

VGWORT

RightsDirect

A Copyright Clearance Center Subsidiary

# Copyright Compliance Made Easy

FOR GERMAN COMPANIES



## Copyright Compliance Made Easy for German Companies

In this electronic age, organizations need to make it simple for employees to lawfully share digital content and efficiently manage copyright compliance. Clearing permissions on an individual basis from thousands of German and International rightsholders can prove quite challenging.

### Your Copyright Challenges

- Store articles in a product literature database
- Submit photocopied and digital copies of articles to government agencies for regulatory filings
- Share content within joint working groups including employees, contractors, agents and partners

As technology continues to simplify the way workers find and share information, we provide a simple and cost-effective way to help employees share digital content responsibly.

### Our Solution

- **The VG WORT Digital Copyright License**  
Millions of rights from thousands of publishers and authors in one license
- **RightFind™**  
The fastest way to find, share and manage content
- **Copyright Education & Information**  
Build copyright awareness in your organization



MORE THAN  
400,000 GERMAN  
AND INTERNATIONAL  
RIGHTSHOLDERS

MILLIONS OF  
PUBLICATIONS

WORLDWIDE  
COVERAGE

## The VG WORT Digital Copyright License

### One license, global usage rights to millions of content sources

With the assistance of Copyright Clearance Center (CCC), VG WORT has developed a license that simplifies copyright compliance by providing employees of German companies and their subsidiaries worldwide with the rights to share content. The VG WORT Digital Copyright License lets employees share content from millions of German and international information sources while respecting the intellectual property rights of others. RightsDirect is a sales partner in Germany for VG WORT.

The VG WORT Digital Copyright License includes digital rights from more than 400,000 German and international rightsholders, including the most valuable content from leading global publishers.

### Advantages

- Save effort and money by reducing time spent pursuing permissions individually
- Benefit from a consistent set of usage rights across all participating rightsholders
- Significantly reduce copyright infringement risk and support corporate governance policies
- Submit photocopied and digital copies of articles to government agencies for regulatory filings



“By implementing the VG WORT Digital Copyright License, we are able to support international sharing of scientific information from a wide variety of publications and ensure global copyright compliance across Merck locations worldwide.”

**WOLFGANG LUDWIG**, DIRECTOR SCIENTIFIC INFORMATION MERCK KGAA

## RightFind™

Included with the purchase of the VG WORT Digital Copyright License, RightFind™ Advisor allows employees anywhere to find, share and manage copyrighted content without interrupting their workflow and helps them comply with a company's copyright policy. With integrated document delivery from the world's largest pay-per-view selection of scientific, technical and medical (STM) content, RightFind gives users timely access to the information they need, when they need it. Optional capabilities extend the power of RightFind to provide advanced analysis of content spend, access to personal and shared libraries, and integration with your company's print holdings.

RightFind features a user-friendly interface that helps users understand what they can do with a given article, and whether it is covered by the Multinational Copyright License or other agreement. RightFind is available in several languages, and provides accurate information about license coverage based on the user's language and geographic location.

## Free Copyright Education and Information

Licensees receive access to copyright awareness programs to educate employees and assist with compliance programs. Instructor-led trainings incorporate group discussions, question and answer sessions and analysis of real-world scenarios.

In addition, licensees have access to our online Customer Resource Center which includes:

- Videos about international copyright in multiple languages
- Reports, market research and European Commission initiatives related to copyright
- Tools and guidelines
- Up-to-date international copyright news



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## The VG WORT Digital Copyright License — for all the ways you work

The license allows users to lawfully re-use content across borders in several ways:

PERMISSION	LICENSE COVERAGE
Share digital or printed content internally with co-workers via email, intranet posting or PDF	✓
Save to corporate-owned hard drive or network drive	✓
Store articles for records, projects and/or product literature databases	✓
Select and copy portions of digital articles and share with colleagues within your organization worldwide	✓
Attach copies of articles to internal communications such as newsletters, training materials and presentations	✓
Share digital content internally via collaboration applications such as IBM® Notes® or MS SharePoint®	✓
Scan printed works into digital form when an electronic version of the work is not readily available	✓
Print out web-based or other digital content onto paper or overhead slides	✓
Use published content (including e-books and blogs) in a slide presentation or CD-ROM to an internal audience	✓
Provide a single, responsive digital or print copy of an article to a customer or prospect upon request*	✓
Submit photocopied and digital copies of articles to government agencies for regulatory filings	✓

**Note:** The VG WORT Digital Copyright License is generally intended to permit distribution of articles on a periodic, non-systematic basis to other people within an organization. It is not meant to replace subscriptions that you or other people in the organization need in the ordinary context of your work. The license also does not cover the external display of copies on mobile devices as part of the user's systematic sales or marketing activities.

\*Applicable to most German publications, as well as many non-German publications, in the repertory.



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### 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 and with a presence in Tokyo, RightsDirect is a wholly-owned subsidiary of Copyright Clearance Center (CCC). Working in close partnership with the world's leading rightsholders and collective societies, we offer licensing and content solutions that reflect the needs of local and global organizations. Together, CCC and RightsDirect serve more than 35,000 companies and over 12,000 rightsholders around the globe.

[www.rightsdirect.de](http://www.rightsdirect.de)



### About VG WORT

VG WORT was established in 1958 as a collecting society. Comprised of authors and publishers, VG WORT has the legal capacity by charter to hold in trust the contractually-entrusted rights of use and remuneration of their members and rightsholders.

Fees are received from numerous sources and subsequently passed on to authors and publishers according to defined distribution plans.

VG WORT is under the supervision of the German State Patent and Trademark Office.

[www.vgwort.de](http://www.vgwort.de)

