

OVERVIEW OF METHODS OF INTELLECTUAL PROPERTY PROTECTION IN INTERNET PUBLICATIONS WITH LOCAL EXAMPLES

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Abstract: This article explores the evolving challenges and methods of protecting intellectual property in the context of Internet publications. The Internet's accessibility has revolutionized content distribution, introducing both opportunities and vulnerabilities, particularly in terms of copyright protection. The study examines Western practices such as the use of content policies, labor agreements, technical measures like watermarks, and education initiatives, highlighting their relevance in fostering a culture of copyright respect. Local examples from Uzbekistan are presented to illustrate the adaptation of these practices within a specific legal and cultural framework. The paper also discusses digital tools like «takedown notices», encryption, and disclaimers as effective mechanisms to address IP violations. Practical steps for preventing unauthorized use and promoting awareness about copyright protection are outlined, emphasizing the need for robust legal systems, education, and cultural values in building a sustainable IP protection environment.

Key words: Intellectual property protection, internet publications, copyright, watermarks, user agreement, uzbekistan media

1. Introduction

The Internet has become an integral part of our daily life, having various manifestations. So, if earlier access to information was the main limiting factor in the development of society, science, and education in general, today each of us does not experience difficulties while obtaining this or that information. Internet media has smoothly become a leading part of the media system, providing content producers with ever-new and lucrative ways to collect, process and deliver information, and audiences with the ability to consume content anytime and anywhere (Richter, 2018). All this has a powerful impact on the development and modification of our usual communications, the very culture of information consumption and delivery is changing, as well as the legal framework. These processes influenced the law, because new social relations required legal regulation (Makashova, 2022).

2. Methods

It is obvious that the development of the Internet has had a significant impact on the institution of intellectual property. The Internet makes it possible to distribute information and content, including text, images, audio and video, quickly and easily (Antonov-Ovseenko, 2017). This creates new challenges for copyright protection, as content can be copied, distributed without the author's

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permission or be modified without notice. All this has slowly and gradually led to an increase in copyright infringement. New concepts such as piracy, digital encryption, online escrow have emerged. Anonymity in the online environment makes it easier to commit copyright infringement and reproduce other people's works. Considering the changes brought about by the development of the Internet, a special digital copyright has been developed that allows authors to protect their works in the online environment and control their use by applying technical protection measures. The emergence of digital platforms and services also speaks to the extent of the changes that have taken place in recent years. The development of the Internet has undeniably created new challenges and opportunities for copyright protection. And the issues of intellectual property protection are more relevant than ever in the global and local media landscape.

Given that today the majority of the population of Uzbekistan are Internet users, we should not deny and underestimate the fact that the number of violations in the field of intellectual property is only increasing. And the task of society is to learn to understand the issues of protection, to be aware and to prevent any violations of the rights of authors.

3. Result and Discussion

The modern information society uses the Internet to disseminate and exchange information. It goes without saying that, living through many stages of development, the online field has acquired a number of vulnerabilities. Thus, it has become necessary to protect intellectual property objects, such as texts, images, audio and video materials.

Protecting intellectual property in Internet media is key to ensuring fairness, respecting copyright and maintaining ethical standards.

Consider the common methods and approaches that Western Internet media use to protect intellectual property (2024):

- Establishing a content use policy: Western media management develops and implements a content use policy. This document includes rules and restrictions for the use of material. This approach reduces risks and is a key document in case of litigation.
- Labor agreements with a clause on transfer of rights: labor contracts usually specify the terms of transfer of copyright and related rights to all types of copyrighted content. This helps reduce the risk of disputes within editorial offices between management and the author.
- Approach to photos: In the West, it is popular to use photo banks and photo stocks. These are resources that offer copyright-free photos, illustrations and other graphic objects to the

user, which means free use without the risk of infringing anyone's rights.

- Culture of attribution: Western media outlets always coordinate with other editorial boards or authors when their content is used. This practice is part of their work, not a cost or something that detracts from their core business. Every member of staff is fully aware of the consequences of illegally using other people's work - reputational and financial risks. All usage agreements are made in writing.

