

FUN KIDS & INTELLECTUAL PROPERTY OFFICE
PRESENT

NANCY AND THE MEERKATS

MUSICAL BOX



OFFICIAL

TOUR GUIDE

Nancy and the Meerkat's Musical Box - Official Tour Guide

Nancy and the Meerkats tells the story of pop pup Nancy and her backing band the Meerkats - one of the coolest dog and meerkat combos currently around. On their rise to the top, Nancy has had to overcome a lot of intellectual property issues caused by her nemesis Kitty Perry. The band are now international superstars and helping fan Ed Shearling start his own group.



Nancy is the star of the show! She's a French Bulldog and a singing sensation!



Big Joe is the band's manager. He's able to explain what's what in the music business!



Ed Shearling is a sheep who dreams of making it as a big popstar like his idol, Nancy!



Kitty Perry is Nancy's nemesis! This mean puss is always causing trouble for the band.



The Meerkats play the drums, keys and guitar in the band! These three love a good giggle!



Justin Beaver is one of the world's most famous singers and Nancy's inspiration!

Nancy and the Meerkats is produced by Fun Kids Radio and Intellectual Property Office. Discover more at crackingideas.com

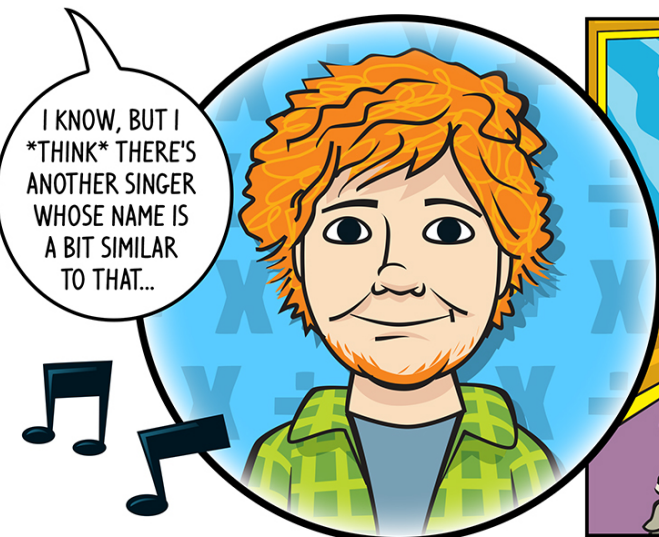
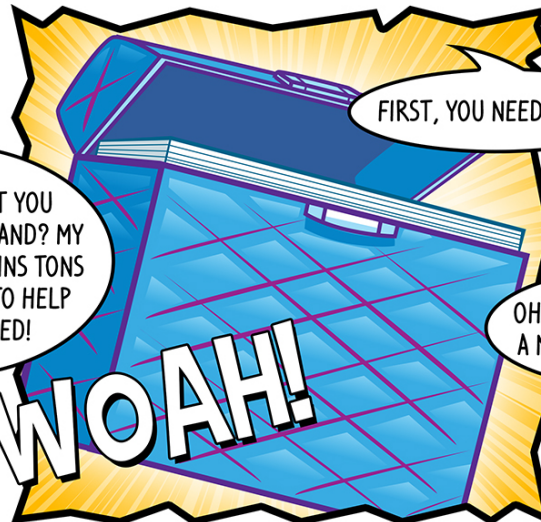
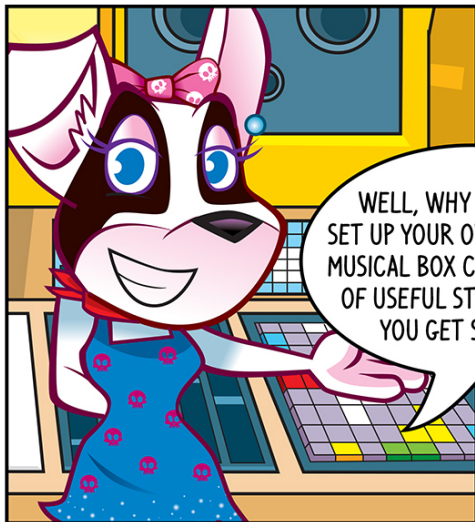


Intellectual
Property
Office

Fun Kids
DIGITAL RADIO AND ONLINE

THE NAME GAME

SUPERFAN ED SHEARLING HAS WON A COMPETITION TO WATCH THE GIRLS RECORD TRACKS FOR THEIR NEW ALBUM...



INTELLECTUAL PROPERTY

Intellectual property is something unique that you physically create.

An idea is not intellectual property until it has been written down or recorded in some way.

