



# Annual Copyright License

## Copyright Drives Innovation

The Annual Copyright License enables teams to collaborate more easily using content from a wide range of sources, simplifying copyright compliance, driving innovation, and providing resources that educate employees about the importance of copyright.

Given the intense pressure to stay ahead of the competition, applying the latest news, market intelligence, and customer trends is fundamental to the success of any business. Companies rely on the efficient exchange of information, from research and industry news to workforce trends and legislative reform. They subscribe to or buy the content their employees need, but there are still gaps in coverage that could present risk to the company.

CCC has supported content users for decades by providing efficient, harmonized licensing solutions that cover their internal uses of content. The Annual Copyright License complements an organization's publisher agreements and subscriptions to enable teams to collaborate more easily using content from a wide range of sources, authorizes the internal-only use of lawfully acquired content with artificial intelligence (AI) systems, simplifies copyright compliance, drives innovation, and offers a library of resources to educate employees about the importance of copyright.



The top benefit is the peace of mind that we're in compliance with copyright laws. Having the Annual Copyright License also gets back to integrity truly being a core value of our company."

**Chris Gannon**

Vice President & General Counsel  
Blue Cross and Blue Shield of Vermont



Business professionals share information an average of 7.9 times per week with an average of 14.7 people, and 49% of that information is externally published.\*

52% of organizations consider intellectual property infringement one of the top risks of using AI.\*\*

\*Source: 2023 Information Seeking and Consumption Study, Outsell, Inc. [www.outsellinc.com](http://www.outsellinc.com)

\*\*Source: The State of AI in Early 2024. McKinsey, 2024.

## Get the most value out of the licence

CCC's RightFind® solutions offer the quickest, most reliable way for employees to confirm rights included in the license to reuse lawfully-acquired content, all without leaving their workflow. A CCC licensing representative can advise you on which solution is right for you.

All uses under the Annual Copyright License are subject to the general restriction that it does not include any right to create a library or collection intended to substantially replace a user's need for a particular Work — meaning that the Annual Copyright License complements, and is not intended as a substitute for, subscriptions and purchases.

\*The license does not cover the external display of copies on mobile devices as part of the user's systematic sales or marketing activities.

### About CCC

A pioneer in voluntary collective licensing, CCC advances copyright, accelerates knowledge, and powers innovation. With expertise in copyright, data quality, data analytics, and FAIR data implementations, CCC and its subsidiary RightsDirect collaborate with stakeholders on innovative solutions to harness the power of data and AI.

## Only the annual copyright license:

- Provides a consistent set of rights that apply across millions of journals, blogs, newspapers, e-books and more
- Covers common types of uses involved in collaboration, such as forwarding a copy through email, handing out hard copies to a small group of colleagues, storing a copy in a collaboration tool for marking up by colleagues, and more
- Includes a harmonized set of rights for the internal-only use of lawfully acquired content with AI systems
- Supports collaboration across global teams to drive innovation
- Facilitates easy lookup of content reuse rights within customers' existing workflows
- Minimizes your company's copyright infringement risk and elevates users' copyright knowledge through world-class copyright and licensing education
- Accelerates business results by reducing time spent pursuing individual permissions

## Examples of collaboration covered by the annual copyright license



**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.



**Corporate Communication:** Embed a PDF version of a recent article about the company in an internal company newsletter or post it to the company's intranet site for employee awareness.



**Human Resources:** Combine the key takeaways from a collection of text documents to create a visualization of those key points.



**R&D:** Email a PDF of a journal article to a colleague who doesn't need regular access to that journal in connection with a collaborative project you're working on together.



**Legal:** Automate literature triaging and review, prioritizing articles of interest and identifying common themes, trends, and conflicting findings.



**Drug Safety:** Store copies of scientific articles related to known adverse effects of company products in an internal database used by the team responsible for tracking the company's FDA compliance obligations.



**Regulatory Submissions:** Submit supporting articles to a government agency as required as part of a regulatory or patent filing.



**Internal Presentations & Training:** Use portions of a work in an internal presentation at a company meeting or in an employee education program.



**Marketing:** Fine-tune or augment licensed AI systems for specialized internal projects.



### Learn more

For more information about the Annual Copyright License contact CCC today.

[copyright.com/acl](https://copyright.com/acl)

[solutions@copyright.com](mailto:solutions@copyright.com)