

## Intellectual Property Protection

Are you aware of the recent incident involving a highly regarded local artist whose original masterpiece was stolen and is now being sold for over \$3,000 without her consent or compensation?

This unfortunate situation underscores the pressing need for artists to be vigilant in safeguarding their work, especially in the age of social media and advanced technologies like AI. We invest considerable time and effort in crafting our beautiful creations, and the thought of seeing them sold elsewhere under someone else's name is disheartening.

To protect yourself, consider implementing the following measures:

- 1) **Adjust Privacy Settings on Social Media:** Take control of who can access your artwork by reviewing and adjusting privacy settings. For instance, on Facebook:
  - a. Click your profile picture on the top right corner.
  - b. Navigate to Photos, then Albums
  - c. Select the desired album and click Edit Album
  - d. Adjust the privacy setting to your preference (e.g., Friends).
  - e. Save the changes.
- 2) **Watermark Your Artwork:** Utilize watermarks to add an extra layer of protection to your images. Explore various watermarking options, such as the Watermark app. Keep in mind that while watermarks provide some defense, they can still be removed from photos.
- 3) **Mitigate Damages:** Assess the extent of the situation and decide how far you want to pursue corrective action.
- 4) **Remember,** the paramount objective is to keep creating and expressing your artistic vision. Don't allow concerns about plagiarism to hinder your passion for producing beautiful art. Stay inspired and continue contributing your unique perspective to the world.