

Thou Shalt Not Dupe



Either Way It's Wrong

People who would never walk into a store and shoplift a software product think nothing of making several copies of the same software. The results are the same. The act is just as wrong.

When it comes to unauthorized duplication of software, many people do not realize the costly impact on the software developer and the customer community. The relationship between customer and developer in a software transaction is one of mutual trust. The customer trusts that the developer has produced a product that will deliver the desired result, performs according to specifications, and is properly documented and supported. The developer trusts that the customer will make use of only those copies for which he has purchased a license, even though making additional, unauthorized copies is relatively easy. Unauthorized duplication and use of software violates the US. Copyright Law, and unfairly deprives software developers of revenue they are entitled to receive for their work.

Software developers find that thousands of illegal copies have been made by customers who either innocently believe they are doing nothing wrong or simply choose to ignore the law.

The Law is Clear

Reproducing computer software without authorization violates the U.S. Copyright Law. It is a Federal offense. The money paid for a software product represents a license fee for the use of one copy. It does not represent an authorization to copy. Civil damages for unauthorized software copying can be as much as \$50,000 or more and criminal penalties include fines and imprisonment. Bills have been introduced in Congress to strengthen the law and increase penalties.

Myths and Facts of Software

Let's start by dispelling some myths with a few facts.

First, software developers do not condone unauthorized copying in order to gain market penetration.

Second, the price of software does not make unauthorized copying justifiable. The cost of a software product to a consumer represents only a small fraction of the publisher's development and marketing costs.

Third, although the cost of softlifting is borne initially by the software developer, it is paid for ultimately by legitimate users.

What It Means to You

It's obvious that legitimate software users are paying for theft along with software developers.

It's obvious, too, that no one is going to put up with it for long.

Think twice before you ask someone to give you an illegal copy of their software. Think three times before you offer to do it for someone else. *Softlifting* or *software piracy* is not only a crime; it's simply wrong.

Where to Get More Information

ADAPSO represents more than 750 corporate members that provide a wide spectrum of computer services and software. Including: micro, mini and mainframe software products; professional software services; batch and remote processing services; integrated hardware/software systems; education and training; and consulting.

For further information or questions on software protection, contact *ADAPSO at Suite 300, 1300 North 17th Street, Arlington, VA 22209*; or phone (703) 522-5055.

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