

Case Study

# How Promoting Intellectual Property with RightFind Enterprise Fosters Innovation at Sun Chemical



**Headquarters**

Parsippany, New Jersey

**Background**

Sun Chemical is a leading producer of printing inks, coatings and supplies, pigments, polymers, liquid compounds, solid compounds, and application materials. Together with its Japanese parent, DIC, Sun Chemical has annual sales of more than \$7.5 billion and over 20,000 employees located at 176 subsidiaries across 63 countries.

As the leading ink and pigment company in the world, Sun Chemical's commitment to fostering innovation includes ongoing growth through strategic acquisitions. Those acquisitions, as well as the global nature of Sun Chemical's business and need to be in close proximity to their customers, has led to a decentralized approach to manufacturing and R&D. This poses compliance and content workflow challenges for Sun Chemical's IP department whose goal is to create, protect and exploit the company's intellectual property (IP), while respecting and promoting the IP of others.

With Sun Chemical's rapid globalization and increasingly remote workforce, departmental and geographic silos can hinder collaboration. Not having the right workflow tools in place increases copyright infringement risk. Finding the balance between encouraging a culture of publication and patent searching, and ensuring proper permissions are in place to support compliant collaboration, is essential for their IP team.

While Sun Chemical's IP department's primary responsibility is patent and trademark management, many IP issues affect other parts of the company, which makes the department a natural fit for the responsibility of finding solutions for copyright management and providing global access to published content.



We have to be smart about how we allocate resources. Most companies don't have physical libraries anymore, and likewise don't have librarians or knowledge management specialists, but somebody has to ensure information is coursing throughout the company."

Howard Lee  
Senior IP Counsel





While each individual may only have about five or six key publications they regularly follow in a given year, as a collective whole, it would be prohibitively expensive to have 100+ company licenses to account for all the publications. In addition, it would have been such an administrative nightmare to keep track of those hundreds of license agreements, so CCC hits that sweet spot for us."

Howard Lee  
Senior IP Counsel

To do so, Senior IP Counsel Howard Lee knew his IP team needed support to address a few key challenges with their existing approach to information management:

- 1 The volume of information requests in a global company was a drain on IP resources.
- 2 The IP team alone could not effectively monitor and "police" the behaviors of such a widespread employee base.
- 3 The lack of copyright knowledge among employees required ongoing training.
- 4 Existing subscriptions and publisher agreements left gaps in global coverage.
- 5 With greater focus on patents and trademarks, copyright was traditionally not a specialty of the IP department.
- 6 With a high volume of mergers and acquisitions made by Sun Chemical, solutions were needed for integrating the digital libraries of newly acquired companies and incorporating new employees into existing information workflows.

## The Solution

Sun Chemical was also looking for a partner that was responsive to their needs and offered quick and easy implementation, post-implementation customer support, continuing education, as well as a stable client engagement team.

To help address copyright compliance, navigate the different laws from country to country, provide ongoing training and resources, and facilitate global access to content for the company's growing number of employees, Howard enlisted Copyright Clearance Center (CCC)'s licensing and RightFind Enterprise software solutions.

## The Benefits

 By integrating existing licenses, company subscriptions and open access articles directly into CCC's RightFind Enterprise technology, Sun Chemical offers employees around the world the ability to instantly search and verify rights for licensed content. Meanwhile, Sun Chemical's IP team is freed up to focus on more advanced issues while having greater confidence in the company's copyright compliance.

 As a customer of CCC's annual copyright licenses, broader coverage is provided through the seamless integration of millions of additional rights for Sun Chemical's researchers, regulatory, safety, manufacturing, and even C-Suite employees to reuse and collaborate using content. These additional reuse rights for research and news articles, standards, and more, along with RightFind's shared libraries, allow Sun Chemical to maximize the value of their content investments and encourage collaboration despite geographical boundaries.

 Employees save valuable time spent searching for much-needed content. If a particular article is not currently available in Sun Chemical's holdings, employees can acquire it through RightFind Enterprise's document delivery capabilities (with 86% delivered instantly and 97% within a day) and automatically add content to the searchable digital library.

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RightFind has facilitated a 200%+ increase in the number of employees requesting content since its launch at Sun Chemical



Howard and the rest of Sun Chemical's IP team save critical time and resources by relying on CCC for ongoing training and support. RightFind users can also access support from online training and educational resources, or from CCC's award-winning customer service at any time.



RightFind can also grow as the company grows. At the point of new acquisitions, Sun Chemical can easily bulk upload additional digital content to existing libraries and easily scale their RightFind Enterprise account to accommodate new users.

## Delivering Return on Investment

RightFind delivers excellent ROI by helping Sun Chemical to be more strategic in its content investments by providing detailed usage statistics. RightFind's detailed reporting provides valuable insights to influence future budgeting, and enabling Sun Chemical to manage expenses by department, manufacturing sites, or individual users. As IP counsel, Howard also notes that the investment in RightFind Enterprise and the license is much less than the cost of defending a copyright infringement suit and potential cost to the company's reputation.

RightFind has facilitated a 200%+ increase in the number of employees requesting content since its launch at Sun Chemical, proving successful at accelerating research and assisting the Sun Chemical IP team's goal of developing intellectual property to maintain their status as leaders in the ink and pigment industry.

### About CCC

A pioneer in voluntary collective licensing, CCC (Copyright Clearance Center) helps organizations integrate, access, and share 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.

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### Learn more

Learn more about our licensing, content, and data solutions:

U.S. organizations:

[copyright.com/rightfind](https://copyright.com/rightfind)

[solutions@copyright.com](mailto:solutions@copyright.com)

Outside U.S. organizations:

[rightsdirect.com/rightfind](https://rightsdirect.com/rightfind)

[solutions@rightsdirect.com](mailto:solutions@rightsdirect.com)