Publicity & Other Privacy Rights	382
What is the Right of Publicity? 383  Duration of the Right of Publicity 383  First Amendment and the Right of Publicity 383  Tests to Determine Infringement of the Right of Publicity 385  Other Privacy Rights 385  Public Disclosure of Private Facts 386  False Light 387	
APPENDIX E—A Comic Creator's Guide to Libel and Defamation	389
Defamation Defined 390 Defamation of Public Figures 392 Defenses to Defamation 393	

Contents x

Matters of Public Concern; Gross Irres	ponsibility Test	396
Special Rules Regarding Defamation	396	

APPENDIX F—A Comic Creator's Guide To Moral Rights & The Visual Artists Rights Act	398
Moral Rights 399 Visual Artists Rights Act (VARA) 399	
APPENDIX G—Contract Anatomy for Comic Book Creators	402
Contract Anatomy 403 The Head: The Opening of the Contract 404 The Body of the Contract 405 The Boilerplate Belly 421 Contract Closing 433	
APPENDIX H—Famous Comic Book Cases	438
Superman Battles Wonderman 439 "The Man of Steel" Battles the "Big Red Cheese" 440 Too Late to Win 441 Copyright law was a stake through his heart 442 Dynamic Tensions 443 Captain America: Copyright Avenger 444 The Winters of our Discontent 445 Archie and Work For Hire 446 Spawning a Lawsuit 448 The Marvel Menagerie 449 The Superman Saga 451	
Appendix I—Online Resources	454
Notes Bibliography & Suggested Reading Acknowledgements About the Author Index	457 471 473 475 477

Contents xi



#### **FAQs (Frequently Asked Questions)**

#### **Start Here**

- This book has a lot of stuff. How do I find it all?
   See The Structure of the Book, p. 6
- This book has unique formatting, how do I use it? See How to Use This Book, p. 9
- Who is that comic hero flying through the pages of this book?
   See Our Heroes, p. 5

#### Copyrights

- How do I register my copyright? See Protecting and Registering your Copyright, p. 330
- What is work for hire?
   See Work Made For Hire, p. 308
- What can I protect through my copyright? See Copyright Rights, p. 297
- I was inspired by someone else's work. How do I determine whether I can be sued for copyright infringement?

  See Copyright Infringement, p. 318
- I want to use somebody else's copyrighted work. How do I do that?
   See Licensing and Assigning the Copyright, p. 311
- How do I find out if somebody still has a registered copyright in their work?
   See Copyright Searches, p. 338

#### **Ideas & Concepts**

- How do I copyright my idea?
   You can't
- Okay, Mr. Smarty-Pants, how do I protect my idea? See Protecting Ideas Through Contract, p. 347
- Where's the line between concept and something that can be protected by copyright?
   See Ideas vs. Expression, p. 342

#### **Trademarks**

- How do I trademark my character?
   See Trademark Registration, p. 373
- What does a trademark protect?
   See What Can Be Trademarked?, p. 362
- Someone is using my trademark in a way I don't like. What can I do?
   See Injuries to a Trademark, p. 365

Quick Start! 2



- Can I use a company's trademark without its permission?
   See Defenses to Trademark Injury, p. 370
- How do I get a company's permission to use their trademark in my comic?
   See Trademark License Letter, on the companion website: www.focalpress.com/

#### **Right of Publicity**

cw/crowell

- Can I base my character on a real-life person? See The Right of Publicity and Other Privacy Rights, p. 382
- Don't I have a First Amendment right to draw anybody I want?
   See First Amendment and the Right of Publicity, p. 383
- How I get somebody's permission to use their likeness?
   See Depiction Releases, www.focalpress.com/cw/crowell

#### Contracts

- Help—Legal mumbo-jumbo!!! How do I understand my contract?
   See Appendix G: Contract Anatomy for Comic Book Creators, p. 402
- I just got a publishing contract—I don't understand it!
   See The Comic Book Publishing Agreement, p. 224
- I want to make a comic book with another artist; what kind of contract do we need?
   See The Collaboration Agreement, p. 100
- Someone wants to hire me to draw his or her comic book. How do I know if I have a good contract?
   See Illustrator Work for Hire Agreement, p. 139

#### Making a Comic

- How do I form a company? See Setting up Shop, p. 83
- I'm working solo. See The Solo Creator, p. 78
- I'm collaborating with someone. See Collaboration, p. 97
- I want to pay someone to work on my comic.
   See Hiring Other Artists, p. 130
- Someone is paying me to work on his or her comic. See Working for a Publishing Company, p. 219
- How do I get the word out about my comic? See Blog it! Tweet it! Post it! Promote it!, p. 202

Quick Start! 3

#### **Exploiting Your Work**

- How do I get my comic published?
   See Landing a Publisher, p. 207
- How do I self-publish my comic? See Self-Publishing, p. 263
- How do I digitally publish my comic? See Digital Distribution, p. 272
- Someone wants to turn my comic book hero into an action figure or other merchandise. What I do?
   See Merchandising, Online Supplement, www.focalpress.com/cw/crowell
- Somebody wants to turn my comic into a movie; how I do that?
   See Movie Deals, Online Supplement, www.focalpress.com/cw/crowell
- I just got an angry letter from a lawyer; I think I'm being sued!
   What do I do?
   See What Happens When Something Goes Wrong? p. 278

#### **GETTING STARTED**

#### Introduction

Superman creators, Siegel & Shuster; Capt. America's Creators Joe Simon, & Jack Kirby; the creators and contributors of Batman, Capt. Marvel, and Spawn—all have something in common with their comic book characters: they've all fought mighty battles against tough odds to decide the fate of their heroes.

But unlike their ink and newsprint heroes, these comic book artists were often defeated by the most powerful adversary any creator can face: the gavel-wielding legal system and its labyrinth of precarious contract and copyright laws. One false step and your rights are doomed!

Yes, the history of the comic book is littered with the broken bodies of artists who've lost the rights to their creations: artists who have died virtually penniless either because they never owned their creations, or because they sold off their heroes too cheaply.

. . . And I don't want that to happen to you.

There are a lot of books that that will show you how to create wonderful comics; there are even plenty of books that recount, in great and glorious detail, the myriad legal battles that shaped the comic book industry.

This ain't one of those books.

No, this book has one simple purpose: and that is to help you protect and profit from your work as a comic book creator.

Quick Start! 比为试读,需要完整PDF请访问: www.ertongbook.com