



# Aperture NI Intellectual Property Policy

## 1. Purpose of this Policy

This Intellectual Property (IP) Policy sets out how Aperture NI manages, protects, and uses intellectual property. This policy clarifies Aperture NI's ownership of creative assets, expectations for collaborators, and procedures for handling third-party content.

## 2. Scope

This policy applies to:

- All content created by Aperture NI;
- Any work commissioned from freelancers, contractors, or external collaborators; and
- All media outputs including, but not limited to: video, audio, written content, graphics, branding, digital products, and social media materials.

## 3. Ownership of Intellectual Property

### 3.1 Business-created IP

All intellectual property created directly by Aperture NI is owned exclusively by Aperture NI.

This includes:

- Original scripts, articles, and written materials;
- Video and audio recordings;
- Photographs, graphics, and design assets;
- Branding elements (logos, taglines, visual identity); and
- Digital products, templates, and training materials.

### 3.2 Commissioned or Outsourced Work

Where freelancers or contractors are engaged:

- All intellectual property created directly by Aperture NI is owned exclusively by Aperture NI.
- The commissioning business can obtain full ownership of the IP of the edited pieces through a written agreement assigning all rights to Aperture NI.
- If full assignment is not possible, the commissioning business can secure a perpetual, worldwide, royalty-free licence to use the work for all commercial and non-commercial purposes.
- No commissioned work will be used unless rights have been formally transferred or licensed.

### 3.3 Joint Projects

If the business collaborates with another party on a co-created project:

- Ownership and usage rights will be agreed in writing before work begins.
- In the absence of a written agreement, each party retains ownership of their individual contributions.

## 4. Use of Third-Party Intellectual Property

### 4.1 Copyrighted Material

The business will not use third-party copyrighted content (e.g., music, images, footage, text) without:

- A valid licence;
- Written permission; and
- Confirmation that the material is free to use under an appropriate licence (e.g. Creative Commons).

## **4.2 Trademarks and Branding**

The business will avoid using third-party trademarks, logos or brand identifiers in a way that could imply endorsement or cause confusion.

## **4.3 AI-Generated Content**

If AI tools are used:

- The business will ensure that generated content does not infringe third-party rights.
- AI outputs will be reviewed for originality and compliance with licensing terms.

## **5. Protection of Business IP**

Aperture NI will take reasonable steps to protect its intellectual property, including:

- Using copyright notices on published materials;
- Maintaining secure storage of original files and project assets;
- Registering trademarks where commercially appropriate; and
- Monitoring for unauthorised use of the business's content online.

## **6. Licensing and Permissions**

The business may licence its IP to third parties under terms that:

- Are agreed in writing;
- Specify the scope, duration, and permitted uses; and
- Prohibit unauthorised modification, resale, or redistribution unless explicitly allowed.

## **7. Moral Rights**

The business respects the moral rights of creators, including the right to be credited. Where the business owns IP created by others, it will credit contributors unless:

- They waive their right to be identified, or
- Credit is not appropriate for the format or context.

## **8. Record-Keeping**

The business will maintain records of:

- Copyright ownership;
- Licensing agreements;
- Permissions obtained for third-party content; and
- Contracts with freelancers or collaborators.

## **9. Video Availability**

Edited video footage provided by Aperture NI to a client will be available via a download link for 30 days after the footage has been shared after which the link will become unavailable. It is recommended that clients download and save any footage which they wish to retain within this timeframe.

## **10. Breach of Policy**

Any suspected infringement of the business's IP will be addressed promptly. The business may:

- Request removal of infringing content;
- Issue a takedown notice; and
- Seek legal advice or pursue legal remedies where necessary.

## **11. Review of Policy**

This policy will be reviewed annually or when significant changes occur in the business's operations or UK IP law.