- Education and awareness: the management of media organizations systematically educates staff on copyright rules and procedures. This practice makes it possible to practically rule out infringements by the publication itself and to understand how to react in case of illegal actions from outside.

- Technical means of protection: various technical means of protection are used, such as watermarks, DRM technologies, and access control systems. This reduces the risks of copyrighted content being exploited by detractors.

- Monitoring: Another feature of the Western model is the use of monitoring to detect infringements. Using specialized tools, editorial offices identify acts of plagiarism and illegal use of copyrighted content.

- Response policy: it is not enough to simply identify infringement; it is necessary to respond. Thus, within editorial offices there are provisions on how to react in such situations. The fact that the media cooperates with the relevant authorities in such matters also plays a role here, which helps to respond to violations in a quick format.

This dedication and culture of respect for intellectual property objects is largely related to the strict application of laws and high fines, and this is already an economic value. Thus, it is possible to identify five main factors that contribute to the creation of a culture of respect for copyright in the West (2024):

1. A strong legal system
2. economic value
3. education and understanding of the institution of copyright
4. Cultural and creative value
5. Moral principles

Consider what aspects of digital rights apply to copyright protection.

The «takedown notice» system (2023) is a tool for intellectual property protection in the online space, through which the right holder can demand the removal of copyrighted content. This method can be applied to any type of copyrighted content - text, photo, video and audio. The system includes a number of steps:

- Establishing infringement: the author discovers content that infringes his copyright or other forms of intellectual property in an online publication.

- Drafting a notice: the author prepares a written notice addressed to the provider of the online service or platform on which the content is illegally hosted. The notice includes details of the infringement, evidence of copyright, a description of the content and a request for immediate removal.

- Sending the notification: the prepared document is sent to the specified contact address of the provider or platform.

- Reviewing the request: the person receiving the infringement notification conducts a compliance and evidence review. The provider has the right to request additional data or remove the content immediately if the notification fulfills the established criteria.

«Take down notice» allows you to effectively combat intellectual property infringement in the online space.

Next, let's consider another effective method - the use of a disclaimer. A disclaimer is a statement or notice that is placed on the home page of an online publication, at the bottom of a website, or at the beginning of a content viewer's browsing experience. It is used to disclaim liability or limit the legal status of certain intellectual property. Such a notice aims to warn users about the conditions of using content on a given resource, as well as to warn about possible legal liability in case of illegal actions. Media disclaimers may have different forms and content depending on the specific circumstances and requirements of the right holder. Usually, disclaimers for Internet publications contain the following information:

- Disclaimer: The author is not responsible for the accuracy, completeness, or relevance of the information provided.

- Copyright restriction: rules for the use of content are established, including the prohibition of reproduction, distribution or modification without the consent of the copyright holder.

Let consider the disclaimers of Uzbek online publications:

- Gazeta.uz online edition: «reproduction, copying, duplication, distribution and other use of information from the Gazeta.uz website is possible only with the prior written permission of the editorial board» (2023).

- NOVA24 online edition: «the use of materials from NOVA24.uz website is allowed in any volume with the obligatory indication of an active link to the site not lower than the second paragraph of the text and the name of the site as “NOVA24” or “NOVA24.uz”» (2023).

- Internet publication Hook-Report: «Hook materials can and should be distributed. Just put a link to the article at the begin-

ning of the quote» (2023).

These examples illustrate the purpose of using a disclaimer. In the first case, the attitude of the editorial staff to the issues of copyright protection is serious and restrained, in line with the presentation of the materials. In the second case, the attitude is more relaxed. The footnote about the correct spelling of the title of the publication and that the content can be used in any volume is noteworthy. And in the third case – «can and should be distributed», which indicates a different position of the editors. But each example mentions the obligation to attribute authorship.

Disclaimers are an important tool for signaling legal status and providing information about the restrictions in place. They allow rights holders to protect their rights and reduce possible legal risks.

