

## Frequently Asked Questions

# Multinational Copyright License

## What is the Multinational Copyright License?

The Multinational Copyright License from RightsDirect is an enterprise-wide, single source, global licensing solution that empowers companies to efficiently collaborate using published content, accelerate business results, and simplify copyright compliance.

## How does the Multinational Copyright License work?

The Multinational Copyright License allows for all of your organization's employees to reuse copyrighted content in the RightsDirect repertory for common types of collaboration, such as storing a copy of an article in a collaboration tool for use in a team project, using a portion of a work in an internal presentation, or handing out copies of an article about the company at your Board of Directors meeting.

RightsDirect's parent company, Copyright Clearance Center (CCC) distributes license fees collected from licensees to participating rightsholders. This process reduces the amount of time associated with having to pursue individual permissions from copyright holders for the use of their content.

## What does the Multinational Copyright License allow me to do with copyrighted material?

Examples of RightsDirect Multinational Copyright License (MCL) use cases:

- **Corporate Communication:** Embed a PDF version of a recent article about the company into an internal company newsletter or post it to the company's intranet site for employee awareness.
- **Human Resources:** Use portions of a work in an internal presentation at a company meeting or in an employee education program.
- **Marketing:** To substantiate claims made in promotional materials, the full text of a supporting source can be stored in the same system used to develop, manage, and approve marketing content.
- **Research & Development:** Store a copy of a purchased digital article on the company intranet for use in a specific project.
- **Competitive Intelligence & Market Monitoring:** 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.

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The MCL also authorizes external distribution of materials in two situations:

- **Regulatory Submissions:** Annotate and submit supporting articles to a government agency as required as part of a regulatory or patent filing (with appropriate notices).
- **Responsive Rights:** Share a single electronic copy of an article with a client, customer, or prospect upon request. Responsive rights use case examples:
  - **Financial Advisor:** Provide an article about a recommended investment strategy in response to a client request.
  - **Medical Affairs:** Respond to a medical information request from a healthcare professional or patient by sending a single digital copy of a scientific article.

## Does a Multinational Copyright License allow me to do anything I want with copyrighted material?

The Multinational Copyright License authorizes the reuse of articles on a periodic, nonsystematic basis. It is not meant to replace subscriptions or purchases of a work that you or other people in the organization need in the ordinary context of your work.

While this license greatly facilitates collaboration using copyrighted materials within your company, it does not authorize the sale of copies, fee-for-service reproduction, or the reproduction of publications in their entirety (other than single articles or chapters within a larger publication).

It also does not permit distribution of content in digital form to anyone who is not an employee of your company or authorized consultant — except in two cases: (i) in response to government filing requirements, and then only when bearing appropriate notices, and (ii) in response to a client request, in which case a single electronic copy may be delivered if authorized by the individual rightsholder. In either case, the license may not be used as a source for regular document delivery.

It is not a license to distribute paper or digital copies in a systematic way (for example, through a clipping service or any means intended to replace an employee's need for a subscription or purchase) or to make searchable libraries or archives of materials intended to replace the need for subscriptions.

In brief, the Multinational Copyright License is a valuable tool as part of your corporate communications and compliance policies.

## Does the License cover translation of articles for company use?

No. You always need to contact the rightsholder to obtain translation rights.

## Does the License allow me to store copies of articles?

Yes, as long as the storage does not create a library or collection that is intended to substantially replace users' need for a particular work.

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# How can I obtain more rights for content reuse outside of my company, beyond those included in the Multinational Copyright License?

You may use Copyright Clearance Center's Pay-Per-Use Services at [www.copyright.com](http://www.copyright.com) to obtain permission, or you may contact the rightsholder directly.

# How can I verify that a publication is covered under my Multinational Copyright License?

RightsDirect's RightFind® solutions offer the quickest, most reliable way for employees to confirm rights to reuse specific content, all without leaving their workflow. A RightsDirect licensing representative can advise you on which RightFind solution is best for you.

Here's how to confirm rights with RightFind Advisor:

1. [Log on to RightFind Advisor](#), RightsDirect's complimentary rights lookup tool.
2. [Search for a publication](#):
  - (i) Enter the Publication Title or Standard Number (ISBN/ISSN) of the publication that you wish to use.
  - (ii) Click the "Search" button.
3. [Verify coverage](#):

In the search results, the most frequently requested publications are displayed first. Next to every record in RightFind there is a link: "How can I use this copyrighted content?"

