The Creative Shield: The Artist's Guide to Copyrights, Trademarks & Brand Monetization

Fair Use Evaluation Worksheet

Understanding Fair Use

Fair Use allows limited use of copyrighted material without permission from the copyright owner under certain circumstances. To assess whether a particular use qualifies as fair use, courts consider the following four factors. This worksheet will help you evaluate each factor based on your specific situation.

| Step ' | l: Pur | pose | and | Character | of the | Use |
|--------|--------|------|-----|-----------|--------|-----|
|--------|--------|------|-----|-----------|--------|-----|

| Step 1: | Purpose and Character of the Use |
|-----------|---|
| 1. | What is the purpose of your use? |
| | [] Commercial (profit-driven) [] Nonprofit educational [] Transformative (adds new expression, meaning, or message) |
| 2. | Does your use add new expression or meaning to the original work? |
| | [] Yes[] NoIf yes, explain how: |
| 3. | \$10 |
| 4. | Is your use for commentary, criticism, parody, news reporting, or teaching? |
| | [] Yes [] No |
| Evalua | tion Notes: |
| Score: • | Favoring Fair Use: Educational, non-commercial, or transformative uses. Opposing Fair Use: Purely commercial uses with no transformative element. |
| Step 2 | : Nature of the Copyrighted Work |
| 1. | Is the original work more factual or creative? |
| 2. | [] Factual (e.g., news articles, technical data) [] Creative (e.g., novels, music, films) Has the original work been published? |
| | o []Yes |

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| | 。 [] No |
| Evaluatio | on Notes: |
| | avoring Fair Use: Factual or published works. Opposing Fair Use: Creative or unpublished works. |
| <u>Step 3: A</u> | mount and Substantiality of the Portion Used |
| 1. ⊢ | low much of the original work are you using? |
| 2. Is | [] Small portion (e.g., quotes, clips) [] Large portion or entire work s the portion used the "heart" of the work? (The most significant or recognizable part) |
| | [] Yes[] No |
| Evaluatio | on Notes: |
| • (| favoring Fair Use: Small, less significant portions used. Opposing Fair Use: Large portions or the essential core of the work. |
| Step 4: E | iffect of the Use on the Market |
| | o [] Yes, it could replace the original. o [] No, it serves a different purpose. Vould your use harm the potential market value of the original? o [] Yes |
| | o [] No |
| Evaluation | on Notes: |
| | avoring Fair Use: No negative impact on the original's market. Opposing Fair Use: Direct market competition or harm to the original's value. |

Step 5: Final Assessment

Review your answers for each factor. Remember:

• No single factor decides the outcome; all four must be considered together.

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 Transformative use that adds new meaning or context generally weighs heavily toward fair use.

Overall Conclusion:

Based on the above analysis, my use:

- [] Likely qualifies for fair use.
- [] May qualify but needs further review.
- [] Likely does not qualify for fair use.

Final Notes and Next Steps:

Important Considerations:

- Fair use is a legal defense, not a right.
- Courts evaluate fair use on a case-by-case basis.
- When in doubt, consult an intellectual property attorney for advice.

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