Digital content encryption is the process of converting data into a format that is only accessible to authorized users using a specific key or password. This method helps to ensure the privacy and security of author's content. In the context of the topic under study, digital encryption plays an important role. By using some degree of encryption, the copyright holder can control access to works, thereby reducing the risks of unauthorized use of text, photos or videos. Digital encryption technology operates based on algorithms that convert data into encrypted form using an encryption key.

Watermarking is an effective method of protecting copyrighted content. This type of marks are information or tags that are embedded in the content itself. It is technically possible to watermark not only graphic content but also the background of an online publication page and audio. As a rule, they can be visible or invisible to the user. Let's look at the key functions of watermarks:

- Identification: the content of the publication logo, information about the author, copyright holder, and date of creation.
- Protection against illegal use.
- Proof: the presence of a watermark indicates that the illegally used content is protected by copyright. This can be a significant piece of evidence in case of litigation or copyright disputes.
- Monitoring: the presence of a watermark allows the distribution of content on the Internet to be monitored.

There are also different ways of applying watermarks, such as applying visible marks on top of content, embedding invisible marks in the content itself, and using algorithms to recognize watermarks.

Internet publications can also apply context menu banning or right-click banning. This is a way of restricting access to certain functions or actions on the site that can be performed by right-clicking. Such a measure allows an online resource to pro-

protect author's content from being copied or downloaded. Banning the context menu is not a reliable method of protection, as most browsers allow users to disable or bypass this feature. Some editorial offices use another method of reminding about attribution and the obligation to cite the source - when pasting copied text somewhere, a footnote about the rules of citation and source attribution is added.

Citation is the process of using someone else's text, thought, idea or other intellectual output, with attribution of source, to support one's assertions, supplement one's text or analyze someone else's material (2023). In online publications, citation rules are an important part of the ethics of the journalistic profession, as well as a means of protecting copyright and ensuring the accuracy and reliability of information. The scope of citation rules depends on editorial policy. Some consider it sufficient to indicate the source, while others leave the date of the original publication. In any case, there are basic rules of citation, which include:

- Indication of the surname, author's name and reference to the source.
- Adding accurate and unadulterated quotations to the material.
- Quotations should be brief. When quoting lengthy text, abbreviations and multiple dots should be used.
- Quotations should be used within the scope of the topic being discussed.
- The use of the author's statement should not distort the meaning of the source.

When adding quotations from other resources, the journalist should make sure that this statement is not fake and belongs to the author in question. Violation of citation rules may lead to accusations of plagiarism or copyright infringement.

Internet media are also obliged to form unique user agreements and finalize them if necessary (2023). Such a legal document defines the rules and terms of use of an online publication. Let's consider the main aspects that should be reflected in the user agreement:

- Indication of copyright: the agreement establishes that all materials contained on the site are copyrighted.
- Restriction on the use of content: the agreement states that users may not copy, distribute, modify or use copyrighted content without the permission of the copyright holder.
- Liability for copyright infringement: the agreement provides for liability for copyright infringement.
- Notice of Copyright Infringement: describes the procedure for providing notice to the copyright holder of alleged copyright infringement.

- **User Obligations:** the document states that users are obligated to use content that infringes the copyrights of others.

Each editorial board has the right to independently develop the content of the user agreement and place it on the pages of the publication. In case of difficulties, it is better to consult legal counselors.

To protect trademarks, publications should register them with the relevant state authorities and use the ® or ™ marks (2022). The trademark can then be used to apply as a watermark. It is important to note that infringement does not always occur externally.

Sometimes the editorial staff itself is the infringer, either accidentally or intentionally. To reduce the risks, the authors of text content should apply in their professional activities, services to check the text for uniqueness. Such platforms help to check the material for plagiarism. The online system compares the proposed text with other available sources, including online pages, databases and scientific journals. This helps in enhancing the uniqueness of the content. The services also perform an authorship check. This ensures that the author's text has not been copied or used without permission. The use of such systems in day-to-day operations not only affects copyright compliance but also improves the content delivered online, which in turn has a positive impact on the reputation of an online publication.

