

CLA Licensing for the MedComms Sector

*MedComms Networking Workshop
April 29th 2014*



The Copyright
Licensing Agency

About the Copyright Licensing Agency

- Formed in 1983, CLA issues licences to cover copying on behalf of publishers, authors and visual creators
- Core content is journals, books, magazines and websites
- Includes content published worldwide via agreements with other CMOs e.g. Copyright Clearance Center
- CLA provides copying licences to '000s of UK organisations across public and private sectors
- Wide range of licences offering internal and external use permissions



DACS
valuing visual arts



Licensing for the Pharmaceutical Sector

- CLA has issued licences to UK businesses since the mid-1990s and Pharmaceutical companies were among the first
- CLA developed its first model licence for the Pharmaceutical sector in 1995, in consultation with the Association of the British Pharmaceutical Industry (ABPI)
- Aimed to deliver permissions specifically related to the use of information and regulatory requirements within pharmaceutical companies
- Licence has developed throughout its existence:
 - Photocopying, scanning, website content
 - Medical information, regulatory submissions, digital storage



Licensing for the Pharmaceutical Sector

- Licence has developed throughout its existence
 - Photocopying, scanning, digital and website content
 - Medical information, regulatory submissions, digital storage, unencrypted delivery from the British Library
- Multinational Pharmaceutical Licence now available
 - extends licence permissions globally
 - UK and USA content included, additional territories expected



Licensing for the MedComms Sector

- Medical Communications agencies currently offered CLA's Business Licence
 - Covers internal copying
 - Narrower storage rights than Pharmaceutical Licence
- Trial licence product currently being offered to PR and Marketing firms – **Media Consultancy Licence**
 - enables licensees to forward articles externally to clients
 - only covers news, current affairs related content i.e. magazines
- CLA are aware that MedComms sector has requirements beyond internal copying...



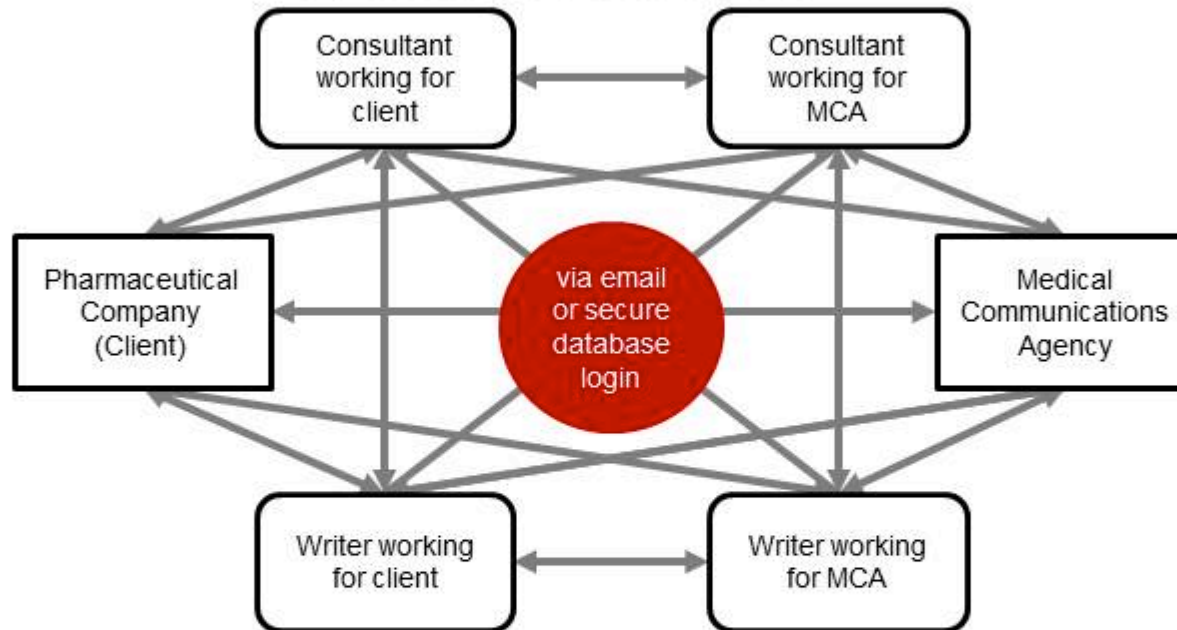
Licensing for the MedComms Sector

- Exchanging content...
 - with clients
 - with other consultants
 - with clinicians / medical experts
- Matching permissions with MedComms client base in order to promote effective, streamlined interaction

