

## Entertainment Law

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### *Fifty Shades of Grey:* Transmedia Legal Issues

*Fifty Shades of Grey*, the erotic novel by E.L. James, is not only a runaway bestseller and pop culture phenomenon, but it also raises a host of complex transmedia legal issues. When fans create “fan-fiction” or other content based on their favourite video game, movie, or television series - is this considered copyright infringement? This article, “*Transmedia - A Copyright Grey Area*”, originally published in *The Lawyers Weekly*, explores this question by analyzing Canadian copyright laws and describing how the new *Copyright Modernization Act* may complicate the issue even further. It also discusses IP rights

management and privacy law issues that may arise when user-generated content is included in transmedia projects. As ways of building stories continue to adapt to new technological trends, producers and their counsel are advised to focus on the benefits and risks of maintaining and/or ceding control of IP rights in this collaborative transmedia environment.

If you would like further information or have any questions about this matter, please do not hesitate to contact any member of our Entertainment Law Group:

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