

Copyright compliance made easy for German companies

In this electronic age, organizations need to make it simple for employees to lawfully exchange 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

- Storing copies of articles in a product literature database
- Submitting supporting articles to government agencies 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

As technology continues to simplify the way workers find and exchange information, we provide a trusted licensing solution that provides a simple and efficient way for employees to collaborate compliantly using published content.



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

Wolfgang Ludwig
Director Scientific Information,
Merck KGAA



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, store, and manage content
- **Copyright education & information**
Build copyright awareness in your organization

Free copyright education and information

Licensees receive access to resources to help 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

The VG WORT Digital Copyright License

One license, global reuse rights for millions of content sources

With the assistance of Copyright Clearance Center (CCC), VG WORT has developed a licensing solution that complements an organization's publisher agreements and subscriptions by providing German companies and their subsidiaries worldwide with a consistent set of reuse rights across a broad repertory of titles. The VG WORT Digital Copyright License enables teams to more easily collaborate using content from a wide range of sources, simplifying copyright compliance. RightsDirect is a sales partner in Germany for VG WORT.

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

Benefits

- 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
- 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
- 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

Clear copyright permissions efficiently



Demonstrate respect for intellectual property



Collaborate internally across borders using published content

- Thousands of German and international Rightsholders
- Millions of reuse rights
- Worldwide coverage

The VG WORT Digital Copyright License — 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

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

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

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

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

The license provides permission and allows users to lawfully reuse content across borders in several ways



Note: The VG WORT Digital 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 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.

Rightfind

Included with the purchase of the VG WORT Digital Copyright License, RightFind Advisor offers the quickest, most reliable way for employees to confirm rights included in the VG WORT Digital Copyright License to reuse lawfully acquired content, all without interrupting their workflow. Integrated document delivery from the world's largest pay-per-view selection of scientific, technical, and medical (STM) content gives users timely access to the information they need, when they need it.

RightFind 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 print holdings.

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. VG WORT is under the supervision of the German State Patent and Trademark Office. – www.vgwort.de

About RightsDirect

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 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.



Learn more

To find out how the VG WORT Digital Copyright License can help you manage copyright compliance, contact us at

✉ solutions@rightsdirect.com

🌐 rightsdirect.com