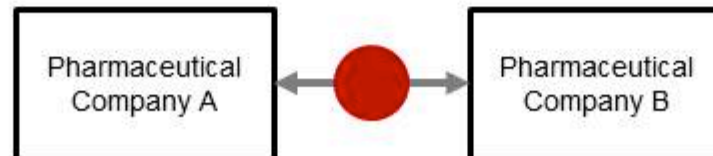


Sector Relationships

MEDICAL COMMUNICATIONS

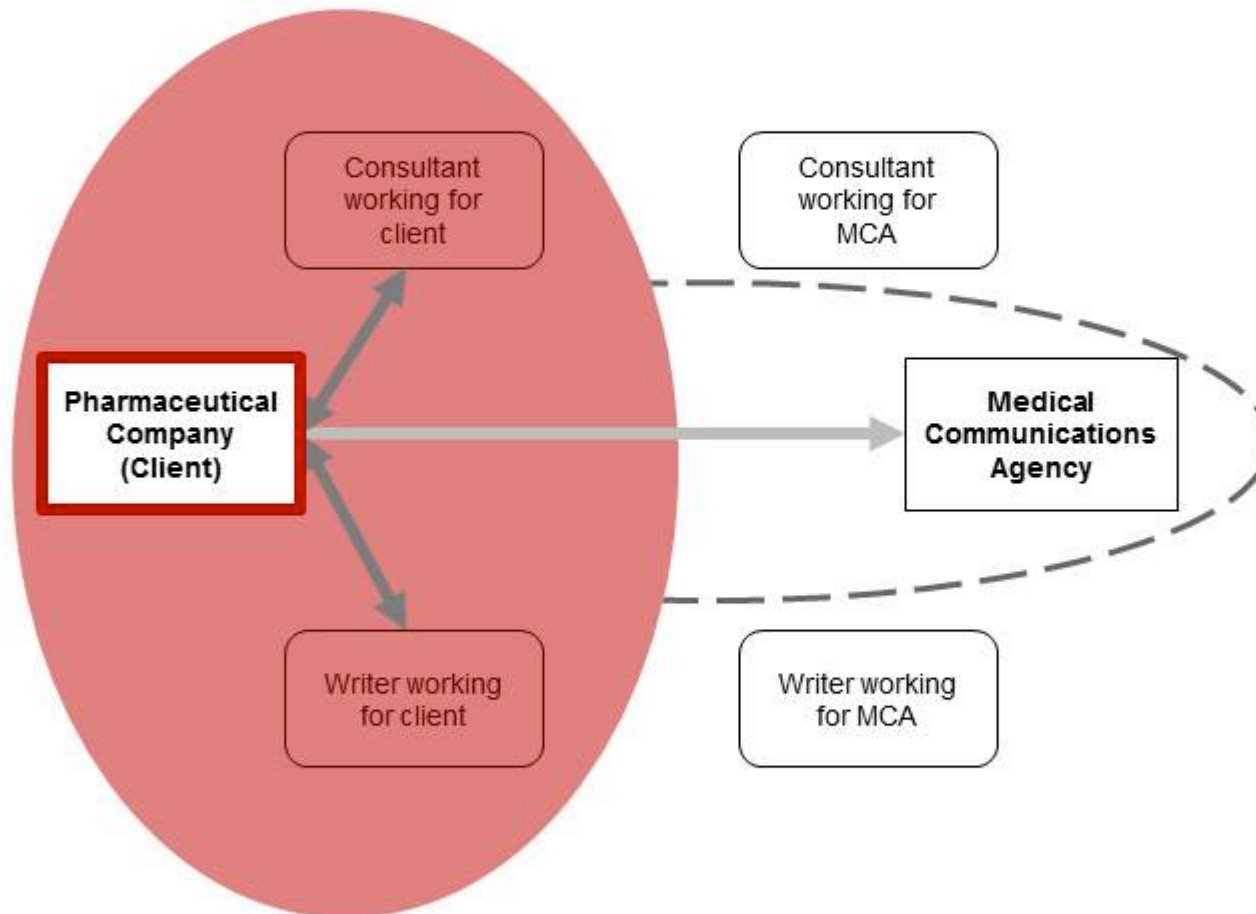


RESEARCH COLLABORATION



