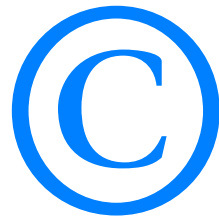




Welcome to the CCM Virtual Open House

Our program will begin at 1 pm.

Certificate in Copyright Management: Principles & Issues



Co-Sponsored by

SLA Click University, ClickUniversity.com &

Lesley Ellen Harris, Copyrightlaws.com



Welcome to Copyright in 2012

- “Most of us can no longer spend even an hour without colliding with the copyright law.” Professor Jessica Litman
- Copyright law is complicated, even for lawyers--and even for copyright lawyers who deal with it on a daily basis.
- Complete version of the U.S. Copyright Act is 336 pages or 1.6 Mb in PDF format

Simplify

Manage

Community

Questions = Reason to Manage

- Who in my library/enterprise should be responsible for copyright compliance?
- What uses are allowed under our digital licenses?
- What laws apply when we print an online article in the U.S. whose author is in India?
- How does fair use apply in my situation?

More questions than answers?

- May I reproduce 50 copies of an article for an internal seminar?
- How do I develop a copyright compliance policy?
- May someone freely use my blog postings and comments?
- What should we do if someone claims we are infringing their copyright?

And more...

- Who should be negotiating digital licenses?
- What are vendor/publisher copyright issues that are of greatest concern to librarians?
- How are special libraries different than other libraries?
- What do I need to know about global copyright compliance?

Wouldn't it be great if...

- You had knowledge about current copyright law specific to your day-to-day situations
- You felt confident using copyright-protected materials and guiding others on legal uses of content
- You had a strong network you could email or telephone when you needed to discuss a copyright or licensing issue

CCM = Helping You Find Answers

...and effectively managing copyright
and licensing issues in your
organization

First...

-we will spend time individually and as a group to define copyright management as it applies to your library and organization

Copyright Management may mean...

- Efficiently dealing with everyday copyright and licensing issues
- Understanding copyright law and licensing in plain English
- Implementing mechanisms - copyright resources - copyright policy - that are specific to your needs
- Having an organized approach which is supported throughout your library and organization
- Being proactive

Second, you will learn to...

- Understand the complexities of copyright law
- Avoid legal suits
- Have (and provide to others) practical answers
- Stay current on copyright laws
- Feel comfortable applying copyright laws to your own situations
- Share the copyright word

Third, you will maintain...

- Copyright and licensing knowledge as a basis to grow upon
- A variety of practical and precise reference materials
- A community of copyright “friends”
 - international
 - CCM LinkedIn community

Curriculum Outline

- Intro to Copyright Management
- U.S. Copyright Law Principles
- **CDN Copyright Law Principles**
- Copyright Principles in a Global Information Society
- Copyright Principles for Authors and Publishers
- Copyright Issues Relating to Web 2.0 and Digital Content
- Library and Special Library Copyright Issues

2 In-Person Courses

- Teaching Others About Copyright & Licensing
- Copyright Compliance and Management

The CCM Philosophy

- Start small
- Take one step at a time
- Examine specific aspects
- Have fun
- Learn from reading and experience
- Feel good about your own knowledge
- Focus on your needs
- Safe environment to make mistakes
- Know when to ask for help
- Copyright management/compliance plan

Questions?

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