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DIGITAL INTELLECTUAL RIGHTS ON SOCIAL NETWORKING SITES SUCH AS FACEBOOK SITE MODEL

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Abstract. *In this research, we are trying to present a new proposal related to the possibility of preserving digital intellectual property rights, especially what is specifically related to the social networking site Facebook, and the problem of videos, fake news, or stolen information, and how to control this phenomenon, which researchers in this topic have tried to present many projects, but they were unable to limit this problem, in addition to the fact that there are no laws and deterrent legislation that can implement penalties for perpetrators of these crimes, and because the ethereal world and the Internet are not subject to legal determinants and evidence that can prove the crime in flagrante delicto in terms of spatial and temporal determination, and even there is difficulty in reaching the criminal, or the real hacker, and in light of that, we will try to present a proposal and a new method that can control the temporal and spatial limits that are based on adding technology to the Facebook site through which access to the first source of information or video.*

Keywords: *Intellectual property, digital property, digital source, Facebook.*

1. INTRODUCTION

1.1-Intellectual Property in the Digital Age:

Intellectual property remains a hot topic in the digital age, even though some of its tools and mechanisms (such as patents and trademarks) are from the industrial age based on industrial property.

This is because intellectual property deals with informal assets that often seem not only difficult to identify and measure, but also elusive and ambiguous in how they can be transformed into tangible assets within a company. Intellectual property embodied in digital products (such as software) or business models (as a distinctive way of doing business) is, to the extent that it is easy to imitate and violate, often underperforms, with more failures than successes. Perhaps what adds to the vitality of this topic is that the characteristics of intellectual property in the digital age require a more flexible and diverse approach than industrial property did in the industrial era. This has prompted some to clearly assert that the intellectual property rights system is no longer suitable for the new circumstances [1].

There is no doubt that intellectual property rights have been and continue to be a source of strength and wealth creation for companies and individuals. In fact, this has doubled in importance with the digital age and the wave of companies that accompanied new business models and digital products that proliferated at a rapid pace, which led to a growing interest in digital intellectual property. Despite the fact that the Internet and digital companies appear to be leaning more towards open specifications available to all, in contrast to proprietary specifications that are legally protected, and thus intellectual property appears [2].

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2- Digital intellectual property: concept and definition:

Researchers have differed in defining the concept or formulating a comprehensive and exclusive definition of intellectual property, each according to his orientation and the philosophy from which he started. Those with a legal orientation have focused on the basic laws that protect intellectual property, which is defined as "intangible property created by individuals or companies, which is subject to the protection of trade secret laws, copyright, and patents" [1]. This definition protects important aspects of intellectual property, namely copyright and related rights, trademarks, geographical survey indicators or determinants, models and designs, patents, and topography. Intellectual property is not limited to tangible aspects, but rather has begun to expand to be linked to intellectual capital. The transformation that occurred as a result of the development of companies and life in general has placed the onus on companies to shift to ownership of soft, intangible forms that cannot be measured or defined, which are represented by intellectual capital, which has crystallized in the trust and expertise that can achieve a competitive advantage for the company in the market. In this context, intellectual property can be defined as "a group of information, knowledge, relationships, and experiences The private company that contributes to the realization of its internal core capabilities (efficient exploitation of its internal resources) and external (competitive ability in the market) which can be converted into intellectual capital[1]. As for the electronic or digital concept, it is considered an extension and development of the concept of intellectual property to cover new areas that came with the new economy and globalization as is the case in the web page or site (A website) that the author's company creates or designs for another company. This website is widely used across the world and can be copied, which clashes with the national nature of intellectual property protection laws that are no longer appropriate[1]. Alternatively, the beneficiary company itself develops it, which limits the continuity of the services of the company that designed it. Some websites overlap through hyperlinks with other websites that are not related to the website designer himself. These cases are few of many, which requires not only considering the new components of intellectual property, such as databases, application software, websites, and private business networks, but also the distinct characteristics of these components, their hyper-network overlap, and their mutually beneficial relationships. Internet-based companies, software companies, and their mutually beneficial relationships have few resources other than their knowledge and the digital expertise of their employees. This must be taken into account when defining digital property, in addition to what we presented in the two previous definitions [3].

In light of this, intellectual property can be defined as "the collection of information, knowledge, relationships, and expertise of a private company, including the components of its activity and digital presence (such as its databases, business networks, information-based value chains, website, software, applications, etc.) that constitute and contribute to the company's internal and external capacity, and which can be converted into intellectual capital" [4]. On this basis, the problem that we can sense in the expansion of spatial and temporal boundaries is that digital property is subject to the authority of the Internet, business networks, databases, data warehouses, application software, and other things that can be included within the digital or electronic copyright (such as in the book "The Web and Software" and the company's website), which has become a gift subject to intellectual property alongside the traditional components of intellectual property [3].