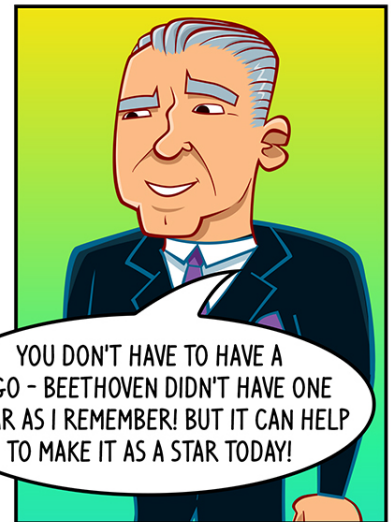
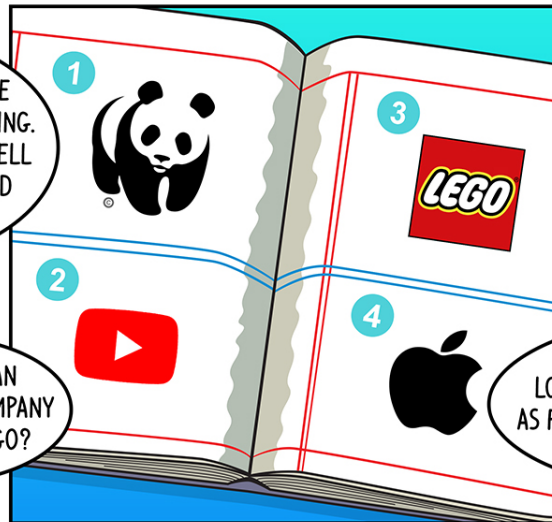
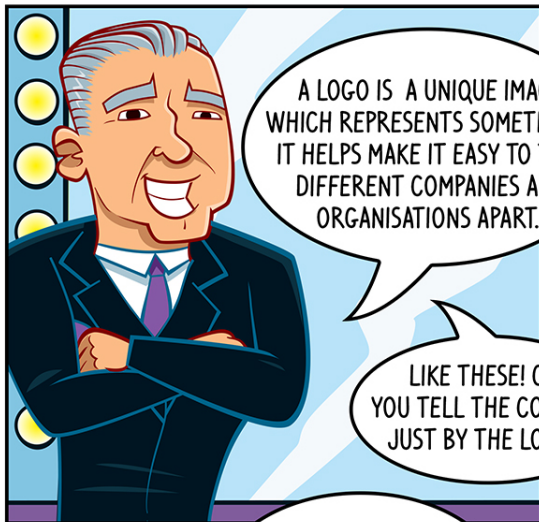
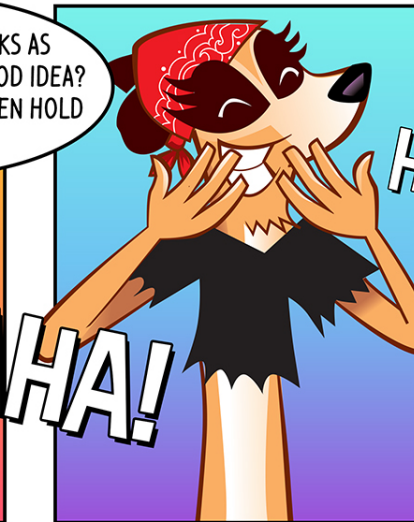
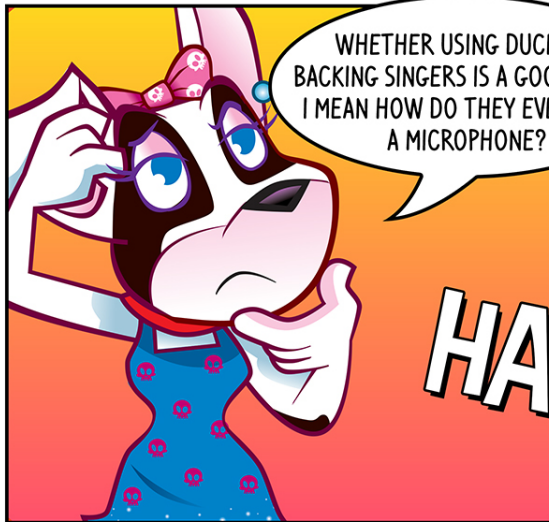
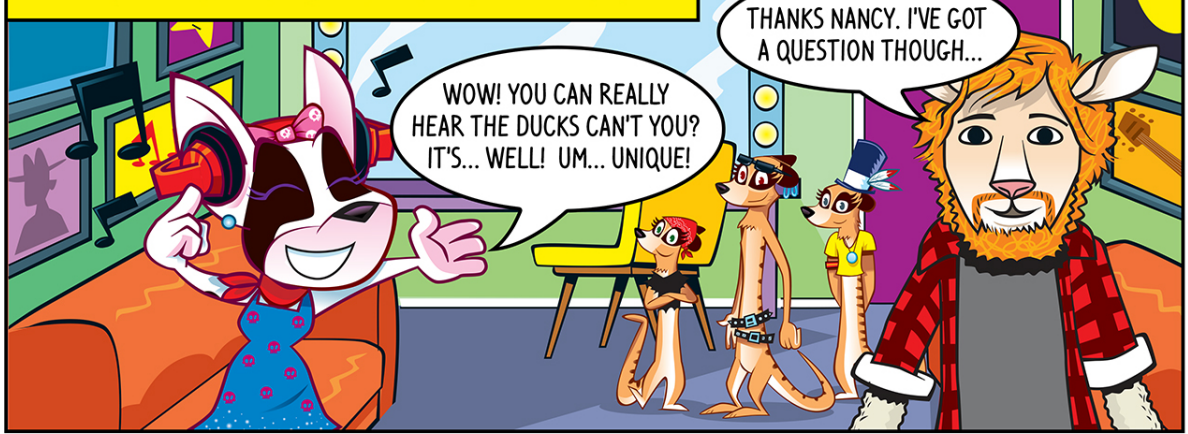
You own intellectual property if:

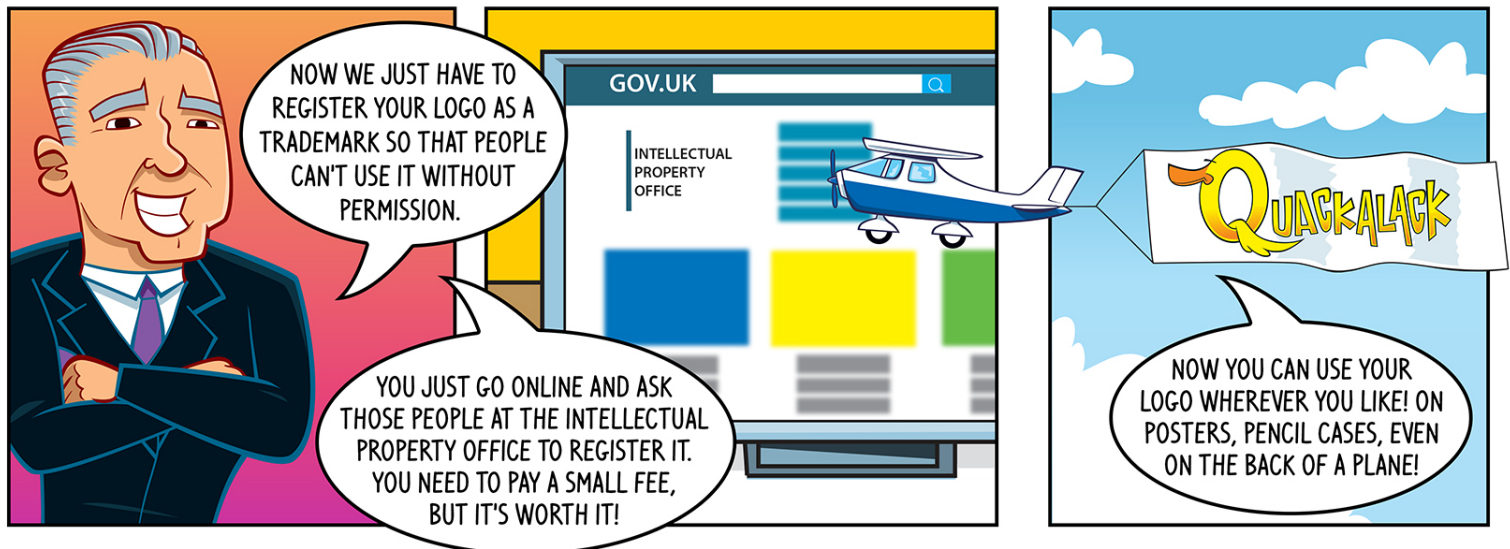
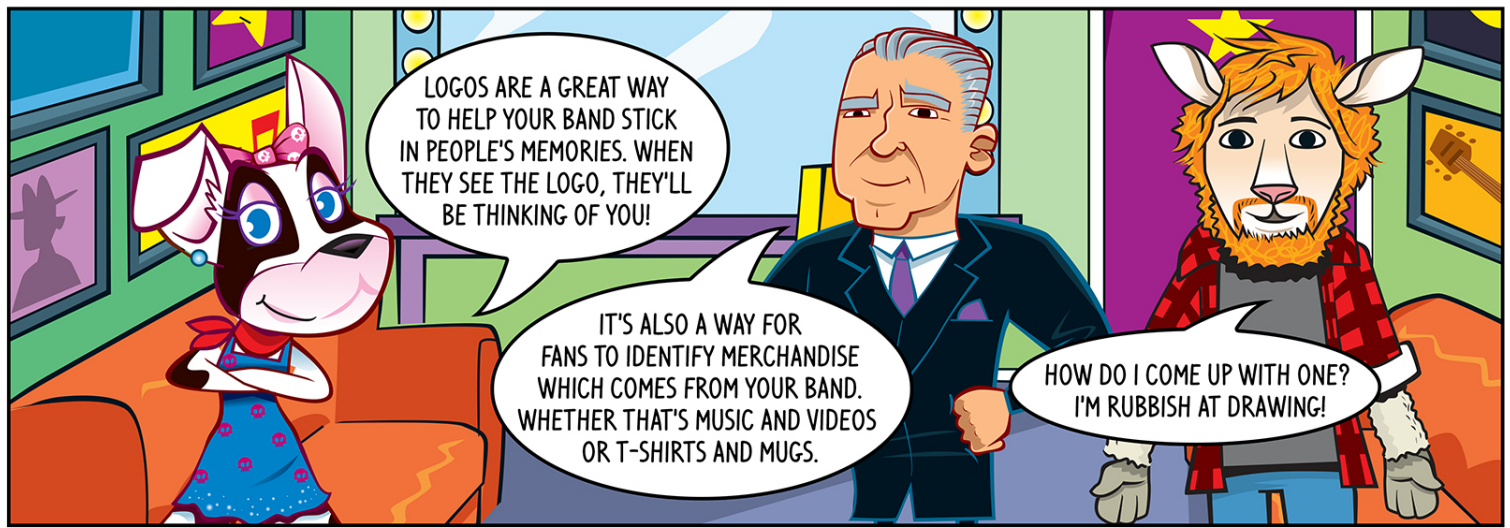
- you created something
- you bought intellectual property rights from the creator or a previous owner
- you have a brand that could be a trade mark.



