

# **FERTILE GROUND: LAW, INNOVATION, AND CREATIVE TECHNOLOGIES**

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Abstract:

The notion that innovation creates value underpins much conventional copyright discourse. Many of the technologies at issue involve reproduction and dissemination, suggesting that value is inherent in the technology itself. The idea that innovation is threatened by copyright law is also of currency. This paper explores the usefulness of both these concepts. What is the connection between economic, social and legal value? In what sense does new technology create value(s)? Under what circumstances can law disrupt innovation or value? These questions are viewed from various perspectives: the history of copyright, critiques of consumption, network theory, and Lessig's *Free Culture* advocacy.