

## Welcome to the RightsLink Newsletter

This edition highlights planned implementations with MVB and Informa Healthcare Communications; the new RightsLink Plus and a special offer for ALPSP members; what CCC's new branding means to you; RightsLink rights on Copyright.com, and more. Questions or suggestions? Please [contact us](#).

## CCC partners with MVB to expand RightsLink into the German market

Copyright Clearance Center (CCC) has entered into an agreement with MVB, the marketing arm of the German publishing and bookselling industry association (the Börsenverein), to make RightsLink available to its members. MVB represents over 20,000 German, Swiss and Austrian publishers and, through RightsLink, intends to offer them a common permissions solution. A relationship between MVB and Copyright Clearance Center (CCC) promotes RightsLink to new markets and expands RightsLink's service capabilities to serve the European market. News of the MVB / CCC deal was covered in [EContent magazine](#) online.

## CCC introduces RightsLink Plus and announces new partnership with ALPSP

To meet the varying needs of a wider range of publishers, CCC recently introduced RightsLink Plus, a streamlined version of its point-of-content licensing solution. RightsLink Plus is ideal for small to medium-sized publishers and includes many of the critical features of RightsLink Premium, such as real-time access to orders, flexible pricing and licensing options.

In conjunction with the launch of RightsLink Plus, CCC established a partnership with ALPSP (the Association of Learned and Professional Society Publishers) to lower the barrier of entry for ALPSP members to RightsLink by providing a discount to those members.

*"At a critical time in publishing, ALPSP understands that its members can benefit greatly from a powerful, revenue-generating solution. RightsLink Plus provides the functionality our members need to increase customer satisfaction at a price that has never been more affordable."*

*Ian Russell, ALPSP Chief Executive.*

To learn more about RightsLink Plus, please visit [www.copyright.com/rightslink](http://www.copyright.com/rightslink). News of the ALPSP / CCC partnership was covered in [Against the Grain](#).

## Informa to Implement RightsLink

Publisher Informa Healthcare Communications has chosen RightsLink to automate permissions, reprints and author services for all of its publications. Informa publishes over 170 journals and has published more than 2,000 books. Darren Gillgrass, managing director of Informa Healthcare Innovations, was instrumental in securing this deal.

## Your RightsLink rights available on Copyright.com

Since December 2010, RightsLink rights of select publishers have been available on Copyright.com, expanding the reach of many publishers to the more than 1 million corporate, academic and publisher customers who visit Copyright.com. We will be completing the process with the remaining RightsLink publishers over the coming months.

## Thank you for attending the RightsLink Roundtable

In February 2011, CCC hosted more than 30 representatives from over 20 RightsLink publishers at the 2nd Annual RightsLink Roundtable at the Marriott Marquis Hotel in New York City. We want to thank all who attended and made it a successful event. We heard from a number of attendees that it was a great opportunity to network with like-minded colleagues from other publishers. Meanwhile, we learned a great deal from you about opportunities to optimize RightsLink and we will use what we learned to inform future enhancements to our service.

## Questions or suggestions? Please contact us.

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## Did You Know?

RightsLink now supports users seeking to obtain permissions on a number of devices, including the iPad, Nook, and any JavaScript-enabled device.

## We want to hear from you

Do you have feedback on your experience with Copyright Clearance Center? Please let us know about your recent experiences with our products, website, or staff using [this brief form](#).

## CCC Launches New Branding



In the coming months, RightsLink will have an updated design. Here is a brief list of planned enhancements:

1. A cleaner, more graphically engaging user interface
2. Improved layout for easier viewing
3. Enhanced navigation to create more efficient transactions
4. Consistent design to offer familiarity and foster user comfort

Because these enhancements are significant, changes will occur gradually. Already, RightsLink's MyAccount application has a new design and the logo has been updated throughout the application.



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