LOGO MANIA

NANCY'S BEEN HELPING ED SET UP A BAND. HE'S JUST PLAYED THE GANG HIS FIRST TRACK. IT'S CERTAINLY... DIFFERENT!





TRADEMARKING

A trade mark is a badge of origin or a brand name.

Trade marks can be just words, pictures, or both. When a trade mark is registered with the Intellectual Property Office the owner/creator can use the ® symbol next to it, which tells other people that it has been registered, so they cannot copy or use it for anything else. Registering a trade mark will help people to recognise your work or your business and prevent others from using it without your permission.

TRACK ATTACK

THINGS HAVE BEEN GOING REALLY WELL FOR QUACKALACK. UNTIL THEY HIT A PROBLEM...

NANCY! BIG JOE!
OH GUYS, YOU'VE GOT TO HELP ME!

WHAT'S UP ED? WE'VE
HEARD YOUR NEW SINGLE
ONLINE - QUACK ATTACK.
IT'S BRILLIANT!

BUT THERE'S THIS
OTHER SINGER WHO'S
JUST RELEASED A TRACK
AND IT'S EXACTLY THE
SAME - LISTEN!



WELL THERE'S NO PRIZES FOR
GUESSING WHO'S STOLEN YOUR
SONG! IT'S KITTY PERRY AND
HER MEAN OLD MINXES!

FLASH!

MUSICIFY

RECORDING

CALM DOWN EVERYONE!
IT'S AGAINST THE LAW TO STEAL
SOMEONE'S MUSIC OR THE WORDS
TO A SONG. THEY'RE PROTECTED BY
SOMETHING CALLED COPYRIGHT.

AAAAH! YES! SOMETIMES
PEOPLE USE A LITTLE C IN A
CIRCLE TO SHOW WHO THE
COPYRIGHT BELONGS TO!



OH, I THOUGHT THAT
WAS TO SHOW THAT
SOMETHING WAS COOL.
YOU KNOW C FOR COOL?

NO, NO! THE GOOD THING
ABOUT COPYRIGHT IS THAT IT'S
AUTOMATIC. THERE'S SOME
INFORMATION IN THE MUSICAL
BOX ABOUT IT. HANG ON...

