



## Frequently Asked Questions For the Enterprise

Questions	Answers
What are <b>IP Professor</b> and <b>Copyright Aware™</b> ?	<p><b>IP Professor</b> is a series of hosted, web-based tutorials that teaches users of copyrighted content how to treat the content and what they can legally do with it.</p> <p><b>Copyright Aware™</b> focuses on Intellectual Property used in most every engineering and manufacturing organization in the world today. <b>Copyright Aware™</b> 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 your purchased, leased, or subscribed intellectual property. <b>Copyright Aware™</b> is a web-based training module accessible via standard web browsers with an embedded Flash player.</p>
How long is the tutorial and what does it take to become certified?	<p>The interactive tutorial takes 60 minutes or less for the average user. At the end of each section, the user is "quizzed" with several questions. Upon answering them successfully, the user accomplishes certification.</p> <p>The entire course is designed to complete in 60 minutes and is available to the student 7x24 via the internet. Once the course is completed and the student displays acceptable understanding, certification will be documented and provided in hardcopy and electronically to the sponsoring company.</p>
Should I re-certify my users every year?	<p>Laws can change, and knowledge can fade over time. Annual re-certification ensures your user's comprehension is current and accurate. This also shows your Company's good intentions in the event that there is a claim of infringement. IP-Shield can prove you have made your best effort to protect your own as well as others' intellectual property. This includes documents obtained from your partners.</p>
Who should take the <b>Copyright Aware™</b> course?	<p>Any employee who uses, references or distributes copyrighted materials (such as standards, specifications and technical documents) that your Company has obtained via subscription lease or hard copy purchase. Also, any employee who handles your own copyrighted content.</p>
What is <b>IP Alliance</b> ?	<p><b>IP Alliance</b> is a membership for content providers and Standards Development Organizations. Its mission is to support the worldwide educational needs of end users and the proper use of copyrighted content.</p>

## Questions

## Answers

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How is *Copyright Aware™* different from other corporate e-learning systems?

*Copyright Aware™* is very focused and to the point on the use of intellectual property. *Copyright Aware™* covers specifically copyrighted materials that are widely used in your business everyday.

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Why can't I just send a memo out to all users of copyrighted content? Wouldn't that protect our company and our users?

Even the most detailed, signed memo would not help you prove that an employee truly understood how to handle copyrighted materials in your workplace. For more information, please see our whitepaper [\*The Consequences of Non-compliance in the Use of Intellectual Property.\*](#)

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What is the **Permissions Matrix** and how does it work?

The **Permissions Matrix** is a quick reference tool that provides users with basic information about what they can and cannot do with licensed or subscribed content. It can be easily accessed via a web browser, and printed for convenience. The **Permissions Matrix** includes alliance member contact information for special licensing and other unique requests.

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How does certification help me prove our company and users are competent?

By certifying your employees, you will have shown your good faith efforts to ensure all employees are competent and proficient, regarding the Fair Use provisions of the Copyright Protection Act. This defines your positive intentions with content providers and potential business partners.

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We use dozens of standards in our business. Do we have to certify users for each piece of content?

No you do not. By taking the course, users are certified to handle most all of the copyrighted materials your company uses. Also, the **Permissions Matrix** is a handy reference tool that helps your employees quickly understand what they can and cannot do with copyrighted materials supplied by our alliance members.

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What will you do to help me defend a claim of possible infringement?

By tracking each user over time, we will be able to provide an accurate accounting of personnel certification and corporate aptitude.

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

Our motto is competence through education, "education not litigation." Our mission is to serve and protect content providers, data aggregators and enterprises alike.

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