Another modern way is through copyright popularization activities. These are awareness-raising campaigns that can be conducted by journalists and editorial offices. The essence of such activities is to raise public awareness of intellectual property protection issues. This can take the form of a series of publications in the media or social networks. The aim is to tell as many people as possible about the value of copyright and that the content that users encounter daily may be protected by copyright. Infringement liability should also be mentioned.

There is a practice of additional copyright registration. Although they arise automatically when the work is created, there are extra measures to attribute authorship, such as depositing copyrighted content and registering with US Copyright.

Deposit of copyrighted content is the process of officially registering or storing an author's work to establish attribution and protect the copyright holder (2023). This practice is voluntary to have additional evidence in case of disputes and infringements. In some countries, some special organizations or institutions deal with the deposit and registration of copyright works. The bottom line is that depositing means obtaining a certificate of registration, which can then be used as proof of authorship and defense of the copyright holder. Copyright clearance is very important for jour-

nalists who write detailed analyses, creative articles and controversial interviews. This method is most popular in countries with strong journalistic activity, where each author has regular readers and possibly detractors. The depositing procedure includes the following basic steps:

- Preparation of the text.
- Selection of an organization for depositing works. It is worth paying attention to the reputation of the company, the duration of the deposit and the cost of the registration procedure.
- Depositing.
- Obtaining a certificate.

The procedure and legal status of deposit varies from country to country. For example, in Uzbekistan, online digital deposit is available, which allows fixing the temporal priority of copyright before the works created are made public. Such services are provided by the Society for the Protection of Copyright and Neighboring Rights of the Republic of Uzbekistan (2023).

Studying the local media landscape, it was found that the editorial staff of the Anhor.uz information and analytical website uses several methods to protect intellectual property (2024):

- The home page of Anhor.uz website contains a disclaimer ALL RIGHTS PROTECTED © ANHOR 2023. Reproduction, copying, duplication, distribution and other use of information from the Anhor.uz website is possible only with the prior written permission of the editors.
- If the photo is original and taken by the authors of the editorial board, the photo has the Anhor.uz logo in the corner. If the photo is borrowed, the authorship and source of the photo are indicated.
- Some materials contain a disclaimer: «Reproduction, copying, duplication, distribution and other use of this material is possible only with the permission of the editorial board».
- The publication's name and logo are registered as a trademark.

The editorial office does not have a specific editorial policy regarding the protection of intellectual property but uses situation guides. Explanatory work is carried out in case of copyright infringement of authors, and masterclasses are organized for new employees.

The following is the practice of the information portal UZ24 (2023):

- When publishing author's materials on the website, authorship is mandatory.
- The source or name of the author can be indicated both under the media material and at the end of the publication.
- Photographs and video clips made in the editorial office

are labeled with the logo of the publication.

- The website has a context menu ban, i.e. photos and videos cannot be downloaded directly.

Regarding the registration of the brand as a trademark, the situation is as follows: the law «On trademarks, service marks and appellations of origin of goods» stipulates that designations that are common symbols and terms, including those with geographical indications, are not registered as trademarks. In the name of the website and on the logo, there is a reference to the geographical indication, therefore registration as a trademark is not required. In addition, the designation «uz» falls under the description of official symbols and signs (with the national domain), which also applies to materials that are not subject to copyright (Law on Copyright and Related Rights).

The third participant in the study was the Internet publication Spot (2023). The editorial staff also uses some methods to protect content:

- Applying a watermark to the photo and the author of the work.
- Indicating the author of the text and other content.
- Having a warning footnote in the footer of the site: «reproduction, copying, distribution, distribution and other use of information from the Spot.uz website is possible only with the prior written permission of the editorial staff».
- The name of the publication is not registered as a trademark.

