

# Dzine It Discusses the Importance of Protecting Online Content

*New York content marketing expert says that the theft of intellectual property rights, enabled by the Internet, is growing at an alarming rate*

NEW YORK, NY, UNITED STATES, January 22, 2014 /EINPresswire.com/ -- Peter Crisafi, Vice President of dzine it, Inc., a leading New York [digital communications](#) and [content marketing firm](#) with clients throughout the United States, says that while the primary Internet copyright concerns seem to surround digital piracy and the sale of counterfeit goods, everyone who publishes original content on the Internet runs the risk of having that content stolen.

“Even if the content is not passed off as original and it is republished with credit to the author, anyone that uses your work for their own benefit is stealing traffic, costing you money and messing with your search engine optimization campaign,” says Crisafi. “Even if the negative effect is minimal, anyone copying your work is taking advantage of you and the business that you have worked hard to build.”

Crisafi says that there is no doubt that copyright infringement and trademark infringement are rampant and the problem is becoming increasingly difficult to police. However, for anyone that creates original content online, there are things you can do.

“In the US, the Digital Millennium Copyright Act, also known as the DMCA, gives copyright owners the right to send takedown notices to those who infringe upon an owner’s copyrights,” says Crisafi. “Basically, if someone steals your original work and posts it to their website, without your approval,



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you have the option of pressuring the web host company to take down that material.”

However, Crisafi says that web hosts enjoy broad immunity from lawsuits over copyright infringement if they act swiftly to remove infringing content when they are made aware of it, making DMCA takedown notices extremely successful.

“While sending the notice isn’t difficult, the entire process can be time consuming,” says Crisafi. “There is never a good time to be pulled away from your business to take the time to prepare and send these letters.”

While Google says that it is looking at changes that will affect sites that copy others’ content and sites with low levels of original content, there are also companies out there that will help individuals and businesses streamline their DMCA take down processes

“It is unfortunate that we need laws regulating Internet content, but the truth is that the web still remains a wild-west,” says Crisafi. “All of the things that most ordinary people would never do in the real world are done online without regard.”

Established in 2003, dzine it, inc. is a leader in [Custom web development](#), programming and design solutions for small and large business, agencies. The company offers a wide range of business-centered visual communication solutions, including web-based content management, web design, graphic design, custom web software applications, ethical white hat search engine optimization (Organic SEO), Video Encoding, and print media solutions. For more information, call 718.336.2660 or visit [www.dzineit.net](http://www.dzineit.net).



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