Copyright Clearance Center (CCC) has created a CCC Licensee Symbol for annual license customers who wish to publicize their status as a current CCC or RightsDirect (RD) licensee on their marketing materials. To use the CCC or RD Licensee Symbol, the customer must:

* Use the CCC or RD Licensee Symbol (which combines our logos with explanatory text) exactly as it appears in the file(s) provided by CCC or RD.
* Have purchased and paid for a CCC or RD annual copyright license (ACL or MCL) covering the period of time during which it wishes to display the CCC or RD Licensee Symbol. Once the customer no longer has a current CCC or RD annual license, it must remove the CCC or RD Licensee Symbol immediately from any online materials and destroy any printed materials containing the CCC or RD Licensee Symbol. The CCC or RD Licensee Symbol may not be used by customers who purchase a transactional (one-time) license from our website at copyright.com or through any other third-party system that provides transactional licenses from CCC.
* Follow the guidelines provided below when using the CCC or RD Licensee Symbol.
* Send a PDF or screenshot of the marketing content where they wish to display the mark to CCC or RightsDirect marketing for approval prior to use or display of the material which includes the CCC or RD Licensee Symbol. CCC will do its best to provide prompt review and approval of the use.

 **CCC & RD Licensee Symbol**

  

**Guidelines for Using the Licensee Symbol**

* CCC will provide the licensee a file of the CCC or RD Licensee Symbol.
* The file must be used in its entirety and may not be altered in any manner except to adjust sizing for page placement, or to display it in black and white text.
* A one-color logo is only acceptable when media reproduction is limited. In these cases, the logo may be reversed to white on a background that provides suitable contrast. A black logo is allowed when media reproduction is black only.
* The CCC or RD Licensee Symbol is only to be used on informational or promotional materials to indicate that your organization is a licensee. It may not be used as part of any software, service or product offered by your company.
* The CCC or RD Licensee Symbol may not be imitated or used as a design feature in any way.
* The CCC or RD Licensee Symbol may not be used in a way that would disparage CCC or RD or the products, services or employees of either of them.
* Neither the licensee mark nor the CCC or RightsDirect names may be used in any other company name, product name, service name, domain name, website title, publication title, or the like. Nothing in this statement authorizes the use of CCC’s or RD’s name or Marks in any other way than as specifically stated.
* Non-CCC or non-RD materials should not mimic any CCC or RD advertising, web content or other marketing materials.

*This permission does not grant any rights to the licensees in or to the Marks and/or Text Message Box, other than as specifically stated herein. CCC/RightsDirect reserve the right in its sole discretion to terminate or modify permission to display the CCC or RD Licensee Symbol and may request that you modify or delete any use of the CCC or RD Licensee Symbol that, in CCC/RD's sole judgment, does not comply with these guidelines or might otherwise impair CCC/RD's rights in the Marks. CCC further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.*