



# Guide to Copyright Licensing

The Irish Visual Artists Rights Organisation (IVARO) was established in 2005 as a non-profit organisation for the protection of the copyright and related rights of visual artists and their heirs.

IVARO offers copyright licensing services to customers in Ireland who wish to reproduce or transmit copies of visual artworks in a variety of ways including:

- Books, catalogues, magazines
- Websites
- Packaging and merchandise
- Television and Film
- Advertising and Promotional material
- Image Banks and Picture Libraries

IVARO represents 1,600 Irish artists and rightsholders who have inherited rights.

Our members include fine artists, photographers, illustrators, graphic artists, designers and architects.

IVARO is a member of CISAC, the international body for copyright licensing societies. Through agreements with our network of sister societies we also represent over 20,000 international artists, insofar as the use of their works in Ireland is concerned. This gives our customers access to some of the Worlds' most famous and popular artists. It also means that Irish artists' interests are being looked after in those countries.

## **IVARO can help you !**

IVARO provides an international licensing service to facilitate the legal use of artistic works in exchange for payment to the copyright holder. This eliminates the time-consuming task for you, of locating the copyright holder, seeking their permission for the use and agreeing terms for the use, which can be made more difficult if the artist lives outside the Republic or is deceased.

IVARO will work with you to obtain the rights you require.

IVARO acts as a bridge between artists and those who wish to reproduce their work (copyright users).

Users have access to over 20,000 Irish and international artists and can count on standardized fees and an efficient licensing service.

Not matter how big your project is IVARO can issue one licence to cover it. For licences that involve payments to numerous artists, the user needs to send only one payment to IVARO, reducing the administrative load so often associated with copyright clearance.

## **Applying for a licence**

Download an application online via:  
[www.ivaro.ie](http://www.ivaro.ie)

Or request a copy by calling 01 8722296

We will guide you through the licensing process and answer any queries you might have.



'Wild Horses' © Stephanie Rowe, 2010. IVARO

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T: 01 8722296  
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## COPYRIGHT AND ARTWORKS

The Copyright and Related Rights Act 2000 is in place to prevent unauthorized use of original works of art. Copyright address the need for creators to retain control over their ideas and to receive fair compensation for the use of their work. It is illegal to use works of art without the consent of the copyright owner, which is usually the artist.

Copyright remains with the artist even when the physical artwork is sold. This means that there is a legal requirement to apply for a Copyright Licence in order to secure permission to reproduce visual material.

In Ireland and throughout the European Union copyright lasts for the creators' lifetime and for a further 70 years after their death.

Subject to certain exceptions, copyright gives the creator the right to prevent others from exploiting their work without permission. This includes copying the work; making the work available to the public; distributing the work or adapting the work. These restrictions enable an artist to charge a fee, or a royalty for any reproductions of their work.

## Applying for a Licence

A list of artists in Ireland represented by IVARO is available on our website ([www.ivaro.ie](http://www.ivaro.ie)). For international artists please contact us to check if they are a member.

The information we require to process a licensing request includes the following:

- The artists' name
- The title of the artwork
- The print run or production run
- The size of the image
- The retail sales price
- Territory of distribution
- The location of the artwork (cover, editorial, spine etc).
- How the work will be used

An application is available from our website or by request. The artist is consulted when a licence is being prepared and any editing of the art work such as cropping or superimposing with text requires the artists express permission. We will ask you to supply a sample of the work, or a digital layout, to ensure it complies with the terms of the licence.

IVARO does not operate as a picture library so we cannot provide you with an electronic image. IVARO clears intellectual property rights only and we recommend you source the image from a reputable picture library.

## Licence Fees

Licence fees are calculated based on how the art work is going to be used. A charge is made for each artistic work used. The more information you can supply the sooner we can provide an accurate quote. Discounts are available where large numbers of works are being licensed at the same time.

75% of the licence is paid to the artist while the remainder is retained to cover the administration costs. IVARO is not-for-profit.

## Granting the Licence

Once approved, IVARO will grant permission in writing to reproduce the work. Our licence will outline the terms of the permission and any applicable fees, as well as provide a copyright credit line which must accompany the image eg. *The artist's name, the title of the work, date of creation © IVARO, year of licence.*

The turnaround for a licence is generally 10 working days however more complex projects may require more time.

Rights granted are normally on a non-exclusive basis for a given period (usually 5 years), number of copies, and specific territories of distribution.