

# Journal



# of P R research

## Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Published by Egyptian Public Relations Association – Eighth Issue – July /September 2015

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(ISSN 2314-8721)

Egyptian National Scientific & Technical  
Information Network  
(ENSTINET)

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Journal of Public Relations Research Middle East  
(JPRR.ME)

Scientific Refereed Journal

- Seventh issue - July / September 2015

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### Address

**Egyptian Public Relations Association**

Arab Republic of Egypt  
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

www.epra.org.eg

jpr@epra.org.eg

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# Journal of public relations research Middle East

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The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

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### **Address:**

Egyptian Public Relations Association,  
 Arab Republic of Egypt, Gizza, El-Dokki, Bein El-Saray, 2 Ahmed El-zayat Street.  
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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-8723X)

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Egyptian Public Relations Association, Gizza, Egypt  
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: [chairman@epra.org.eg](mailto:chairman@epra.org.eg) - [jpr@epra.org.eg](mailto:jpr@epra.org.eg)

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Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

# Initiatives to protect intellectual property rights in the electronic environment "Copyright model"

**Dr. Maha Mustafa Omer Abdalaziz**

Assistant Professor of Public Relations  
Mass Communication Department  
Emirates College of Technology - Abu Dhabi

## Abstract

Interest in intellectual property with the first industrial revolution in Europe, where there were many innovations and creations, which effectively contributed to economic growth in the major industrialized countries, which have seen a tidal wave of legislative measures in the field of the protection of computer programs and databases the most important texts that apply to the center, digital media, and allowing the use of works with digital formats and business that are traded over the Internet, and the most important of those rights related to store and transmit the business, as well as exceptions and limitations contained on those rights, especially the protection of copyright, and it could be argued that the importance assigned to intellectual property issues in light of the changes successive developments occurred in the electronic environment in various humanitarian fields and to utilize them in the development of production of scientific and literary, and artistic, and technical, and commercial; compared with knives commitment and surround with all the challenges and developments in the protection of these rights from the exploitation of Internet users to such works without a license from the author or his permission. And the presence of many attacks on timber rights in the digital environment through publication and re-publication and copies mail and exploitation of those rights without the consent of the license owner.

**The study aimed** to highlight the importance of clarifying the intellectual property rights on the Internet and business prudent protection of copyright digital and his works of electronic network by definition, and to clarify the most important laws and mechanisms for the protection of these special electronic publishing of digital works across sites most important system requirements legality of the large randomized, which calls for copyright holders to ask for more legal protection when the publication of his work on the Internet, especially in light of a new international system depends on technological development.

**The study showed** the difficulty of following up the aggressors on intellectual property rights, especially copyright may significantly affected in technological development and came into being in the digital and digital works, the environment, and therefore, these rights are traded on the digital effects are many problems and difficulties, whether technical or legal environment.

**The study used** a number of methods of scientific research, including the descriptive approach adopted Ali (case study), as well as the documentary approach access to primary and secondary sources available in the area.

**Finally, the study** concluded the number of results most important to be and the existence of laws and mechanisms contain a complete system created through an Arab regional assemblies to manage the rights of authors to accommodate all the changes and developments occurred in each and activating treaties and conventions and the laws of the contracts to maintain and protect intellectual property in the digital environment. Among the most important proposals that emerged from the study need to prepare studies models compared to the laws of the Arab and international mechanisms and formulated according to the laws of each state and national mechanisms to protect the rights of intellectual and copyright in the use of digital his works through the electronic environment and the consolidation of respect for intellectual property protection and copyright in the electronic environment as the basis needed in With technological advances in the digital environment.