

## December 2025 Edition

From the Desk of John Ferrell



### Copyright Fair Use: When Is It OK to Use Someone Else's Content?

When is it legally acceptable to use someone else's content under the doctrine of Fair Use? In this video, I walk you through key factors creators, lawyers, and content users should keep in mind — like the purpose of the use, how much material you're using, and the effect on the original work's value.

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### In the News

#### Labubu Leads China's Global Pop-Culture IP Rankings

China's online pop-culture market continues to surge, with Labubu emerging as the country's most globally influential IP. Its rapid rise highlights growing international demand for character-driven merchandising and brand licensing opportunities.

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#### Paul McCartney Joins Music Industry's Stand Against AI

In a symbolic move, Paul McCartney has released a nearly silent track to protest unchecked use of AI in music. The action reflects growing industry concern over creative ownership, artist rights, and the need for clearer IP protections in the age of generative technologies.

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### **Global IP Survey Shows Rising Trust and Awareness**

The latest WIPO global survey reveals a significant increase in public understanding and confidence in intellectual property systems. The findings highlight growing recognition of IP's role in innovation, economic growth, and consumer trust.

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### **Giorgio Armani: Fashion, Heritage, and IP Protection**

Armani's enduring legacy highlights the delicate balance between safeguarding intellectual property and preserving cultural heritage, demonstrating the critical role IP plays in the fashion industry.

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### **Taylor Swift's Trademark Empire**

From "The Eras Tour" to merchandise, Taylor Swift strategically leverages trademarks to expand her IP portfolio, illustrating how artists can protect and monetize their creative brands.

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## **Your Legal Questions Answered**

### **After Submitting my provisional patent, what comes next?**

*With lots going on, you need to know, are you getting paper copies, email? What should you expect?*

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### **Do I own the design trademark of an AI generated image if I file for it?**

*If thinking about content generated by AI, what should I know about my patents and trademarks?*

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### **When should I make claims on my patent application?**

*Should I do this during the provisional patent application or wait until I file the full utility patent?*

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Do you have a question that needs answering?

[Send us your query](#) and we will include the answer in a future newsletter.

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