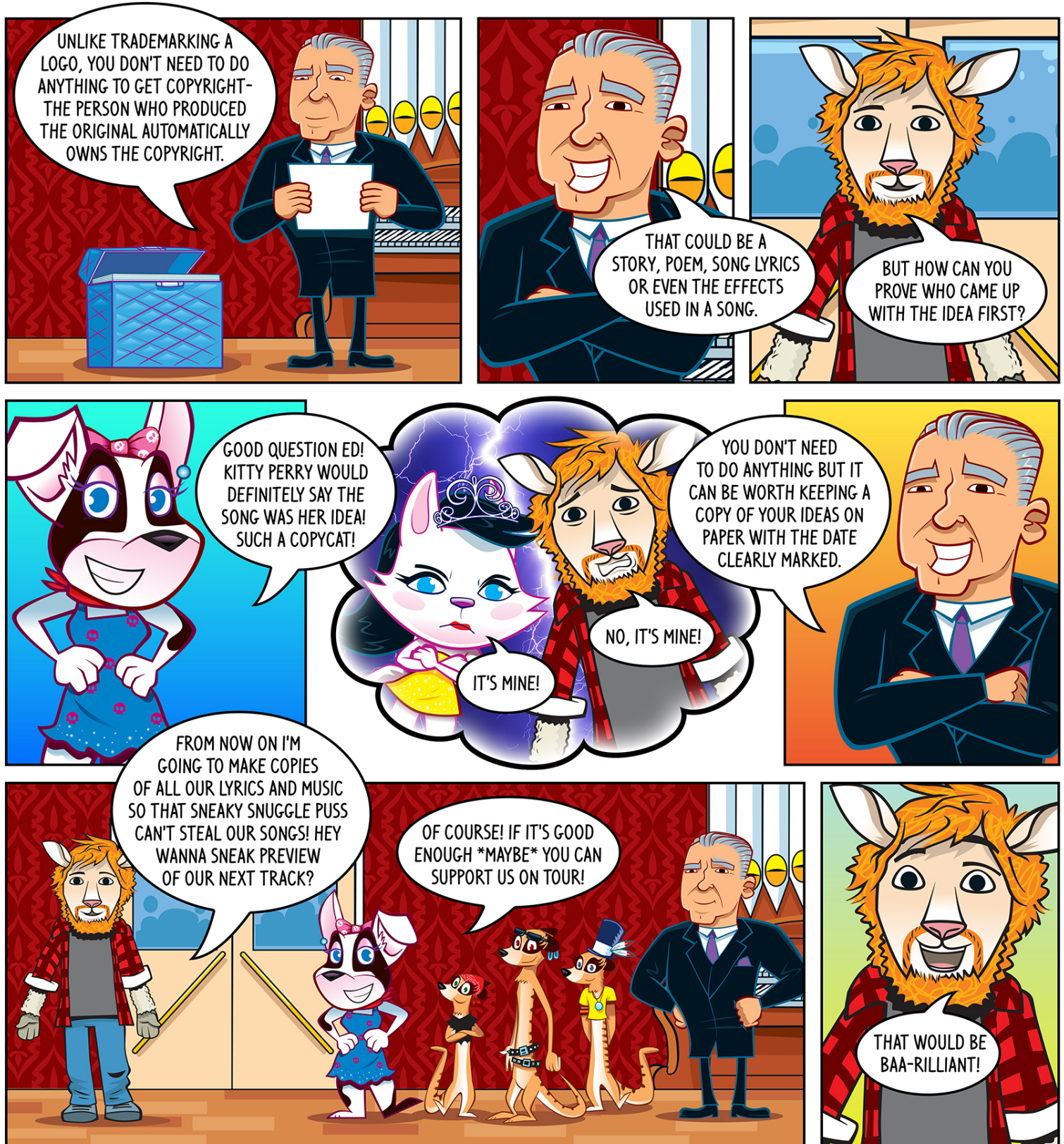
WOAH!

HERE WE ARE.
COPYRIGHT HELPS MAKE
SURE THAT PEOPLE WHO'VE
MADE SOMETHING ORIGINAL
DON'T GET CHEATED
OUT OF IT...

COPYRIGHT

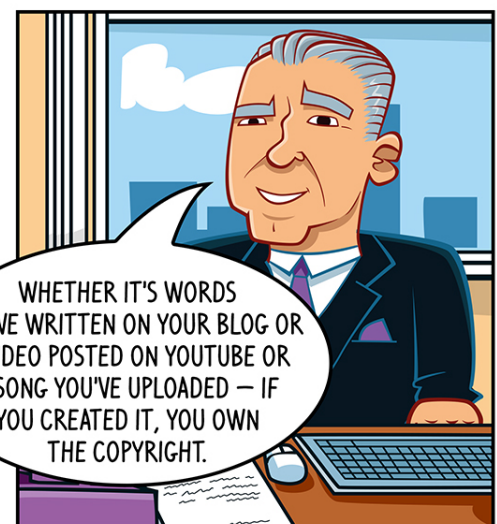
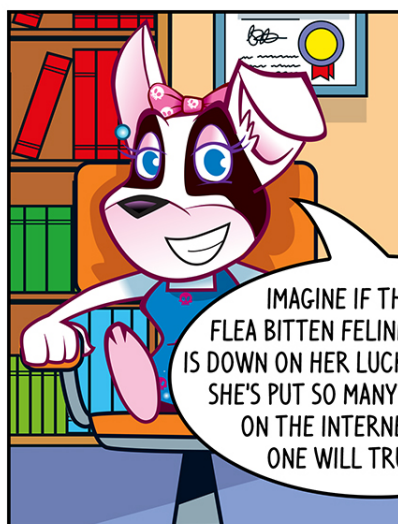
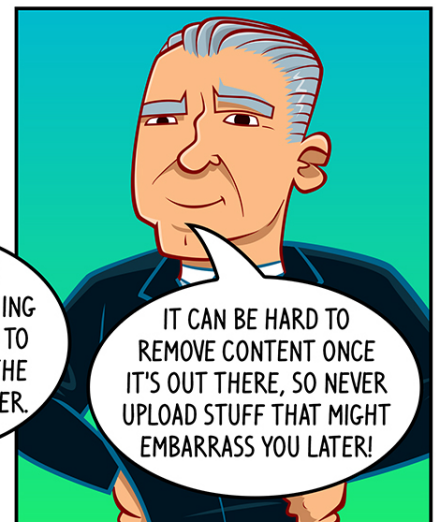
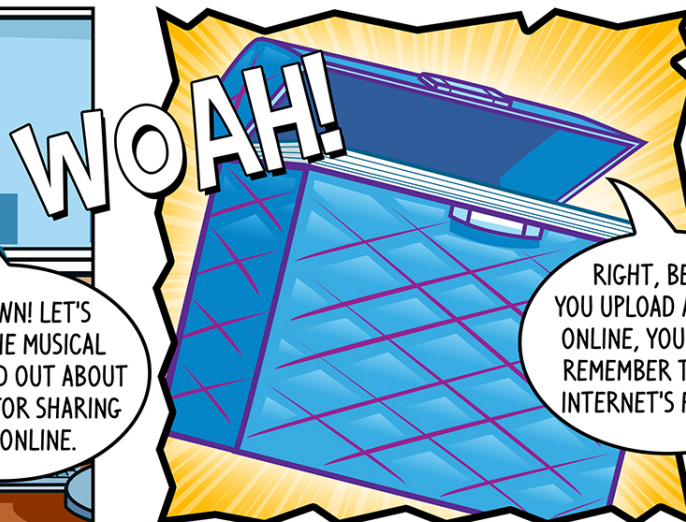
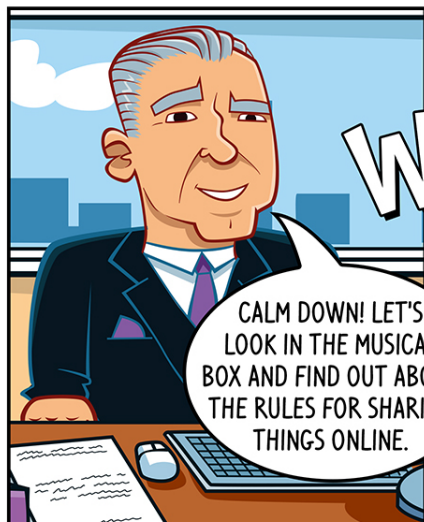
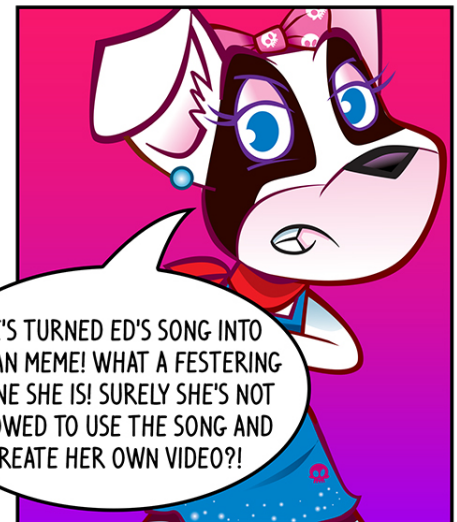
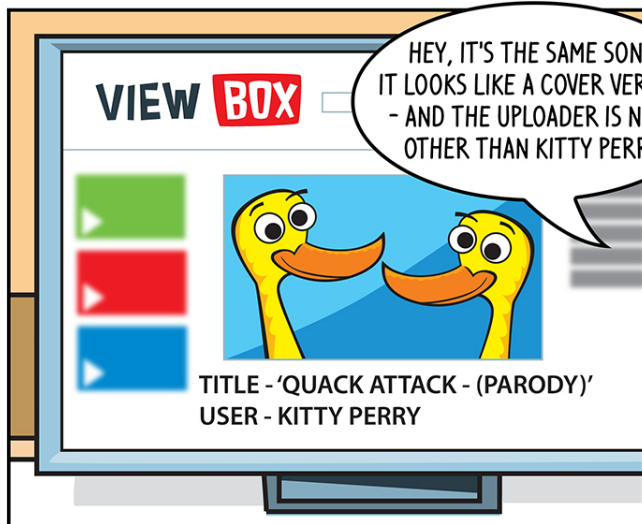
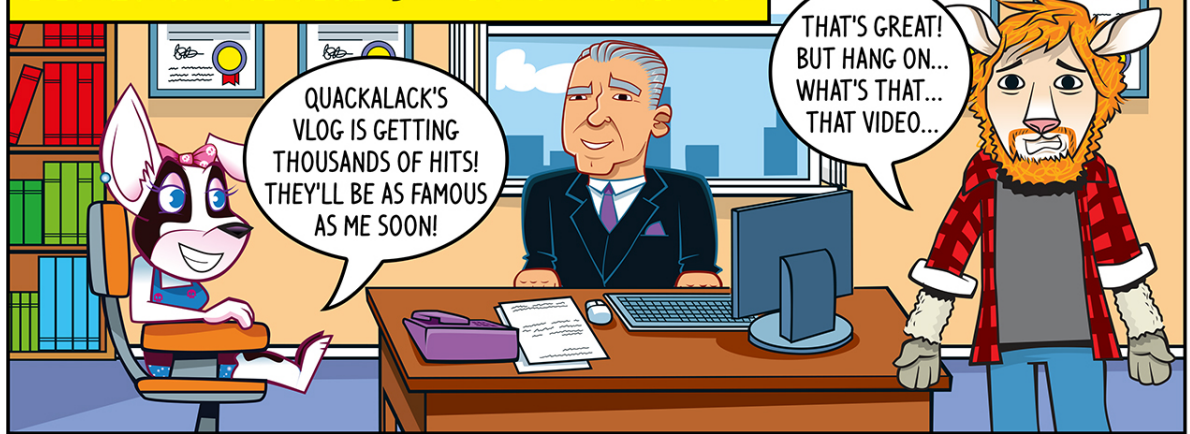
Copyright is the automatic right and ownership which protects things like books, art, music and films, as soon as they are written down or recorded.

