

Lesson 3

L/O To understand what copyright is, and why it exists

Ed Shearling wants to become a popstar and is trying to think of a name for his band - you'd think it would be easy... but there's a problem. His name sounds a bit like **Ed Sheeran**. Uh oh! Watch this five minute video to see what he had to do...

<https://www.youtube.com/watch?v=ViI7SP6oSsE>

(The video gives you a task you can complete if you want, but we have a different task for you later)

Ed continues to think about his band and wants to create a logo. He faces some problems again. Watch this five minute video to see what he had to do...

<https://www.youtube.com/watch?v=ttpl2qu5nRc>

(The video also gives you a task you can complete if you want, but we have a different task for you now)

Your task: the videos have taught us that both **names and logos are under copyright** and that we are not allowed to copy names closely or copy logos closely as it's **unfair** on the companies that own those names and logos.

You're going to **create your own restaurant name and logo today**.

Firstly, we want you to create names and logos that would **not be allowed** because they are too similar to another restaurant's copyright. Download the task sheet, or simply look at the logos below and create 6 possible names and logos for your restaurant in your book that would be rejected for infringing copyright (perhaps Pizza House or Burger Queen).



Now you have created six names and logos that would be rejected for infringing copyright, it's your chance to create a **unique name and logo for your new restaurant**. You can check with the guide below to help pick the colours for your logo to match the emotions you want to create and then check your logo with every other logo to ensure that your logo isn't too similar to another logo!

