

Jaclin Dunne
"JRD Images"



Since 1999, I have been photographing jewelry and keepsakes for my own businesses. The love of photography I'm certain came from my dad. I enjoy working with photographs and it's a sense of accomplishment when an image has been completed. Hours of work may be required to get decent pictures and to make the adjusts in contrast, brightness, etc. It requires the right light balance, a few good computer programs and thousands of dollars of photographic equipment in order to transform a 3 dimensional item into a pretty photographic image. Photographic equipment is updated every year or two depending on the new technology so there is a large investment of time and money. Most commercial items photographed are jewelry designs but I do photograph other items including keepsake boxes. From the very beginning, I have copyrighted all of my works with the US Copyright Office to protect them from unauthorized use. This includes craft instruction booklets and wildlife sculptures submitted as far back as 1989.

Copyrights & Copyright Notices

My copyrights protect my pictures, images and also text on my websites. Many of the products I photograph are also protected by a manufacturer's copyright protecting the design itself from being copied without permission.

No one has my approval to obtain any pictures or images from my websites. All of my images are displayed on pages that contain a copyright notice at the bottom stating the following...

Copyright 2003-9 J. Dunne.

ALL RIGHTS RESERVED. Copying from this web site is a violation of copyright law. Our pictures and content are for viewing only at this address and remain our property. They may NOT be copied, reproduced or modified in any form or manner...

Most of my jewelry, flower images or keepsakes images are also tagged with my initials "JRD". My trinket box photographs include either my initials JRD or my full copyright notice. Images that manufacturer's may provide of their products will include the initials "MJB". These images may also be protected by my copyrights if I've made adjustments to them.

Just two of the websites where my copyrighted images are displayed:
<http://www.FavoriteJewelry.com> <http://www.BumblesTrinketBoxes.com>

Can I Purchase Images From You?

I currently do NOT extend any rights of reproduction for any of my images. If there is a particular image you wish to discuss, please contact me. ***If any approvals are ever extended, they will be made in writing only through a traceable mailing method.***

Copyright Infringement

I take my copyrights very seriously and if I discover my images being illegally used, I will pursue it. Since 2003, I have had to confront several businesses that have copied my images from my websites to use on their own website. Ignorance of the law is no longer accepted when it comes to copyright infringement. I simply cannot tolerate others stealing my hard and creative work in order to compete against me in selling the exact same products.

In the past, I have extended the courtesy of contacting the offending party first. Most immediately complied stating that they simply didn't know it was illegal. I repeated this process with yet another business in 2004 only to have them NOT take my requests for prompt image removal seriously. In the end, I had to have my attorney educate this business on the seriousness of copyright infringement. The final letter stated that her refusal to remove my images constituted "willful" infringement and the financial penalties per infraction that can be imposed was finally enough to convince her to comply. See below...

504. Remedies for infringement: Damages and profits (c) Statutory Damages (2) In a case where the copyright owner sustains the burden of proving, and the court finds, that infringement was committed willfully, the court in its discretion may increase the award of statutory damages to a sum of not more than \$150,000..."

Source: United States Copyright Office website -
<http://www.copyright.gov/title17/92chap5.html#504>

In March 2007, it was brought to my attention that yet another business was illegally using my copyrighted images. After spending hours printing up proof to substantiate my infringement claim should a legal remedy be pursued, it was determined that a minimum of 48 sales were made using my photographs without my authorization. These were sales from December 11th, 2006 to March 11th, 2007... no proof prior to this date could be obtained because auction links were now inactive. My images were the sole pictures used in presenting the ring designs they had sold. Being an eBay store, it was relatively easy to access all the required proof that these 48 sales were made using to my images. In effect, I made this business \$6,208.83 in sales over a 3 month period but they paid me nothing in return. ***Does this seem fair?***

Copyright infringement

Plan of Action

Anyone found illegally displaying my works will be contacted with a cease-and-desist letter either to their physical address or via email or eBay messaging. But only after I've contacted search engines, eBay or any other selling medium that is publicly displaying my images and have demanded removal of all offending pages. Legal consequences and reimbursement for infractions will be discussed on a per incident occurrence.

Copyright Infringement and Remedies Includes penalties for willful copyright infringement.

<http://www.copyright.gov/title17/92chap5.html> Source: U.S. Copyright Office

To learn more about copyright law, visit the United States Copyright Office's website. *At the very least, you stand to loose all profits obtained from the illegal use of my images.*****

Save us both time and upset by NOT copying.

Anyone with knowledge that my copyrights are being infringed upon is encouraged to contact me.

Copyright 2003-9 J. Dunne. ALL RIGHTS RESERVED. Copying from this web site is a violation of copyright law. Our pictures and content are for viewing only at this address and remain our property. They may NOT be copied, reproduced or modified in any form or manner.