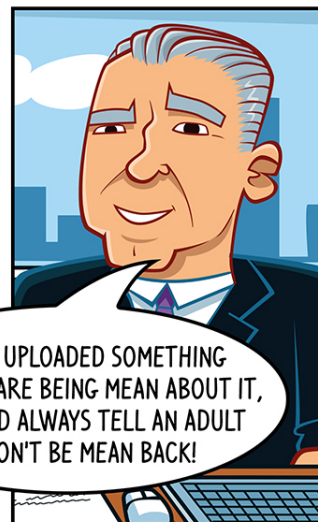
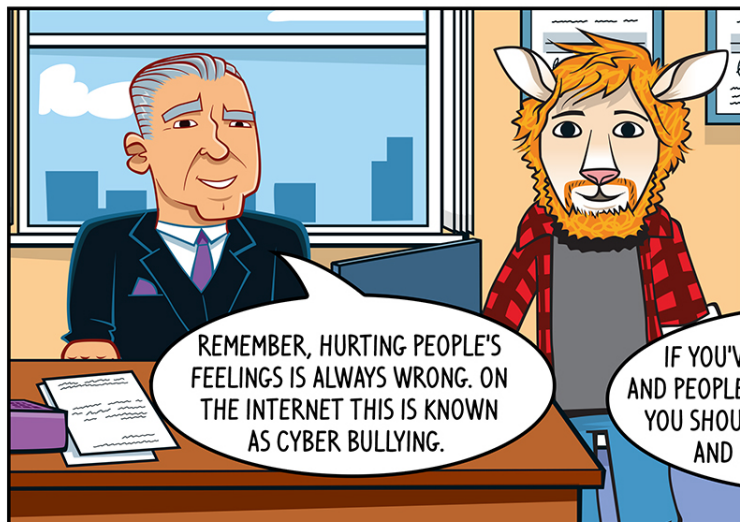
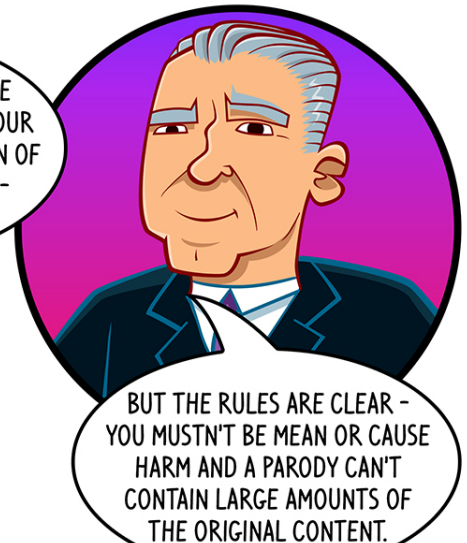
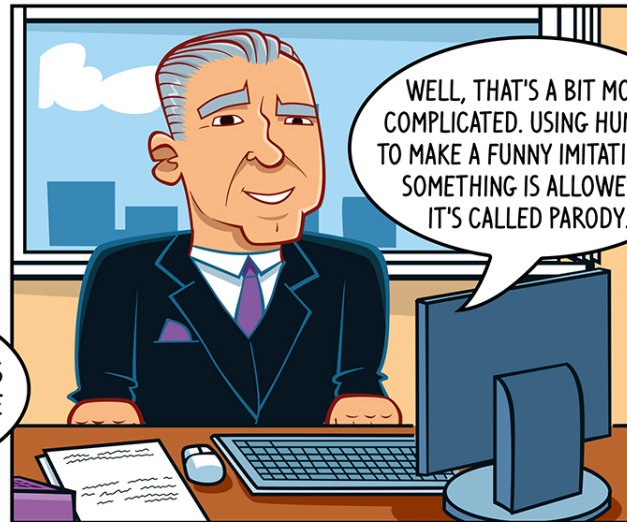
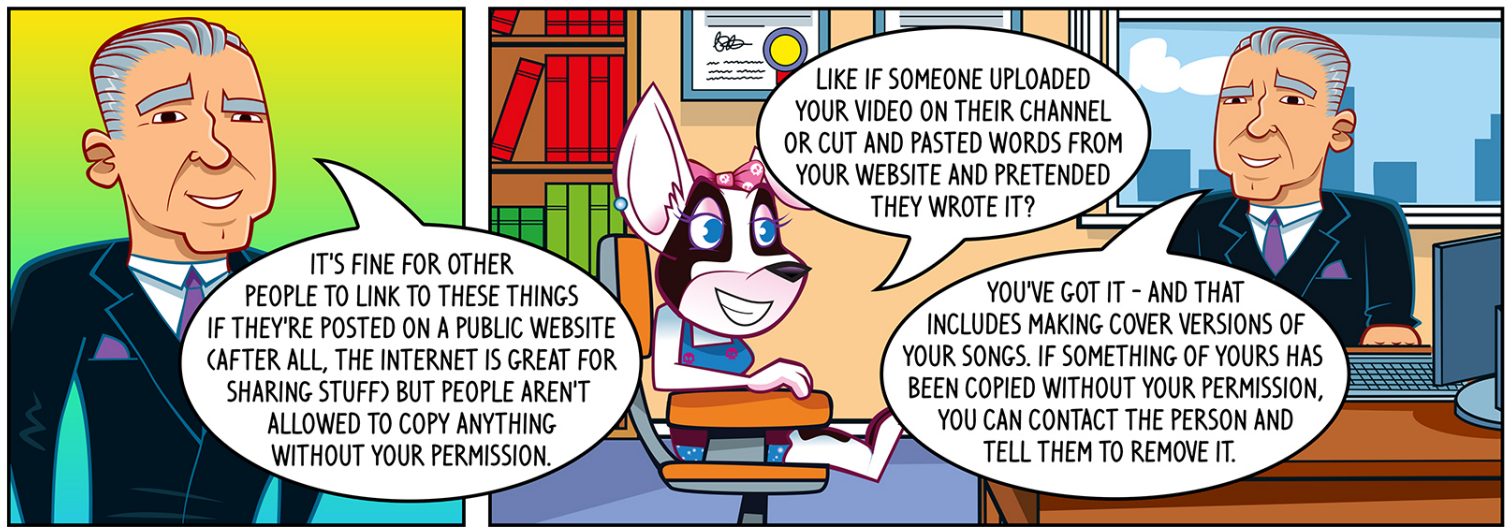
This means that other people need permission to use something that you have written, whether that is the whole thing or just a small part. Creators, authors and composers can use the © symbol to show that the work is copyrighted.



