



COPYLEFT: "Let's create the future"

GUNA VIEW ABOUT INTELLECTUAL PROPERTY OF MIND WORKS

Sharing rights management for intellectual works– regarding both literary and artistic works and, maybe more important, scientific findings and clinical studies on medicines efficacy – is an integrated part of the "No patent" Campaign issued by Guna on April 2009.

As clearly stated in the "No Patent" poster, Guna wishes to facilitate knowledge and ideas sharing using the most suitable legal ways.

So, starting from the sensitization campaign, Guna is applying the licence "Creative Commons" based on "copyleft" system on the availability rights of its publishing division and its scientific research department.

From Wikipedia, the free on-line encyclopedia, we know that the English expression copyleft is a play on the word copyright, where rights are left instead of reserved. It is an innovative management of authors rights where copyright law is used to remove restrictions on distributing copies and modified versions of a work for others and requiring that the same freedoms be preserved in modified versions.

Nowadays "copyleft" is used also to define a cultural movement linked to this new approach.

The symbol of copyleft is the known © used for copyright but on the opposite.

The concept of "copyleft" started when Richard Stallman was working on a computer program for interpreter. The Company Symbolics asked the right to use the program and Stallman agreed to offer a public use version.

Symbolics enlarged and improved the program, but when Stallman asked access to the improved version Symbolics denied.

Stallman then, in 1984, proceeded to work towards eradicating this emerging behavior that he called "software buyout".



For the first time, according to Stallman, a copyright holder had taken steps to ensure that the maximal number of rights be perpetually transferred to a program's users, no matter what subsequent revisions anyone made to the original program.

Common practice is to codify its own copyleft rules, but there are already several International standards.

If differently stated, Guna applies the "Creative Commons" (coded "CC"), that foresees freedom to share the work according some basic conditions (for example the users of copyleft products when copying part of the work, will not modify it, will not make profit out of it, etc.)

The disclaimer that appears on Guna copyleft products is the following:

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