The screenshot shows the RightFind Advisor interface. At the top, there's a search bar with 'European Heart Journal' entered. Below the search bar, there are filters for 'Publication type' (Journal, e-Journal, Book, Monographic Series) and 'Language' (All, Czech, English, Japanese, Spanish). The main results area shows three entries for 'European heart journal'. Each entry includes the publication type, ISSN, date, publisher, country, language, and a link to 'How can I use this copyrighted content?'. The first entry is for an e-journal published by Oxford University Press. The second is for a journal published by Elsevier España. The third is for a journal published by Elsevier España. Each entry also has a 'Request ACL Coverage' button.



## Covered by the Multinational Copyright License

The type of use selected is authorized within the scope of your RightsDirect Multinational Copyright License. Coverage includes all employees of your organization.



## Covered, but Terms Apply

Your selected type of use is authorized within the scope of the license, but may include special terms from the copyright holder about how the work may be reused. For example, there may be a limitation on the size of the audience when displaying content to an external group. Click the "TERMS" link to view any special terms associated with the publication.



## Not Covered

The type of use selected is not authorized within the scope your RightsDirect Multinational Copyright License.

### I'm looking for a publication but I can't find it. What should I do?

If you're having difficulty finding a publication through our search box within RightFind:

- Be sure you're searching by publication title, not article title. For example, search for "The Washington Post" if you need to reuse an article within The Washington Post.
- Check the spelling of your search term(s).
- View our search tips for ways to optimize your search.



### What if my publication is not covered by the License?

While the Multinational Copyright License covers millions of books, journals, magazines, newspapers, and other works from thousands of rightsholders, you may find a piece of content that is not covered by the license. RightFind offers options to quickly and easily purchase the permissions you need for those publications on an individual basis. If you cannot find the content you are looking for within RightFind, please check Copyright Clearance Center's Pay-Per-Use Services on [copyright.com](http://copyright.com).

### Does the Multinational Copyright License allow me to distribute copies of content within the organization from electronic materials or services that the company has bought or to which it has a subscription?

In general, the answer is yes if the content is part of the License's repertory. There are limitations, however. For example, whether in paper or electronic form, a publication may not be copied cover-to-cover (an article or chapter is acceptable), nor may copies of articles or chapters be distributed systematically within the organization. That means that employees who have a print or electronic subscription to an information service or publication because they use it or read it regularly may not make use of their organization's Multinational Copyright License to replace any employee's need for a subscription.

Otherwise, however, you may circulate items of interest quite widely within your organization and be assured that your employees are operating within the bounds of copyright compliance.

### Can I scan articles under the Multinational Copyright License?

Yes. You may convert portions of registered publications from paper to digital format when the desired work is not commercially available in electronic form.

### Does license coverage extend to our foreign employees?

Under the Multinational Copyright License, employees of your organization or its subsidiaries who are located in other countries may reuse and collaborate using copyright-protected content in the same ways as the employees located at the headquarters.

### Does my Multinational Copyright License cover the copyright fee charged to me by document deliverers?

No, it does not. The fee that document deliverers may charge you and call a “copyright fee” is usually intended to reimburse them for the fee that THEY presumably paid to the copyright holder for the copy that THEY made for delivery to you when you ordered. They may choose to identify and pass that fee along to you.

Although your Multinational Copyright License does not cover the original copyright fee paid or charged by the document deliverer, it does allow you to store and reuse the permissioned article you receive from the document deliverer in accordance with the license.

### How do I know if my company has the Multinational Copyright License?

If you’re not sure whether your organization has the Multinational Copyright License, check with your corporate library staff or corporate attorney.

### Will the Multinational Copyright License protect my company from being sued by copyright owners for infringement of their works?

Upon your first year license renewal, the publishers registered with RightsDirect automatically waive any and all unasserted prior claims for copyright infringement of works for uses falling within the scope of the rights authorized under the license.

### How is my license fee determined?

The Multinational Copyright License fee is determined by multiplying a per-employee fee for your organization’s industry to the organization’s total number of employees. Over its 40 years of operation, RightsDirect’s parent organization, Copyright Clearance Center, has collected extensive amounts of data through surveys of content use within companies and uses that data to project content use across individual industries and then to calculate appropriate fees to reflect that content use.



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### License coverage

The license allows users, within an organization, 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 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.

Share a PDF version of a recent newspaper article about the company in a briefing to the company's Board of Directors.

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

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

Note: The Multinational Copyright License is generally intended to permit the reuse of articles on a periodic, nonsystematic 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.

#### 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

Learn how you can increase efficiency and strengthen your compliance program. Contact us below:

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

🌐 [rightsdirect.com](http://rightsdirect.com)