MEAN MEME

ED'S NEW BAND ARE NOW UP AND RUNNING. QUACKALACK ARE EVEN TRENDING ON THE INTERNET! BUT IT'S NOT ALL PLAIN SAILING...





PARODY

The word parody is used to describe a situation where someone is deliberately making fun of something by imitating the style of a particular writer, artist, or genre but exaggerating it for comic effect.

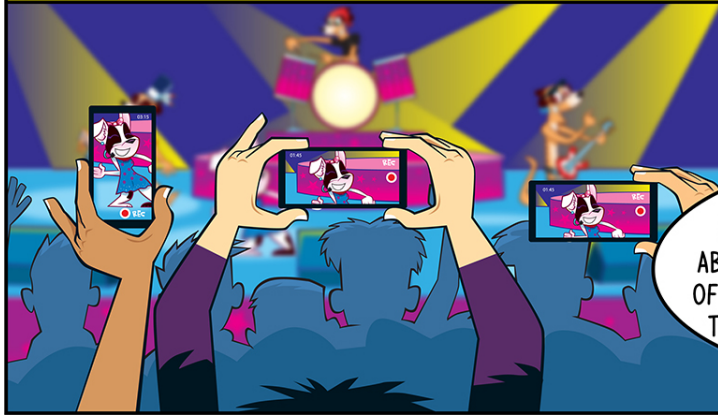
If you've ever replaced the words of 'Happy Birthday' with silly ones, that's an example of parody.

Parody example

Happy Birthday to You
You live in a zoo
You look like a monkey
And you smell like one too.

COPY CAT

THE BAND HAVE BEEN DOING WARM UP GIGS AROUND TOWN. QUACKALACK HAVE BEEN INVITED ALONG AS SPECIAL GUESTS...



THAT WAS BAAA-RILLIANT! BUT NANCY, AREN'T YOU WORRIED ABOUT ALL THE PEOPLE TAKING VIDEOS OF THE GIG ON THEIR PHONES. WHAT IF THEY UPLOAD THEM TO MEW TUBE?

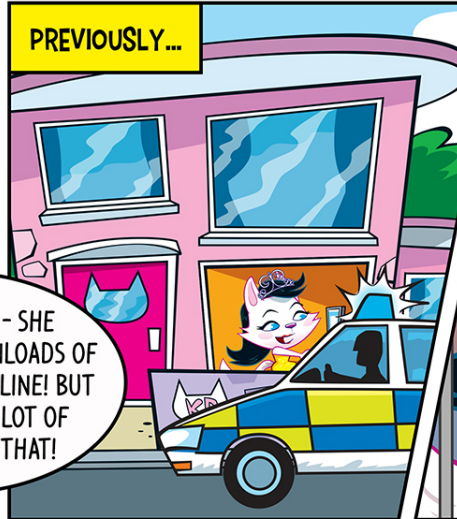


I'M PRETTY SURE THAT ISN'T ALLOWED... ALTHOUGH IT SOUNDS JUST LIKE THE KIND OF THING KITTY PERRY WOULD DO!



