Chapter 40
Knowing Protection of Intellectual Contents in Digital Era

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ABSTRACT

New technological innovations have made the publishing of ideas easy, while maintaining protection of the published content has become a concerning issue. Plagiarism is an emerging issue in the digital era. The intention of writing this chapter is to explore various tools and projects that enable an author to know: 1) that their work is original; 2) The best possible options to maintain rights on intellectual work; 3) the publishers’ policies while archiving your document in an institutional repository; and 4) the ethics of publishing. To handle such issues, the authors identify ways to avoid plagiarism and mention the use of anti-plagiarism software. Attempts are also made to explore how far a scholarly work can be treated under the periphery of “fair use.” The various derivatives of creative commons are also explained regarding copyright issues in the digital era. The essence of projects like SHERPA/RoMEO and COPE are also discussed.

INTRODUCTION

The ongoing acceleration in the field of information technology has given wide opportunity to flourish ideas on a multitude of platforms, both print and digital. Enormous ways of self publishing, storing, accessing and making it available to numerous people throughout the world can be easily possible through the new applications of information communication technology. Obvi-
So, there is a need to gain proper knowledge about the use of web enabled tools and literate yourself ongoing activities on scholarly publishing.

In general, there are many laws available for the protection of creators work such as copyright, intellectual property right etc. When it came to the protection of an author’s work in a country other than it was produced then the need of a universal law was felt and in 1886 Berne convention for Literary and artistic works, which is also called Berne convention, evolved in a convention held at Berne city of Switzerland. Now it comes under one of the 25 treaties administered by WIPO, especially for protection of intellectual property. Before the commencement of this Berne convention it was very difficult to protect the intellectual property outside the country. It has provided protection statements and made essential for all its members to look after and take preventive measures against the violation of copyright of literary and artistic works produced in each others’ territory. 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