Current CLA Licences and Collaboration

A. Only client holds CLA Pharmaceutical Licence

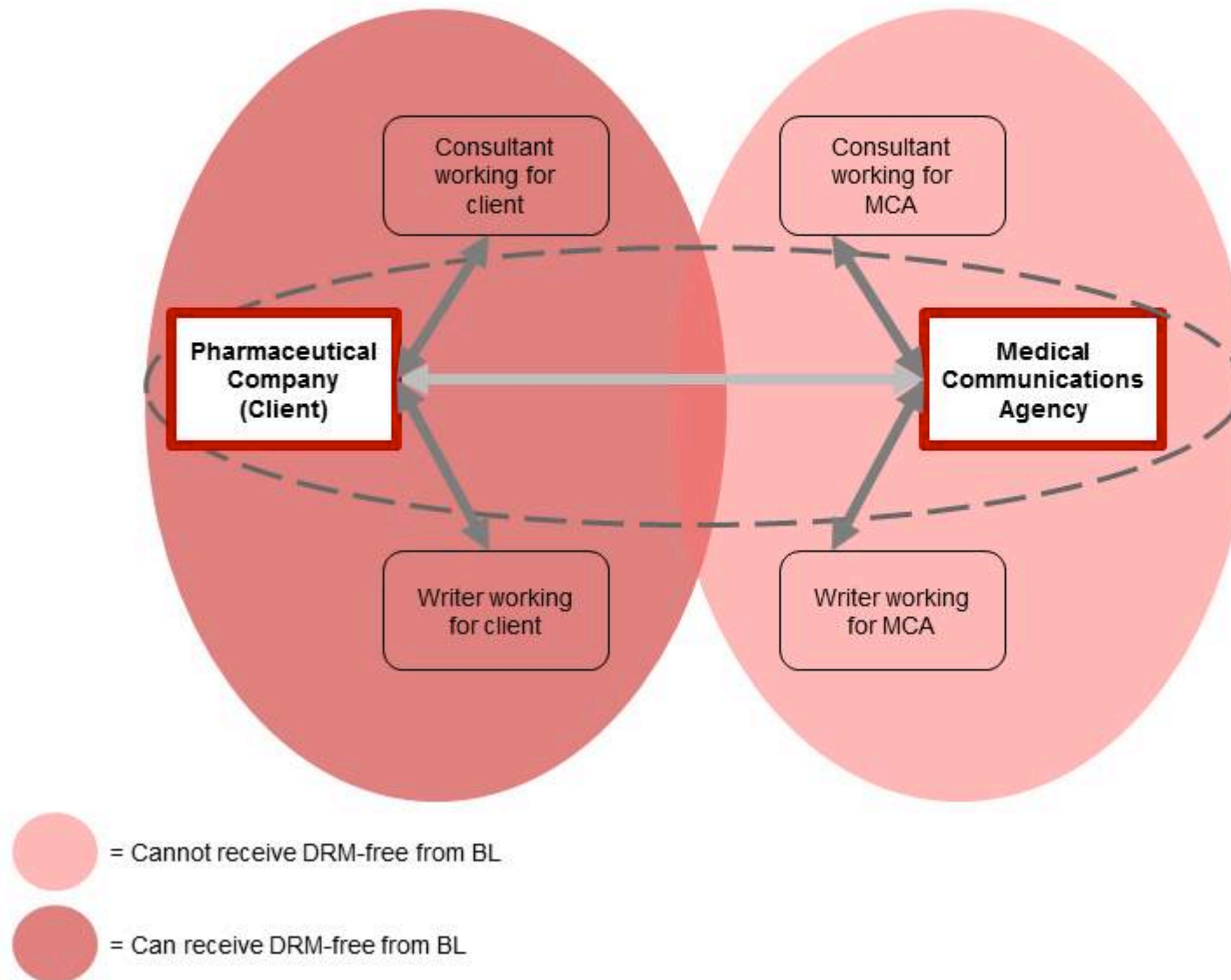


 = Can receive DRM-free from BL



