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# {360} digital savant blogs



**Omar L. Galloga** writes about technology culture for the Austin American-Statesman. He's worked for more than nine years at the Austin American-Statesman and edited Technopolis, the newspaper's personal tech section, and [jahora si](#), Austin's Spanish-language newspaper. He's been a writer and performer with Austin's award-winning Latino Comedy Project and is a contributing writer for [Television Without Pity](#), MSNBC.com's books section and [The Almost Late Show](#) with Bobby Bones. He writes a comic strip, "Space Monkeys!" with his brother, [Fablo](#), and lives in New Braunfels with his wife and three technologically savvy cats.

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### SXSW Panel: How to Protect Your Brand Without Being a Jerk!

By **Chad Swiatecki** | Monday, March 16, 2009, 03:35 PM  
Panel title: How to Protect Your Brand Without Being a Jerk!

Date and time: Monday at 11:30 a.m.

**Panelists:** [Twanna A Hines](#), Writer/Editor/Blogger/Sexpot, funkybrownchick.com; [Elena Paul](#), Exec Dir. of VLA; [Oren Bitan](#), Atty for HIQI Media; [Eric Steuer](#), Creative Dir. at Creative Commons; [Danny O'Brien](#), eff.org

**The gist:** The Internet has clouded the already murky area of copyright and ownership, and panelists discussed what rights copyright and trademark holders have, what their legal options are if those are violated and how to take action effectively.

**Quotes:** "People freak out when the first thing they see is lawyer language. You don't want to ramp things up and the minute you drag out a copyright protection they think you're going to come after them and kill their kids or something. People do that because those confrontations are all you hear about, but you never hear about the situations that are solved by a quick message that says, basically, "Dude, don't be a d—k." — [Danny O'Brien](#)

**Takeaways:** If copyrighted material is improperly used, don't fly off the handle right away and instead consider if the use (such as a musical remix) is something that might be of possible benefit. The best way to take action for digital content is to send a removal letter to the site host and open a discussion with the offending parties. Seek legal action once those options are spent, possibly from O'Brien or Paul's groups that work on behalf of artists.

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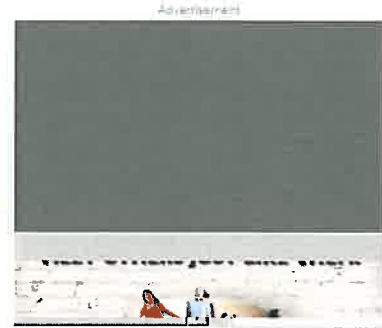
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