

Welcome to the March edition of Copyright News, a quarterly update from RightsDirect for licensees and anyone interested in copyright and content in the workplace.

In the Spotlight: RightsDirect Announces Partnership with German Chemical Industry Association VCI

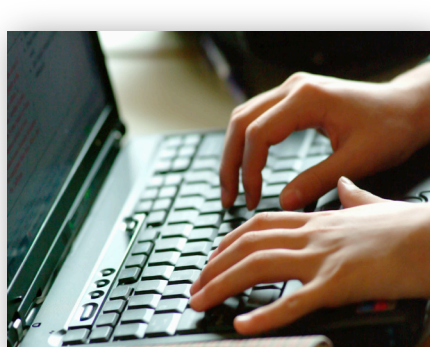
For research-driven companies and organizations the internal sharing and dissemination of third-party published content such as scientific articles is critical. This is specifically true for R&D operations within pharmaceutical and chemical corporations. However, most published content shared in the workspace is copyright-protected. And subscriptions or individually purchased articles rarely come with the re-use rights to share or store internally.



RightsDirect, German collecting society VG WORT and the **Verband der Chemischen Industrie (VCI)**, with 1.650 corporate members the largest chemical industry association in Germany, have established a collaboration agreement. The VG WORT Digital Copyright License jointly created by RightsDirect and VG WORT, allows German companies and their international subsidiaries to share and re-use millions of publications from more than 400.000 German and international rightsholders while respecting the copyright of others. Under the agreement, VCI member companies now get a **discount of 10%** when obtaining the VG WORT Digital Copyright License.

For more information on the VCI cooperation with RightsDirect and VG WORT or to learn more about the VG WORT Digital Copyright License, contact [Jörg Weizendörfer](#) at 49-89-74 545 133.

Briefing: Open Access Doesn't Mean Free



Often times, consumers associate “open access” with “free content.” However, freely accessible content is not necessarily the same as freely reusable content. Open Access content often includes restrictions on how it can be reused, including, for instance, whether or not it can be reused for commercial purposes. And of course, publishing costs still remain. Two prominent models exist to cover the costs for Open Access

publication: Green Open Access, which is supported by subscription revenue or Gold Open Access, in which case fees that offset publication costs are submitted ahead of publication.

Developed by RightsDirect's parent company, Copyright Clearance Center, and the [Association of Learned and Professional Society Publishers \(ALPSP\)](#), the [Open Access Resource Center](#) includes the latest on Open Access, broken down by region, including news, reports, whitepapers, websites and webinars. Bookmark www.openaccessresources.org today!

Product Update: DirectPath™



Checking permissions for articles, news stories, and other copyrighted material can be time-consuming and costly. Employees need a solution directly integrated into their workflow to see how works can be reused or redistributed.

RightsDirect, along with its parent organization [Copyright Clearance Center](#), has recently introduced DirectPath. This product allows employees to check how copyrighted materials can be used under the [Multinational Copyright License](#) or [VG WORT Digital Copyright License](#) without interrupting their workflow. Many companies have already made the switch to DirectPath. If you still don't have access and would like a free demo, contact [Inez van Leuzen](#) at +31-622 529 455.

To learn more, check out the new product webpage on [Direct Path™](#).

Still have questions? Get answers here [Frequently Asked Questions \(FAQ\)](#)

Upcoming Webinars

Copyright Challenges in a Global Environment

This 45 minute webinar, brought to you by the RightsDirect licensing experts, focuses on global copyright fundamentals and the complexities of global copyright in today's international environment, including a question and answer session.

[Register Now >>](#)

DATE: 25 March 2014

TIME: 15:00 CET

For German Viewers

Herausforderung Urheberrecht – Eine Sammellizenz schafft Abhilfe

Im heutigen Geschäftsalltag gibt es beim Austausch von Informationen keine technischen Grenzen mehr. Das Webinar zeigt einen Weg auf, wie Ihr Unternehmen abonnierte oder einzeln erworbene Inhalte rechtmäßig wiederverwenden und Urheberrechtsverletzungen wirksam ausschließen kann.

[Register Now >>](#)

DATE: 24 March 2014

TIME: 15:00 CET

Title Update: The Multinational Copyright License — New Titles in the Repertory

The [Multinational Copyright License](#) from RightsDirect simplifies copyright compliance by providing organizations with the rights to share content worldwide from millions of information sources.

In the past three months we have added 20,000 new titles to the repertory of the Multinational Copyright License. Here are some key rights holders by industry now covered under the license:

Agriculture/Food

- Farm Journal Inc.
- 5m Publishing

Energy

- The Energy Institute

Education

- National Council of Teachers of English

Engineering/Standards

- British Standards Institution

Healthcare/Medicine

- American Hospital Association
- Quintessence Publishing Company Inc.
- Yale Journal of Biology and Medicine Inc.
- Alan Guttmacher Institute
- Journal of 2nd Military Medical University (CHINA)

Law/Government

- Buffalo Law Review
- Harvard University, Kennedy School of Government – Case Program

Science/Technical/Medical

- Hindawi Publishing Corporation
- University of Arizona (Geoscience)

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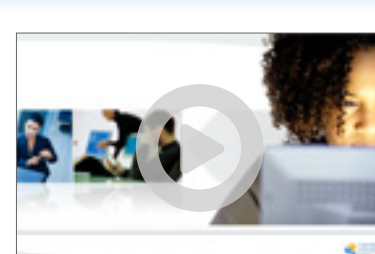
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Like us on [Facebook](#) to receive the latest scoop on events, white papers, and resources.

Also be sure to check us out on [Twitter](#), [YouTube](#), and [LinkedIn](#).

Complimentary Video



Watch [Copyright Across Borders](#) — a short, informative video about how copyright affects your organization. You can also download it to train others within your company. Also available in [French](#), [German](#), and [Japanese](#).

In the News

Jörg Weizendörfer on content use and copyright in the pharmaceutical industry in [Process](#) (German)

Kate Alzapiedi on copyright challenges facing pharmaceutical companies in [Pipeline](#)

Kim Zwollo on copyright challenges for global companies in [IP Magazine](#)

Copyright Education

View an [overview of all RightsDirect webinars and online certificate courses](#) in 2013 and 2014.

[Register](#) for the upcoming webinar: “**Global Copyright Challenges**” (in English) on 25 March 2014 at 15:00 CET

[Register](#) for the upcoming webinar: “**Herausforderung Urheberrecht**” (in German) on 24 March 2014 at 15:00 CET

[Also check the CCC Education Portal >>](#)

Trade Shows

[136th Annual INTA Meeting](#)

May 10-14, 2014 in

Hong Kong, China

About RightsDirect

RightsDirect provides licensing solutions that make copyright compliance easy, allowing companies to re-use and share the most relevant digital content across borders. With RightsDirect copyright licenses and complementary information management tools, users can instantly check license coverage, manage permissions and optimize content workflow in one integrated solution.

Based in Amsterdam, RightsDirect is a wholly owned subsidiary of Copyright Clearance Center (CCC), a not-for-profit organization. Working in partnership with the world's leading publishers, we compensate participating rightsholders for the re-use of their works. Together, CCC and RightsDirect serve more than 35,000 companies around the globe. For more information, please visit www.rightsdirect.com

Questions or Suggestions?

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