The Licensing of Rights: Considerations for Designers and Producers of Artistic: Works and Works of Mas

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CARNIVAL – RIO DE JANEIRO – BRAZIL

• One of the most important Carnivals in the world

• But, still in the begging – small participants

• Composers, Choreographers, Designers

• Remuneration = Only the Cachet = Payment for the work

• Composers of “sambas” -> assignment of rights
CARNIVAL – RIO DE JANEIRO – BRAZIL

• OWNER OF THE RIGHTS – Samba Schools -> LIESA (Independent League of Samba Schools)

• LIESA try to centralize the rights

• Samba Schools – new business models
UNIDOS DA TIJUCA SAMBA SCHOOL FRONT LINE COMISSION
CASE UNIDOS DA TIJUCA SAMBA SCHOOL FRONT LINE COMISSION

- Types of RIGHTS in the FRONT LINE COMISSION

  - **DESIGNER** – costumes

  - **CHOREOGRAPHER** – dance and way to show the idea

  - **Director of Arts** (Carnavalesque) – Idea and how expresses the idea in the parade
TYPES OF RIGHTS - CARIOCA CARNIVAL

- INTELECTUAL PROPERTY RIGHTS

COPYRIGHTS

- Samba Song - Author/Composer/Song Writer
TYPES OF RIGHTS - CARIÓCA CARNIVAL

- INTELECTUAL PROPERTY RIGHTS

COPYRIGHTS

• DIRECTOR OF ARTS (Carnavalesque) - general creator
TYPES OF RIGHTS - CARIOCA CARNIVAL

- INTELECTUAL PROPERTY RIGHTS
  
  i. COPYRIGHTS

  • DESIGNERS = Costumes
TYPES OF RIGHTS - CARIOCA CARNIVAL

- INTELECTUAL PROPERTY RIGHTS

COPYRIGHTS

- Trademarks
- The SAMBA SCHOOL NAMES
TYPES OF RIGHTS - CARIOCA CARNIVAL

- CIVIL LAW RIGHTS

IMAGE RIGHTS

- Dancers, Actors and Artists (Licensing Rights in exchange of the participation)
TYPES OF RIGHTS - CARIOCA CARNIVAL

- CIVIL LAW RIGHTS

AREN A RIGHTS

- Sambadrome rights (LIESA and TV GLOBO owns the rights and license it for the brands)
BUSINESS MODELS – LICENSING OF THE RIGHTS

FRONT LINE COMISSION TOUR

• Unidos da Tijucas selling live presentantions

• But – still only the cachet is paid

• Performing rights – in Brazil only music
FROM SAMBADROME TO THE STAGES
The Illusionists of Unidos da Tijuca “Comissão de Frente” performs on events
Folia tipo exportação

Escolas do Rio aumentam o faturamento com apresentações em outros estados e no exterior

EXPORT TYPE REVELRY
Rio Samba Schools enhancing their revenues performing at other states and abroad
Comissão de frente ilusionista agora encanta nos palcos

Ala da Unidos da Tijuca tem agenda lotada de shows em festas e convenções; convites vêm até do exterior

MINDFREAK “COMISSÃO DE FREnte” NOW AMAZES ON STAGES
Unidos da Tijuca row has a full schedule of shows including parties and conventions; invitations come even from abroad
• Blanket Licenses are used to give permission to use music in situations where issuing individual music licenses would be cumbersome

• The Edimusa/Liesa is given a Blanket License for the Samba Enredo execution on the Sambadrome

• In 2009, the ECAD reclaimed a fee of U$ 133.620 a 1/12 of the ticketing incoming, for the public execution of a 1976 samba which the author did not assigned the rights to Edimusa

• Detailed explanation on the next presentation
INVICTA BRANDS: TRYING TO USE THE “ONE-STOP SHOP” MODEL

- Company of Brands management experts;
- Activation and Licensing;
- E-commerce expertise;
- Clients: Nordeste Cup (Soccer Competition), 8 Samba Schools and P9 (boy band);
NEW ERA

• 1327 employees;

• 14 offices around the globe – USA, JAP, BRA, CAN, FRA, ENG, CHI, ITA, GER;

• Production of 50 M caps/year;

• More than 420 licenses of sports league and entertainment;

• The New Era caps are sold in 81 countries;
• A collection of 8 caps paying tribute to traditional Samba Schools of Rio de Janeiro;

• Unidos da Tijuca, Mangueira, Beija-Flor, Mocidade, Salgueiro, Portela, Vila Isabel, União da Ilha;

• One-stop shop model – Invicta Brands;
OSKLEN

- Established in 1989, nowadays OSKLEN is a premium brand of **CASUAL CHIC** fashion;

- Represents the “**CARIOCA WAY OF LIVING**”

- **SUSTAINABILITY** and **ENVIRONMENTAL** concerns;

- 62 shops in Brazil;
• **International shops:** 3 ITA, 3 USA, 1 JAP

• **International Showrooms:** POR, GRE, FRA, SPA

• **Exports to BEL, CHL and Middle East**
• Collection of casual T-shirts (male and female) paying tribute to 4 of the most traditional Samba Schools;

• Mangueira, Portela, Salgueiro and Beija-Flor;

• One-stop shop model – Invicta Brands;
CONCLUSIONS

• The Licensing model = the best one

• Bands must create a “Brand” and register it as trademark

• Try to put the Bands Brand near the Brands

• Business models envolves CONSUMERS
CONCLUSIONS

• Licensing model = Bands do not assign the rights

• Authorization to test possible business models

• Protection of the rights = turn Bands and its works perceptives
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