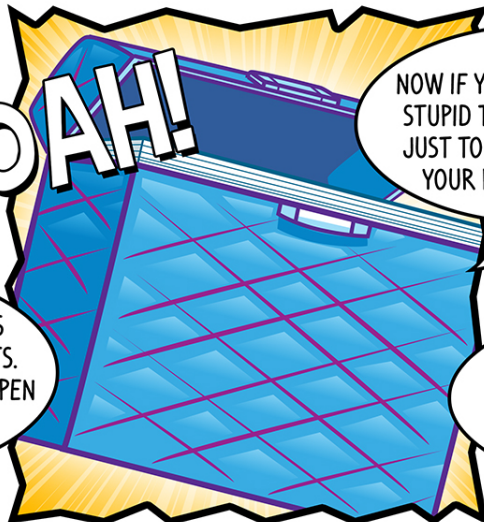
DID YOU KNOW - SHE WAS SELLING DOWNLOADS OF OUR LAST TOUR ONLINE! BUT SHE GOT IN TO A LOT OF TROUBLE OVER THAT!

PREVIOUSLY...

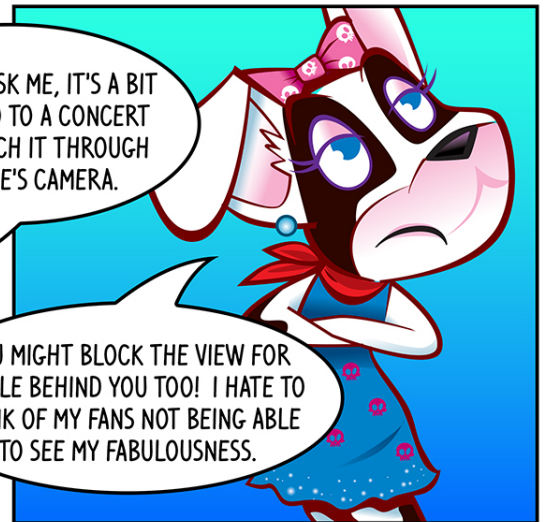


THERE'S A BUNCH OF RULES ABOUT RECORDING CONCERTS. LET'S GET THE MUSICAL BOX OPEN AND FIND OUT THE RULES.

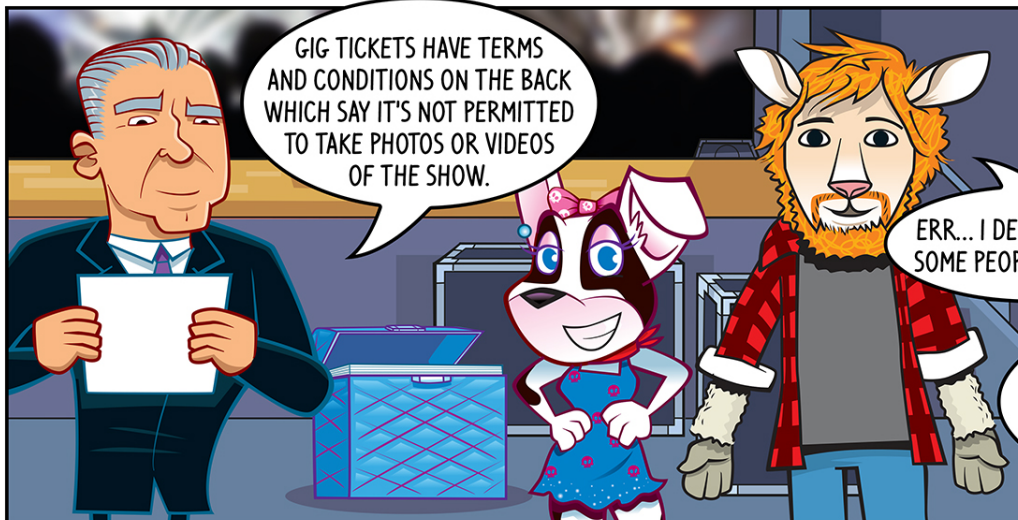
WOAH!



NOW IF YOU ASK ME, IT'S A BIT STUPID TO GO TO A CONCERT JUST TO WATCH IT THROUGH YOUR PHONE'S CAMERA.



YOU MIGHT BLOCK THE VIEW FOR PEOPLE BEHIND YOU TOO! I HATE TO THINK OF MY FANS NOT BEING ABLE TO SEE MY FABULOUSNESS.



GIG TICKETS HAVE TERMS AND CONDITIONS ON THE BACK WHICH SAY IT'S NOT PERMITTED TO TAKE PHOTOS OR VIDEOS OF THE SHOW.

ERR... I DEFINITELY SAW SOME PEOPLE DOING IT!

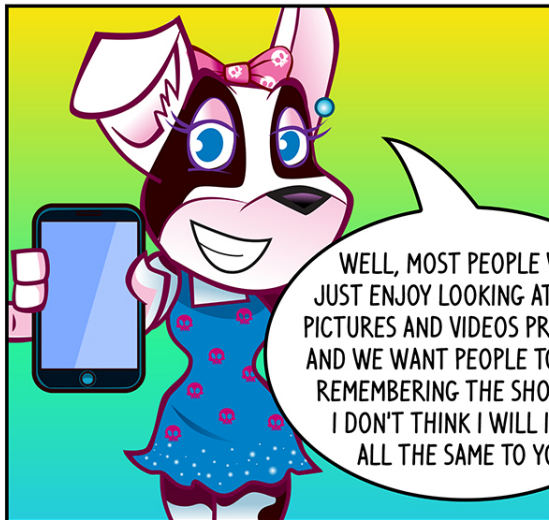


I KNOW, IT DOES HAPPEN. BUT IF NANCY WANTED TO, SHE COULD DEMAND THAT EVERY RECORDING WAS DESTROYED.

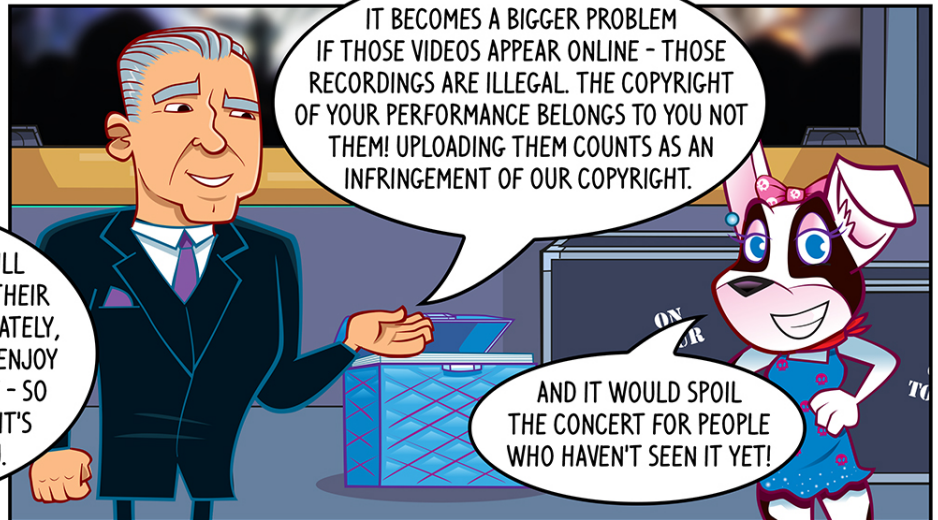
COPYRIGHT INFRINGEMENT

Copyright infringement is wrong.

