

Duff on Hospitality Law

Intellectual Property in the Digital World

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The digital world is a vast, Amazonian river of intellectual property (IP) – software, brands, photos, video clips, music, guest information, guest reviews – flowing quickly in every direction. Almost any significant issue arising in this space highlights the juxtaposition between an IP owner's desire – in some cases legal obligation – to control and protect its content (i.e. intellectual property) with the desire to have content exposed to more and different consumers and potential consumers, across ever proliferating channels.

In HOTEL Yearbook Special Edition – Digital Marketing 2017, I will provide valuable legal insights and advice pertaining to the hotel world.

The full article is available for download on [HOTEL Yearbook 2017's website](#) (*login or registration is required.*)

Tags: bidding brands as keywords, broad licenses, digital marketing, distribution agreements, distribution strategies, GDSs, intellectual property, intellectual property protection, intellectual property rights, IP licenses, marketing strategies, metasearch sites, OTAs, revenue management strategies, social media influencer