3- Disadvantages and advantages of intellectual property:

Intellectual property has existed since its inception to compensate creators and authors and protect their works from theft and hacking. However, these advantages and positives that intellectual property offers to creators have encountered many obstacles, including the inability of

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the law to actually defend these rights from monopoly, theft, and limitation, because it lacks a general framework for the crime in terms of spatial and temporal boundaries.

Perhaps this skeptical aspect of the law's ability to preserve property rights does not prevent companies from obtaining many positive aspects of intellectual property rights in terms of companies that specialize in intellectual property rights or companies that obtain licenses or franchises to use these rights. The positives that companies that own intellectual property rights obtain are represented by having a competitive advantage over other companies [2]. In addition, the innovative spirit rooted in this company allows for the creation of a fertile environment for innovations, in addition to the rapid realization of profits and financial benefits [11]. As for companies that obtain licenses or franchises, they can benefit from the fact that licensing requires less financial investment in developing the new product, and also that licenses work to achieve rapid development within the company [2]. Along with this development, which can affect the development of administrative and financial performance, and the training provided by licensed companies, or those granting franchises, it must be said that these positives are followed by obstacles and negatives, including the possibility of a loss for the company if these trade secrets are leaked from the companies to which they have been granted licenses. In addition, oversight in licensed companies is lenient and sometimes non-existent. Also, the license may be exposed to misuse, which leads to damage to the reputation of the companies granting licenses. In addition, companies that have obtained the license may be subject to unfair conditions imposed on them by the granting company due to their subjection to a single market, and their inability to enter markets specified by the contract or the agreement on the gray market system [10], which works to restrict movement and prevent them from providing the flexibility required by the market and investment.

4- Areas of digital rights for intellectual property and their protection:

The extension and flexibility that ownership provides in preserving the rights of individuals, franchisees and rights holders can apply to the intellectual property rights of digital components, which we will call “digital rights.”Digital rights). The areas of digital components are (software, databases, websites, etc.) [5], which fall under these rights, just like physical and traditional intellectual products,if they meet the conditions for legal protection. However, the distinctive characteristics of these components and the characteristics of the Internet as a global network for fast transmission, copying, and sharing of information, and other things that greatly affect digital rights, must be taken into account. It is clear that the characteristics of the Internet, and the digital environment in general, characterized by hyper-networking and electronic transmission of documents, challenge traditional intellectual property protection laws, especially copyright law, in many ways:

First, copyright law traditionally protects the intellectual property of a book or copyrighted resource by protecting against the reproduction and distribution of copies of the work, but with digital transmission there are no physical copies [8].

Second: Copyright law provides different results depending on whether the work is published or unpublished, and whether it is used for commercial or non-commercial purposes. However, with the development of the information economy, this distinction becomes unclear and difficult to extract and achieve [6].

Third: Copyright laws in their basic applications are national, while the information economy is a global phenomenon, because the material subject to copyright with the Internet is available everywhere [12].

Fourth: The personal computer (PC) allows the user to access information networks, make copies of copyrighted works, and transmit these documents electronically to any number of other

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beneficiaries. Zero-cost copying will undoubtedly make electronic transmission unlimited, even to those previously associated with the somewhat expensive physical copying.

Despite all these technical and zero-cost obstacles, there are trends that have tried to contain the issue of preserving digital intellectual property rights, which have been addressed and protected in the following trends:

Digital intellectual property rights have, in many cases, been contained by expanding intellectual property laws that cover traditional components of this property. Software or databases are covered by copyright law [13].

Digital intellectual property rights are covered by new laws dedicated to these rights, taking into account their distinct characteristics, on the one hand, and the ease with which they can be copied, transmitted, and modified, on the other. Discussions on the Digital Millennium Copyright Act in the United States represent an effort in this direction [5].

The third trend, which we can call "Microsoft's blessing" [7], or the lack of recognition of digital rights for intellectual property, is its adoption, in many cases, of open specifications instead of proprietary specifications. Microsoft has used open specifications in many of its operating systems and application software. The open specifications base has supported the convergence of the technological infrastructure for voice, data, and video systems, creating significant synergy and development. This trend is based on fundamental justifications, most notably:

a-Digital products that are in the form of binary (0,1) It does not have a physical form on the one hand, and on the other hand, it is duplicated at a cost close to zero without being exhausted by the company. It can be used according to strict business logic that achieves more sales, a wider connection to the company's network, a competitive advantage, building better awareness of the company's products and businesses... etc. Therefore, not resorting to digital rights and their legal protection may be a suitable business method in light of the characteristics of the Internet and business networks [8].

b-Open source movement: This active movement emphasizes the importance of software and its source code being openly accessible on the internet, and that companies should earn and generate revenue from software support services rather than from selling the software.

