



# Copyright Compliance

For International Companies

# Simplify Copyright Compliance Across Borders

Companies rely on the efficient exchange of information, from research and industry news to workforce trends and legislative reform, to advance business objectives. In global organizations, this exchange of information often crosses geographic borders presenting a unique compliance challenge as copyright obligations often vary from one country to another.

## Our solutions

- **The Multinational Copyright License**  
Rights for millions of works from thousands of global publishers
- **RightFind® Advisor**  
The quickest, most reliable way for employees to confirm rights included in the license to reuse lawfully acquired content, all without leaving their workflow
- **RightFind® Content Workflow Solutions**  
The fastest way to find, store, and manage content
- **Copyright Education & Information**  
Build copyright awareness in your organization

## Your Copyright Challenges

- Storing articles in a product literature database
- Submitting photocopied and digital copies of articles to government agencies for regulatory filings
- Emailing a PDF copy of a journal article to a colleague in connection with a project you are working on together
- Using copyrighted content with internal artificial intelligence (AI) systems

As technology continues to simplify the way workers find and exchange information, RightsDirect offers a trusted licensing solution that provides a simple and efficient way for employees to collaborate compliantly across national borders using published content and which includes a harmonized set of rights for the internal-only use of lawfully acquired content with AI systems.

## Free Copyright Education and Information

Licensees receive access to resources to help educate employees and assist with developing and promoting 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



Collaborate internally across borders using published content



Clear copyright permissions efficiently



Demonstrate respect for intellectual property



Thousands of global publishers



Millions of reuse rights



Worldwide coverage

# The Multinational Copyright License

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

The Multinational Copyright License is a trusted licensing solution that complements an organization's publisher agreements and subscriptions by providing a consistent set of reuse rights across a broad repertory of titles that enables teams to collaborate more easily using published content, simplifying copyright compliance, driving innovation, and proving resources to educate employees about the importance of copyright.

### Benefits

- Increases efficiencies by reducing time spent verifying rights and obtaining individual permissions
- Provides a consistent set of global reuse rights across millions of works from thousands of rightsholders, including rights for the internal-only use of lawfully acquired content with AI systems
- Minimizes infringement risk
- Supports compliant collaboration across global teams to drive business forward
- Complements existing publisher agreements, subscriptions, and other content purchases to alleviate inconsistencies in coverage, helping organizations maximize the value of their content investments in compliance with copyright
- Makes it easy to verify authorized reuse rights, anytime, within existing workflows
- Demonstrates an organization's respect for the intellectual property of others and commitment to corporate social responsibility

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Having digital reuse rights is critical to the timely dissemination of scientific information and ensures compliance to corporate responsibility standards for all employees across the Roche Group.”

**Sven-Olaf Vogt**

Pharma Research & Early Development, Global Head Scientific Information Management, F. Hoffmann-La Roche Ltd



# The Multinational Copyright License — for all the ways you work

The license allows users to lawfully reuse content across borders in several ways:

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 newspaper article about the organization into an internal company newsletter or post it to the company's intranet for employee awareness

Use portions of a work in an internal presentation at a company meeting or 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 substantial 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 a PDF version of a recent newspaper article about the company in a briefing to the company's Board of Directors

Provide an article to a client who requests more information about a product or service on an unsolicited basis

Combine the key takeaways from a collection of text documents to create a visualization of those key points

Automate the summarization of individual articles or sets of articles to highlight key findings, reducing the time to actionable results

Fine-tune or augment licensed AI systems for specialized internal projects

Automate literature triaging and review, prioritizing articles of interest and identifying common themes, trends, and conflicting findings

Note: The Multinational Copyright License is generally intended to permit the reuse of articles on a periodic, non-systematic basis with 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 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 Multinational Copyright License, RightFind® Advisor offers the quickest, most reliable way for employees to confirm rights included in the license to reuse lawfully acquired content, all without leaving their workflow. Integrated document delivery from the world's largest pay-per-view selection of scientific, technical, and medical content gives users timely access to the information they need, when they need it.

RightFind Advisor is available in several languages, and provides accurate information about license 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 subscription holdings. A RightsDirect representative can advise you on which RightFind content management solution is right for you.

**Find out more**

To find out how the Multinational Copyright License can help you manage copyright compliance, contact us at [solutions@rightsdirect.com](mailto:solutions@rightsdirect.com) or +31 20 312 0437.



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

A pioneer in voluntary collective licensing, CCC advances copyright, accelerates knowledge, and powers innovation. With expertise in copyright, data quality, data analytics, and FAIR data implementations, CCC and its subsidiary RightsDirect collaborate with stakeholders on innovative solutions to harness the power of data and AI.