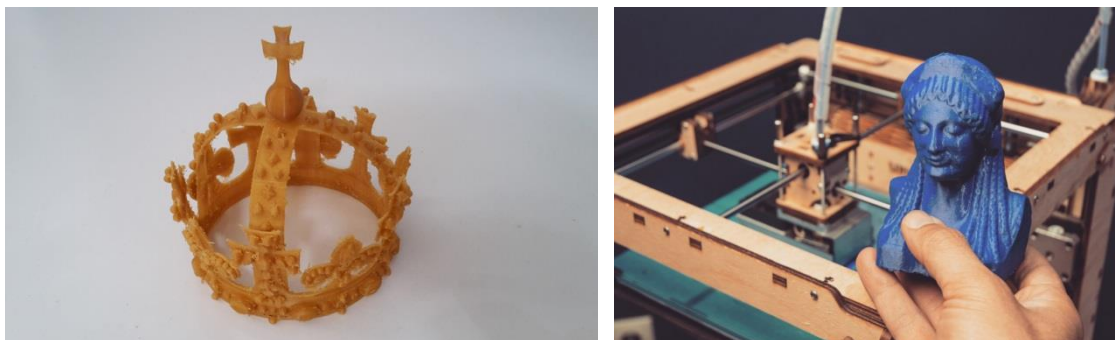


Going for Gold: A Legal and Empirical Case Study into 3D Scanning, 3D Printing and Mass Customisation of Ancient and Modern Jewellery

Dinusha Mendis: Professor of Intellectual Property Law, Co-Director [Centre for Intellectual Property Policy and Management \(CIPPM\)](#), Bournemouth University & Nikolaos Maniatis, Managing Director, [Museotechniki Ltd](#)

The growth of 3D technologies impacts on intellectual property (IP) law, leading to a number of implications including copyright, design and licensing issues. The aim of this paper, based on the AHRC-funded [‘Going for Gold’](#) Project, is to explore the copyright and design issues surrounding 3D scanning, 3D printing and mass customisation of ancient and modern jewellery, in the cultural sector.



The IP implications of 3D scanning and 3D printing of museum artefacts remain unexplored and there is little understanding of the underlying IP issues. Working with various museums, this paper will set out Practice Guidelines outlining the state-of-the-art and common practices in relation to the copyright, licensing and contractual issues of 3D digital archives generated during digitisation projects.

Whilst such developments will have an effect on design, it will equally have an impact of IP laws, which this paper will outline.