In fact, this movement stems from a clear and strong vision based on the fact that proprietary software is limited in use to a class of highly paid, professional programmers within the company, which limits the opportunities to benefit from the software and the participation of large numbers of Internet users in its development. This prevents the realization of what might be called collective software, which is achieved with open software [4].

The four Trend in Trusted Systems: It may seem that a trusted system (Trusted System) is the ideal system for protecting digital rights. This system includes:[14]

First: Trusted users such as trusted readers, trusted players, trusted printers, trusted service providers, and trusted companies with trusted systems, etc. Trust in this sense is an ethical characteristic capable of acting like private law in protecting these rights. [14]

Second: Using external protection methods that support the trusted system, such as determining the use of the system subject to digital rights, using encryption, firewalls, and other means of protecting the system[9].

Third: Using advanced systems for protection purposes: Microsoft has presented a new attempt at protection represented by the digital rights management operating system that works to protect digital data that the system calls rights-managed data (Rights Managed Data) This system refuses to load any undocumented or unlicensed software into memory. To protect this data, the system prevents access to it at the operating system level[9].

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Not far from the methods, techniques, and trends that have attempted to protect digital intellectual property rights, we will attempt to propose a new approach that can be easily applied to social media sites, especially Facebook, for the purpose of detecting digital fraud and fake news.

5- Digitized source to protect the Facebook page:

The new proposal can be used to protect a Facebook website or page and help it detect fake or fictitious websites, or fabricated images and videos. This is done through what we can call the digital source, as Facebook can add an auxiliary technology to its page and within the commands a technology that reveals the first source that posted or uploaded the fake news topic, which we can call the digital source. The digital source is an icon with the source written on it, and when this source is clicked on, it helps us return to the first site that uploaded, or added the fake images or fabricated video to it. Returning to the first source is in fact the beginning of reaching knowledge whether the site that uploaded or downloaded the fake news is a fake site, or a real site that contains data. In the event that there is no data on this fake site or page, which we called the digital source, the Facebook user can continuously click on the source icon, which will work to show a portal in which three options are written: the first option is real, the second is fake, and the third is I don't know. Then the user chooses what appeared to him from the site and then clicks on one of the options. In the event that the choice is made from one of the options that are linked to a program Facebook has a special center that processes and tracks what has been selected and followed. If it is fake, it is deleted. Based on that, the fake or fake video is deleted, or a special sign appears indicating that it is fake. This is a special sign. Instead of analyzing the image, video, or content to reveal that it is fake or hacked, another option can be added to the digital source, in the form of a number or number, through which it is confirmed that the site that downloaded or uploaded the fake content is the first site. This facilitates the work of specialists in revealing the first source in which the content was downloaded by the number or number, which in turn may help in reaching the real perpetrator. In addition, the digital source icon has a numerical number written in front of it indicating the number of times this fake content was viewed and shared on the pages. This helps us in transforming the problem of determining the spatial and temporal hacking process into a mathematical and computational issue, which facilitates the task for specialists. This could represent a proposal that the company, especially Facebook, can implement, which helps it in enhancing the confidence of users and pioneers. Facebook sites in maintaining privacy, as well as achieving a pioneering role in preserving or defending the privacy and rights of its users, which helps it to be a positive factor in uncovering electronic crimes.

6- CONCLUSION:

The great feature of the Internet in transcending the boundaries of place, time, and the anonymity of the source has led to the violation of digital intellectual property rights. Despite the many attempts, methods, and trends in preserving and protecting digital intellectual property rights presented by electronic blogs or specialists in this field, the proposal we have presented can help us reach the first source from which the news, images, or hacked, fabricated, or fake video were removed. Through the icon that is present on the Facebook page, the expansion or many possibilities in revealing the source of the fake news or image are limited to one source, place, site, or one account. Within this icon, which we called the digital source, there is a technology from which a gate opens with three options: the first is real, the second is fake, and the third is unreal. When one of them is chosen, a special program in the company processes the data of this account and site to reveal its owner or whether it is fake. In both cases, it is deleted. This process, implemented by Facebook, can be used. As a new protection technology that helps it increase

customer confidence in the services it provides, in addition to achieving transparency, a good reputation, competitiveness and leadership in combating the violation of digital intellectual property rights, and defending the privacy of its users.

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