

Are Your Employees Putting Your Company at Risk for Copyright Infringement?

Every day around the globe, in every company that designs or builds a product, engineers reference copyrighted materials including standards and technical documents. But few users understand what they can and cannot do in terms of copying and distributing these protected materials. Misuse is rampant, putting both the company and the individual at risk.



Protect Content. Protect Your Company.

There are millions of technical documents in use today, including over one million specifications and industry standards published by over 600 Standards Development Organizations. Every enterprise that designs or builds a product uses these documents on a daily basis. Do your employees know how to protect this property? Do they currently take measures to protect your Company's and your partners' intellectual property? Do they understand what permission or restrictions apply to each document they access in your workplace?

Introducing the *IP Professor*™ Series.

By training and certifying your users, you are demonstrating your good faith efforts to comply with the Fair Use Provision of the Copyright Protection Act. ***Copyright Aware***™ is a short but comprehensive web-based training tool that teaches your employees exactly what they need to know in order to become competent and avoid misuse. In 60 minutes or less, this highly relevant course will teach your employees:

- *How to identify and handle Intellectual Property;*
- *Rules for copying and distributing documents;*
- *The value of copyright aptitude;*
- *The proper use of Intellectual Property in the workplace;*
- *The ramifications and liabilities when misuse occurs.*

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Specifications for **IP Professor** *Copyright Aware*[™] Course

User Training and Certification

System Requirements: PC or Mac with a standard browser, Flash player and an internet connection.

Course Format: the interactive course includes 7 lessons in multi-media format, including audio and embedded quizzes. Users can immediately review topics they do not fully understand when quizzed.

Continuous Tracking: user's progress is continuously tracked, and the course provides feedback following question/answer sessions.

Time: under 60 minutes to take the course and become certified.

Certification: a printable certificate of completion is produced, and an email notification can be sent to a manager or training coordinator.

Training Administration

Company-branded Site: the landing page of the application will be branded to your corporate image (logo, etc.) and will be specific to your Company's content and contact information.

Certification Database: training administrators will appreciate the automatic tracking of users, status, certification and usage.

Learning Management System: our dynamic LMS will send reminders and email notifications, while tracking certifications and usage statistics. Using your own Administrator landing page, a variety of reports can be generated from your desktop in Excel format.

This courseware is Section 508 compliant.

Continuing Education and User Support Tools

Permissions Matrix: a quick reference tool highlighting use of the content .

Newsletter: a subscriber newsletter will keep users and administrators informed with up-to- date articles and news about changes that impact intellectual property usage.

Updated contact information: contact information of Alliance members so that users or administrators can quickly obtain answers and permissions for special use of content.

Benefits to the Enterprise and End Users

Cost and Effort Avoidance: Close the liability gap! By certifying users, your company has shown best efforts in complying with the Fair Use Provisions of the current Copyright Protection Act, reducing your exposure to fines and legal actions for infringement.

Eliminate duplicate Document Purchases: Your company home landing page tells users who to contact in order to obtain a document quickly, avoiding the costly practice of going to the provider to purchase duplicate copies.

Continued Competence Through Education: Because knowledge can fade over time, users can re-certify from year to year via an annual subscription program.

