

SUMMARIES

MOBILE APPLICATION AND WHAT BEHIND IS – IP RIGHTS RELATED TO THE APPLICATIONS – PART II

Evelin Erzsébet Béres

This publication is intended to give an overview of the IP aspects and possible IP protection of mobile applications. The second part of this publication is about the registered IP rights possibly connected to one or other mobile apps. These are trademarks, designs, utility models, or even patents. Trademark law considerations should be taken into account when choosing an eye-catching icon, logo, or name for the mobile app which is easy to recall. The GUI or its relevant parts, like menus, figures, fonts could be protected as a design. It is important to examine that under what circumstances can design protection exist. A further interesting aspect worth examining closely is how mobile apps could be patentable or protected by utility models.

IS THE TOTAL CONTENT OF MEDIA SERVICE DEEMED TO BE AUTHOR'S WORK?

Péter Gyergyánfy

Almost the whole of media service consists of works under copyright protection, so it is a question whether the total of these works and the supplementary items as a compilation is also protected by copyright or not. To answer this question it is examined if the databases themselves of media service providers can be identified or not, being this an ultimate requirement of copyright protection.

THE NOTION OF MAPS, THEIR TYPES, THEIR COPYRIGHT PROTECTION AND USE

Zoltán Károly Kis PhD

Among the visual works, maps occupy a special place by the fact that their creation is not dominated by their artistic character, but by their functional specificity. The writing of this study was motivated by the fact that the determination of the copyright of maps, cartographic creations and map databases is not always clear and unambiguous before the authorities. From an analysis of the expertise in the cases, we can conclude that regulation and case law are now appropriate both to define the map and recognize its level of copy-

right protection and to ensure a balance between the legitimate interests of map authors, customers and users. The key issue in establishing copyright protection is to emphasize the individual, independent original, specific nature of the discussed map. If this can be proven during the examination, then the simple map can become a map work, a cartographic work under the protection of copyright.

WHAT IS THE CONNECTION BETWEEN BATMOBILE AND SHERLOCK HOLMES, AND WHAT HAS BORSODI GOT TO DO WITH THEM? – COPYRIGHT PROTECTION OF FILM CHARACTERS IN THE UNITED STATES AND CHARACTER MERCHANDISING IN HUNGARY

Gábor Rábai

The first part of the thesis elaborates the copyright protection of fictional movie characters in the legislation and judicial practice of the United States. It explains the evolution of copyright protection of these characters, the different views of Courts and the interference of trademarks culminating in the infamous Batmobile case. In the second part the economic use of these characters are discussed by introducing the notion of character merchandising and its commercial application under Hungarian law. The thesis also discusses the contracts that can be used to make economic gains from these characters and explains some of the related Court decisions of the United Kingdom regarding copyright of fictional characters.