

Legal Hacks for Creators, Inventors and Entrepreneurs

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Welcome back to my very short and informal newsletter, sharing a bit of what I find interesting, quirky or just fun about intellectual property law and patents. I publish this newsletter periodically to share at least one idea that I think you will find both engaging and useful.



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ARTIFICIAL INTELLIGENCE IS KILLING AMAZON SELLERS - HOW TO SURVIVE AI ON THE AMAZON MARKETPLACE

As advances in AI technology introduce the potential to transform daily life, society and global commerce, it is more important than ever for Amazon resellers to understand how to harness this powerful new tool to maximize business potential.

In this [video](#), I address how to not only survive, but thrive in the ongoing AI revolution by explaining the three types of Amazon resellers; offering key steps you can implement on branding and product mix; and providing valuable tips to develop new proprietary products or create substantive improvements to existing items that can be trademarked or patented to ensure protection of your intellectual property.

Anyone looking to use the incredible power of AI to make your Amazon store a preferred, trusted destination for your customers and turbocharge sales will want to see this video.

[Watch video](#)



[Watch Video](#)

WHEN DO PHOTOGRAPHERS AND MODELS NEED A WRITTEN RELEASE?

Are you a photographer or model with a need to know when it is appropriate to request or sign a written release to protect your photographs, videos or likeness? Releases are critical to protect the photographer or publisher regarding use of images for commercial purposes and for the model to set compensation and establish the scope for the use of the images or likeness.

In this [video](#), I explain what a photo/model release is, when and how to use one and tips on how to negotiate the terms of a release. This video also includes a model release template that you can customize to fit your situation.

With the production of so much online visual content, it is more important than ever for those on both sides of the lens to know their intellectual property rights to ensure fair use and compensation practices.

[Watch video](#)

AND FINALLY...

At the end of this third year of publishing more than 120 YouTube videos, we just passed 13,000 subscribers on our YouTube channel. Thank you for reading, watching, “liking” and subscribing. It does make a difference as YouTube will then serve these videos to others who are looking for them. Have a wonderful and creative month.

Warm wishes,
John

If you've missed previous issues, [CLICK HERE](#) and read them all!

ABOUT JOHN FERRELL

John Ferrell is a founder and patent attorney at the Silicon Valley law firm of Carr & Ferrell. The author of two books and a growing YouTube channel on Intellectual Property, John's

passion for creating and protecting patent monopolies is reflected in his representation of many of the world's most important companies and inventors—some 5,000 so far.

Founded in 1992, Carr & Ferrell has filed more than 10,000 patent applications covering nearly every imaginable technology. John is admitted to practice law in California; numerous Federal jurisdictions, including before the U.S. Supreme Court; and in the U.S. Patent and Trademark Office.

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