My opinion is that 1. Intellectual property in the digital realm should be treated exactly the same as it is in any other field and 2. Developers shouldn't be so zealous about trying to implement copy protection schemes to protect themselves. I applaud a person that is smart enough to cover his own backside, but the methods used for copy protection are sometimes so problematic for the user (who is also the customer, after all) that they tend to alienate people, which is counterproductive for everyone. So if you want to solve this problem, you're probably going to have to see a shift in the way IP in the digital realm is treated.