



## Frequently Asked Questions For Content Providers

---

### Questions

### Answers

---

Who is IP-Shield and how long have you been in business?

The Company was incorporated in 2005, and is founded by professionals who have been in this business and worked with both enterprises and SDOs for a collective 40+ years. The Company is well-funded and poised for explosive growth over the next 5 years.

---

What is the Company's mission and long term goal?

Our motto is copyright competence through education, "education not litigation." Our mission is to serve and protect content providers, data aggregators and enterprises from infringement of copyrighted materials in the workplace.

---

What is **IP Alliance**?

**IP Alliance** is a membership for content providers and Standards Development Organizations. Its mission is to support the worldwide educational needs of end users and technical contributors on the proper use of copyrighted content.

---

Why should I join **IP Alliance**?

Until now, there has been no single entity that works toward fostering conformity for the use of the content provided by all Standards Development Organizations. By joining the Alliance, we make every effort to ensure your content is used properly by the end user. We contact your top customers to offer the **Copyright Aware™** program, and we track those organizations who willingly certify their end users. We also help you identify and take the first step toward auditing a potentially infringing enterprise.

---

How does the Alliance help increase my sales?

Much of the daily misuse of your content is inadvertent or due to a lack of knowledge. If your customers understand the rules, they will be less likely to abuse your content. Once they understand the permissions and restrictions which apply to the distribution of your content, you can sell them the correct number of licenses, thus increasing your sales.

---

My clients all sign a license agreement when they purchase my content. Doesn't that protect my company?

Our experience has been that the person in charge of the documentation generally understands the restrictions and permissions that apply to your content. But educating each and every end user can be a daunting task, with spotty results. There is no guarantee that memos are read, or that your rights are widely understood throughout your customer's organization and their supply chain. For more information, please see our whitepaper [The Consequences of Non-compliance in the Use of Intellectual Property.](#)

## Questions

## Answers

---

What is **IP Professor™**?

**IP Professor™** is a series of web-based courseware that teaches users of copyrighted content how to treat the content and what they can legally do with it.

**Copyright Aware™** focuses on Intellectual Property used in most every engineering and manufacturing organization in the world today. **Copyright Aware™** focuses on intellectual property copyright explicitly, and in order to lay the groundwork of knowledge, the examples and testing revolves around proper use of a company's internal IP as well as the purchased, leased, or subscribed intellectual property. **Copyright Aware™** is a web-based training module accessible via standard web browsers (IE, Netscape, Mozilla) without any software download requirements.

---

Who should take the **Copyright Aware™** course?

Any employee who uses, references or distributes copyrighted materials (such as standards and design specifications) that your Company has obtained via subscription lease or hard copy purchase.

Also, by joining the Alliance, your staff and technical contributors are provided the training at no additional charge. So your content developers will also understand how to protect your intellectual property.

---

How does certification help an enterprise prove their company and users are competent?

By certifying their employees, companies are showing their good intentions to make all employees competent and educated, under the Fair Use provisions of the Copyright Protection Act. This asserts their positive intentions with you- the content providers- and also to your potential business partners.

---

What is the **Permissions Matrix** and how does it help me?

Your customers deal with thousands of documents from hundreds of partners and providers. Keeping track of the various permissions and restrictions from each provider is complicated. So we provide clients a regularly updated "Permissions Matrix", which includes the rules that apply to all copyrighted content in addition to specific rules developed with your input and participation. The **Permissions Matrix** is accessible to all participants via a browser. It includes Alliance member's contact information, any special licensing issues, and other specific usage information you may wish to convey.

---

Do you reveal the name of the informant when you contact a potential violator?

No, we represent a number of content provider organizations, so we don't have a need to reveal any particular source. Our approach is to offer the offending organization education prior to any action on your part.

