

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

- Share digital content internally
- Store articles in a product literature database
- Submit digital articles for government filing purposes

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
- **DirectPath™**
Get quick answers to content usage questions
- **OnCopyright Education**
Build copyright awareness in your organization



MORE THAN
400,000 GERMAN
AND INTERNATIONAL
RIGHTSHOLDERS
MILLIONS OF RIGHTS
WORLDWIDE
COVERAGE

The VG WORT Digital Copyright License

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

VG WORT has developed a license with the assistance of Copyright Clearance Center (CCC) that simplifies copyright compliance by providing employees of German companies and their subsidiaries worldwide with the rights to share content around the world 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:

- Significantly reduce your organization's copyright infringement risk
- Support your corporate governance policies
- Save effort and money by reducing time spent pursuing permissions individually
- Benefit from a consistent set of digital rights across all participating rightsholders



“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

DirectPath™

Included with the purchase of a VG WORT Digital Copyright License, the DirectPath™ rights advisory tool allows your employees anywhere to get instant answers to content usage questions with just a few clicks online. You and your colleagues around the globe can quickly check license coverage without interrupting your workflow and be confident that you are complying with your organization's compliance policies and copyright law.

DirectPath™ features a user-friendly interface with clear indicators that tell you whether content is covered by your VG WORT Digital Copyright License. Simply search for the title of the work and verify rights based on the way you want to use the content. DirectPath™ is available both in English and in German, providing accurate information about license coverage, based on the user's language and location.

OnCopyright Education

As a licensee you receive access to our copyright awareness programs to educate your employees and assist with your compliance programs. Our instructor-led trainings incorporate group discussions, question and answer sessions and analysis of real-world scenarios.

In addition, you benefit from access to our customer resource center which includes:

- Videos about international copyright in multiple languages
- Reports such as market research and European Commission initiatives
- Copyright-related white papers
- Tools and guidelines
- Up-to-date international copyright news



The VG WORT Digital Copyright License — for All the Ways You Work

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

PERMISSION	LICENSE COVERAGE
Share digital content internally across borders with co-workers via e-mail, intranet posting or PDF	✓
Save to corporate-owned hard drive or network drive	✓
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	✓
Store electronic articles for records, projects and/or product literature databases	✓
Share portions of digital content internally via collaboration applications such as Lotus Notes or Microsoft SharePoint	✓
Use published content (including e-books and blogs) in a slide presentation or CD-ROM delivered to an internal audience	✓
File digital articles for government regulatory purposes	✓

Note: The 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.



A Copyright Clearance Center Subsidiary

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, RightsDirect is a wholly owned subsidiary of Copyright Clearance Center (CCC), a not-for-profit organization. Working in partnership with the world's leading publishers and collecting societies, we compensate participating rightsholders for the re-use of their works. Together, CCC and RightsDirect serve more than 35,000 companies around the globe.

www.rightsdirect.com/vgwlicense

www.twitter.com/RightsDirectDE

VG WORT

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