Anyone who uses or copies work protected by copyright without permission is breaking the law. The copyright holder has the right to recover damages in money from anyone using, producing or distributing their work without permission. This can be hundreds or even millions of pounds.



WELL, MOST PEOPLE WILL JUST ENJOY LOOKING AT THEIR PICTURES AND VIDEOS PRIVATELY, AND WE WANT PEOPLE TO ENJOY REMEMBERING THE SHOW - SO I DON'T THINK I WILL IF IT'S ALL THE SAME TO YOU.

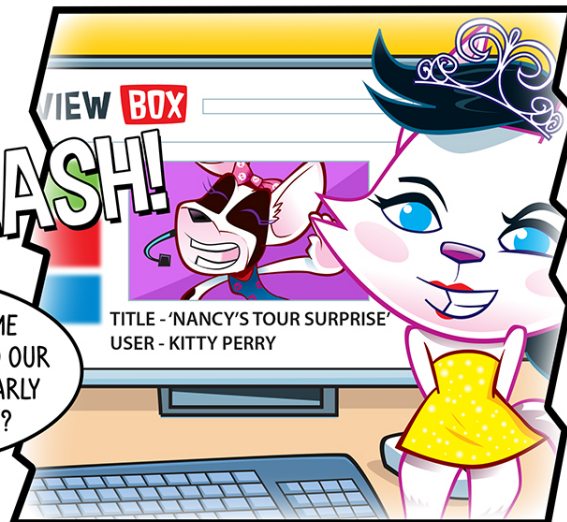


IT BECOMES A BIGGER PROBLEM IF THOSE VIDEOS APPEAR ONLINE - THOSE RECORDINGS ARE ILLEGAL. THE COPYRIGHT OF YOUR PERFORMANCE BELONGS TO YOU NOT THEM! UPLOADING THEM COUNTS AS AN INFRINGEMENT OF OUR COPYRIGHT.

AND IT WOULD SPOIL THE CONCERT FOR PEOPLE WHO HAVEN'T SEEN IT YET!

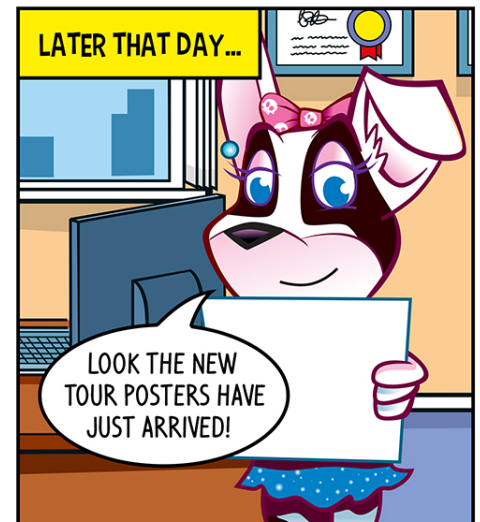


REMEMBER THAT TIME KITTY PERRY UPLOADED OUR SHOW ONLINE AND NEARLY SPOILT THE SUPRISE?



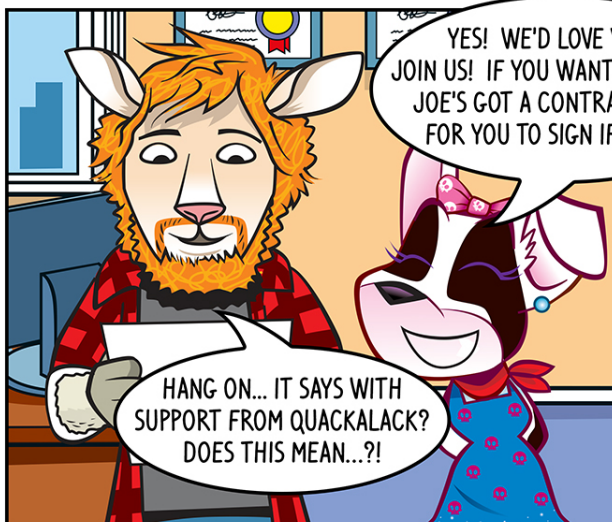
FLASH!

TITLE - 'NANCY'S TOUR SURPRISE'
USER - KITTY PERRY



LATER THAT DAY...

LOOK THE NEW TOUR POSTERS HAVE JUST ARRIVED!

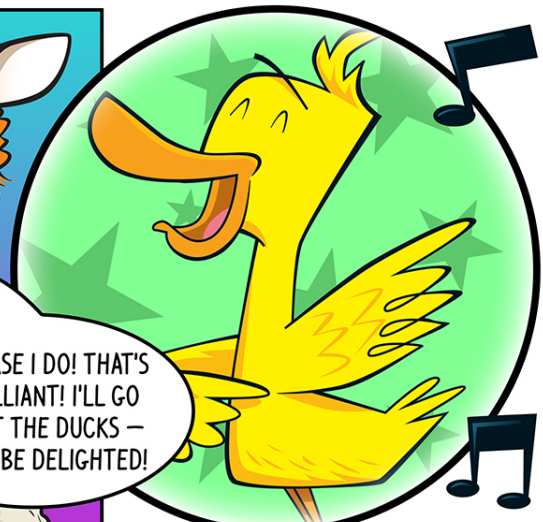


HANG ON... IT SAYS WITH SUPPORT FROM QUACKALACK? DOES THIS MEAN...?!

YES! WE'D LOVE YOU TO JOIN US! IF YOU WANT TO, I MEAN. JOE'S GOT A CONTRACT READY FOR YOU TO SIGN IF YOU DO!



OF COURSE I DO! THAT'S BAA-RILLIANT! I'LL GO AND GET THE DUCKS - THEY'LL BE DELIGHTED!



NANCY AND THE MEERKATS

ON TOUR

WITH SUPPORT FROM

QUACKALACK



WATCH NANCY'S VIDEOS
AND HEAR THE SERIES AT
FUNKIDSLIVE.COM/NANCY



Intellectual
Property
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