4. Conclusion

There are significant reasons and advantages to studying copyright protection methods. Firstly, it allows you to understand the rights and possible ways to protect content. Also, understanding the legislative nature allows you to feel creative freedom and have high motivation in your work. Systematic application of intellectual property protection methods leads to the prevention of violations. Thus, authors and copyright holders take precautions, thereby reducing reputational and financial risks. It is necessary to monitor trends in the field and, if there are new solutions, implement them in the practice of editorial offices. After all, legislation, technology, and the copyright protection environment are constantly evolving. This approach helps authors stay up to date with the latest changes and adapt to new requirements and challenges. And lastly, it increases awareness and efficiency, which in turn also reduces the risks of violations. Each of the presented methods can be useful in different situations, but the most effective approach may be a combination of several tools. Copyright

protection in the media is a complex and multifaceted process that requires the active participation of the copyright holder, monitoring trends and new methods of protection.

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MAHALLIY MISOLLAR BILAN INTERNET NASHRLARDA
INTELLEKTUAL MULKNI HIMOYA QILISH USULLARINI
UMUMIY KO'RIB CHIQUISH

Annotatsiya: Ushbu maqola Internet nashrlari kontekstida intellektual mulkni himoya qilishda yuzaga kelayotgan muammo va metodlarni o'rganadi. Internetning ommalashishi kontentni tarqatishda inqilob qildi, bu imkoniyatlar bilan bir vaqtda nuqsonlarni ham keltirib chiqardi. Ayniqsa, mualliflik huquqini himoya qilish borasida. Mazkur tadqiqot kontent siyosatidan foydalanish, mehnat shartnomalari, yorliqlash (watermark) kabi texnik choralar va ta'lim tashabbuslari kabi G'arb amaliyotlarini o'rganib, ularning mualliflik huquqini hurmat qilish madaniyatini rivojlantirishdagi ahamiyatini ta'kidlaydi. Ushbu amaliyotlarning muayyan huquqiy va madaniy doiraga adaptatsiyasini ko'rsatish uchun O'zbekistondan mahalliy misollar keltirilgan. Maqolada, shuningdek, «bildirishnomalarni olib tashlash», shifrlash va diskleymerlar kabi raqamli vositalar IP-manzil buzilishlarini bartaraf etishning samarali mexanizmlari sifatida muhokama qilinadi. Ruxsatsiz foydalanishning oldini olish va mualliflik huquqini himoya qilish to'g'risida xabardorlikni oshirish bo'yicha amaliy qadamlar ham qayd etilgan bo'lib, ular IP-manzilni barqaror himoya qilish muhitini yaratishda mustahkam huquqiy tizimlar, ta'lim va madaniy qadriyatlar zarurligini ta'kidlaydi

Kalit so'zlar: Intellektual mulkni himoya qilish, Internet nashrlari, Mualliflik huquqi, Yorliqlar (watermark), Foydalanuvchi roziligi, O'zbekiston ommaviy axborot vositalari.

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ОБЗОР МЕТОДОВ ЗАЩИТЫ ИНТЕЛЛЕКТУАЛЬНОЙ СОБСТВЕННОСТИ В ИНТЕРНЕТ-ИЗДАНИЯХ С ЛОКАЛЬНЫМИ ПРИМЕРАМИ

Аннотация: В настоящей статье рассматриваются современные проблемы и методы защиты интеллектуальной собственности в контексте публикаций в Интернет-изданиях Узбекистана. Доступность сети Интернет произвела революцию в распространении контента, создав как возможности, так и уязвимости, особенно в сфере защиты авторских прав. В исследовании рассматриваются такие западные практики, как использование редакционной политики, трудовых соглашений, технических мер и образовательных инициатив. Приводятся локальные примеры, иллюстрирующие адаптацию этих практик в конкретных правовых и культурных рамках. В статье также рассматриваются такие цифровые инструменты, как уведомления об удалении, шифрование и отказ от ответственности. Изложены практические шаги по предотвращению несанкционированного использования и повышению осведомленности о защите авторских прав.

Ключевые слова: Защита интеллектуальной собственности, интернет-публикации, авторское право, водяные знаки, пользовательское соглашение, СМИ Узбекистана

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