

One licence, millions
of publications

CLA & CCC Joint Multinational Copyright Licence

Streamlined licensing for UK-Headquartered companies

UK companies and their worldwide subsidiaries who operate in research-intensive industries face a range of copyright management challenges. The Copyright Licensing Agency (CLA) and Copyright Clearance Center (CCC) have created a solution.

Your copyright challenges

- Storing articles in a product literature database
- Submitting supporting articles to government bodies as required as part of regulatory or patent filings
- Emailing a PDF of a journal article to a colleague in connection with a collaborative project you are working on together

Your management challenges

- Providing adequate rights coverage for employees of your UK-based company and global subsidiaries
- Addressing inconsistent rights acquired through annual licences and individual publisher agreements
- Reducing the time spent obtaining individual permissions

As technology continues to simplify the way workers find and exchange information, we provide a simple, efficient way to help employees collaborate using digital content responsibly.

Get all the rights
you need through
a single licence



Demonstrate
respect for
intellectual
property



Collaborate
internally across
borders using
published content

- Thousands of UK, American, and international Rightsholders
- Millions of articles
- Worldwide coverage



Free copyright education and information for licences

Licensees receive access to copyright awareness resources to help educate employees and assist with compliance programmes. Instructor-led training incorporates 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 information about European Commission initiatives related to copyright
- Tools and guidelines
- Up-to-date international copyright news

About the licence

One licence, global usage rights to millions of publications

In partnership with tens of thousands of rightsholders, including the world's leading scientific, technical and medical publishers, we offer a single licence that offers a consistent set of reuse rights across a broad repertory of titles that enables teams to more easily collaborate using content from a wide range of sources, simplifying copyright compliance. The Joint Licence lets employees reuse content from millions of UK, American, and international information sources while respecting the intellectual property rights of others. The licence is offered in the UK through RightsDirect, a subsidiary of CCC.

Benefits

- All of the rights you need in a single licence
- Increases efficiencies by reducing the amount of time spent verifying rights and obtaining individual permissions
- Provides a consistent set of global reuse rights across millions of publications from thousands of publishers
- Minimises infringement risk
- Complements existing publisher agreements, subscriptions, and other content purchases to alleviate inconsistencies in coverage, helping organisations maximise the value of their content investments in compliance with copyright
- Makes it easy to verify authorised reuse rights anytime within existing workflows
- Demonstrates an organisation's respect for the intellectual property of others and commitment to corporate social responsibility

The RightsDirect Solution

- **The CLA & CCC Joint Multinational Copyright Licence**
Millions of rights from thousands of rightsholders in one licence
- **RightFind Advisor**
The quickest, most reliable way for employees to confirm rights included in the licence to reuse lawfully acquired content, all without leaving their workflow
- **RightFind Content Workflow Solution**
The fastest way to find, store, and manage content
- **Copyright Education & Information**
Build copyright awareness in your organisation

The joint CLA & CCC Multinational Copyright Licence — for all the ways you work

Email a PDF of a journal article to a colleague in conjunction with a collaborative project you are working on together

Host a competitive intelligence collaboration site for project teams that includes news articles, published literature, press releases, market reports, and other content related to direct competitors

Embed a PDF of a recent article about the company into an internal company newsletter or post it to the company's intranet site for employee awareness

Use portions of a work in an internal presentation at a company meeting or in an employee education program

Store a copy of a purchased article on the company intranet for use by a project team

Store the full text of an article to substantiate claims made in promotional materials in the same system that was used to develop, manage, and approve the content

Scan printed works into digital form when an electronic version of the work is not readily available

Annotate and store copies of scientific articles related to known adverse events of a company product in an internal database which is used by a small team in connection with the company's regulatory compliance obligations

Annotate and submit supporting articles to a government agency as required as part of a regulatory or patent filing

Share an article with a client who requests more information about a product or service on an unsolicited basis

Share a PDF version of a recent newspaper article about the company in a briefing to the company's Board of Directors

The licence allows users, within an organisation, to lawfully reuse content across borders in several ways



Note: The CLA & CCC Joint Multinational Copyright Licence is generally intended to permit the reuse of articles on a periodic, non-systematic basis with other people within an organisation. It is not meant to replace subscriptions that you or other people in the organisation need in the ordinary context of your work. The licence also does not cover the external display of copies on mobile devices as part of the user's systematic sales or marketing activities.

RightFind

Included with the purchase of the CLA & CCC Joint Multinational Copyright Licence, RightFind Advisor offers the quickest, most reliable way for employees to confirm rights included in the licence to reuse lawfully acquired content, all without leaving their workflow and helps them comply with their company's copyright policy. Integrated document delivery from the world's largest pay-per-view selection of scientific, technical, and medical content, RightFind gives users timely access to the information they need, when they need it.

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 CLA & CCC Joint Multinational Copyright Licence or other agreements. RightFind is available in several languages, and provides accurate information about licence coverage based on the user's language and geographic location.

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. A RightsDirect representative can advise you on which RightFind content management solution is right for you.

The Copyright Licensing Agency (CLA) is the recognised UK collective rights licensing body for text and images from book, journal, and magazine content. We exist to simplify copyright for content users and copyright owners. Our mission is to help customers legally access and reuse the published content they need, while also making sure that copyright owners are paid royalties for the use of their work. We've been providing rights and licences, as well as a growing range of services that simplify copyright and make it easier to access content, for over 30 years. – www.cla.co.uk

About RightsDirect

RightsDirect, a subsidiary of Copyright Clearance Center (CCC), provides advanced information and data integration solutions to organisations throughout Europe and Asia.

A pioneer in voluntary collective licensing, CCC helps organisations integrate, access, and reuse information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.



Learn more

Find out how the CLA & CCC joint Multinational Licence can help you manage copyright compliance.

✉ solutions@rightsdirect.com

🌐 rightsdirect.com