

# IT PAYS TO PROTECT

Copyright Law protects original works of authorship- like mobile apps-by giving creators rights to control online access, reproduction, distribution and adaptations



If your app has ORIGINAL code, text, video, graphics or music, THEN...

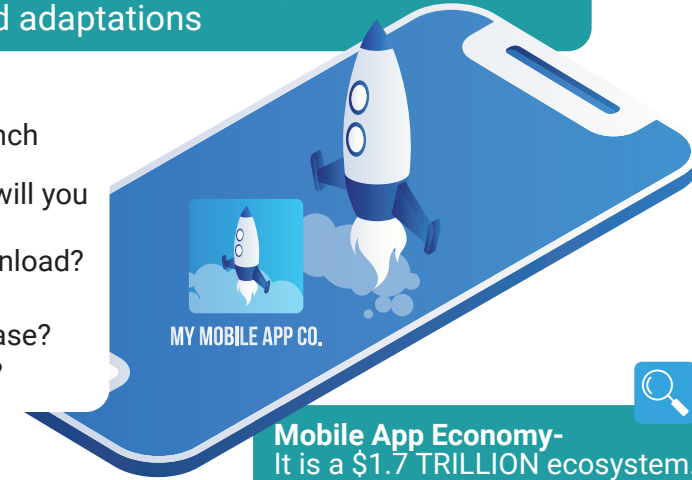
You have a work PROTECTED by copyright law and can prevent unauthorized access and uses of your app

Before you launch your app on a platform, how will you MAKE money-

- Cost per download?
- Ad revenue?
- In-App purchase?
- Subscription?

If your app USES 3rd Party code, text, video, graphics or music, THEN...

You must get PERMISSION or a LICENSE to use copyrighted works



**Mobile App Economy-**  
It is a \$1.7 TRILLION ecosystem. App store model + cloud gives small biz access to international markets

App Developers Losing \$3-4 Billion Annually Thanks To 14 Billion Pirated Apps

# LAUNCH YOUR APP- NOW WHAT

App Piracy is real and can cost you lots of \$\$ App Devs lose \$3-4 BILLION annually due to pirated apps-usually on 3rd party app stores

Copyright laws allow you to protect your app w/ digital locks & to pursue pirates so YOU make money

OR

1 MILLION DOWNLOADS!

1 MILLION DOWNLOADS!

Fake App Downloads



Piracy/Stealing

Malware

Counterfeiter

Illegal ad network



**CLOSING OF MY MOBILE APP CO.**

More Apps Bigger Business!

When you PROTECT your mobile app, It PAYS and your BIZ grows!