

## Intellectual Property in the Digital World

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The digital world is a vast, Amazonian river of intellectual property (IP) – software, brands, photos, video clips, music, guest information, guest reviews – flowing quickly in every direction. Almost any significant issue arising in this space highlights the juxtaposition between an IP owner’s desire – in some cases legal obligation – to control and protect its content (i.e. intellectual property) with the desire to have content exposed to more and different consumers and potential consumers, across ever proliferating channels.

Ruth Walters, Of Counsel at GSB, provides valuable legal insights and advice for the hotel world in *HOTEL Yearbook Special Edition – Digital Marketing 2017*.

The full article is available for download on [HOTEL Yearbook 2017’s website](#) (*login or registration is required.*)

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