

Chiyoko Sato, Administrative Manager of Kyosel International Patent Office

Chiyoko Sato has been involved in managing intellectual property cases, including prosecution and litigation, not only in Japan but overseas as well. She also has worked on large projects relating to intellectual properties relating to mergers and acquisitions, taking companies public, and worldwide branding strategies.

Since receiving her master's degree from GRIPS, she has been studying intellectual property matters, especially copyrights and the protection of related rights concerning cultural heritage items. She is focusing her studies on intellectual property rights concerning digitized images of cultural heritage items and the management of those rights in relation to digitization.

At the invitation of the Ide laboratory of Kyoto University, she has made presentations at national and international conferences such as the International Symposium and Launch of MIDAS in London in May 2011, and participated in the UNESCO Japan, Kyoto University Project in Beijing in September 2011. Science and Technology for Art: Conserving and Recording Tangible, Intangible, and Natural Heritage in Philippines 2012, Kyoto University and Yangon University Project in Myanmar 2015.

Lecture: Intellectual Property Rights Concerning Digital Images of Cultural Heritage Items in Diversity

The topic "Intellectual property rights concerning digital images of cultural heritage items" occurred to me when I researched and analyzed a feasibility study concerning a digital museum based on UNESCO's 2003 Charter on the Preservation of the Digital Heritage (hereinafter "Charter"). This charter presents points to be considered for creating a desirable rights-clearance system and business models regarding digital museums. When thinking about a digital museum, rights management of digital images of cultural heritage items should be considered. Thus far, however, studies concerning technical issues have been accumulated without the considering the rights of rights-holders.

According to the intellectual property rights concept that takes democracy as the frame of reference, "the copyright act, which regulates the circulation of information in cyberspace, should be based upon democratic principles, and it should be modified to contribute to the decentralization of power and to promote participation in the production of knowledge." If a digital museum is conceptualized as a facility that evolves by engaging in interactive relationships with users, it can be argued that creating the norms in democratic discussions is more suitable than by top-down legislation. However, many librarians and academicians think that a mandatory set of

core “public interest” exceptions is more important and that discussions whether general limitations are necessary should be continued from the standpoint of the promotion of digitization.

Regarding the points to be considered in developing a desirable business model, the first is that clear recognition of the value of digitized material is a given. Digitization of material does not generate any copyright, and therefore the range of usage must be clarified when making a license agreement concerning the material.

Are digitized materials Yours or Mine? That is what I would like to ask all the concerned people who would like to protect the intellectual property rights concerning digital images of cultural heritage items.