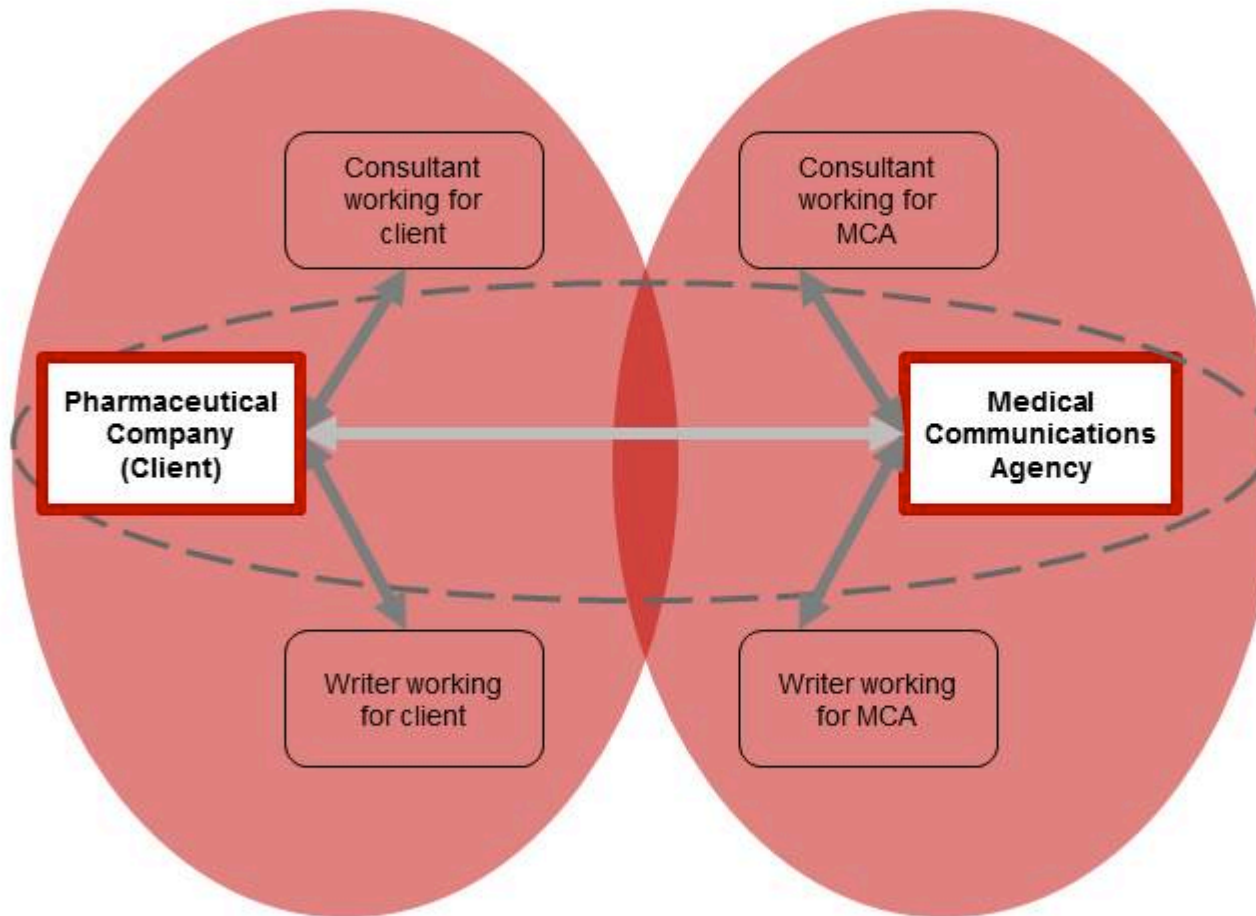
Current CLA Licences and Collaboration

B. Client holds CLA Pharmaceutical Licence, MCA holds Business Licence



CLA Licences and Collaboration

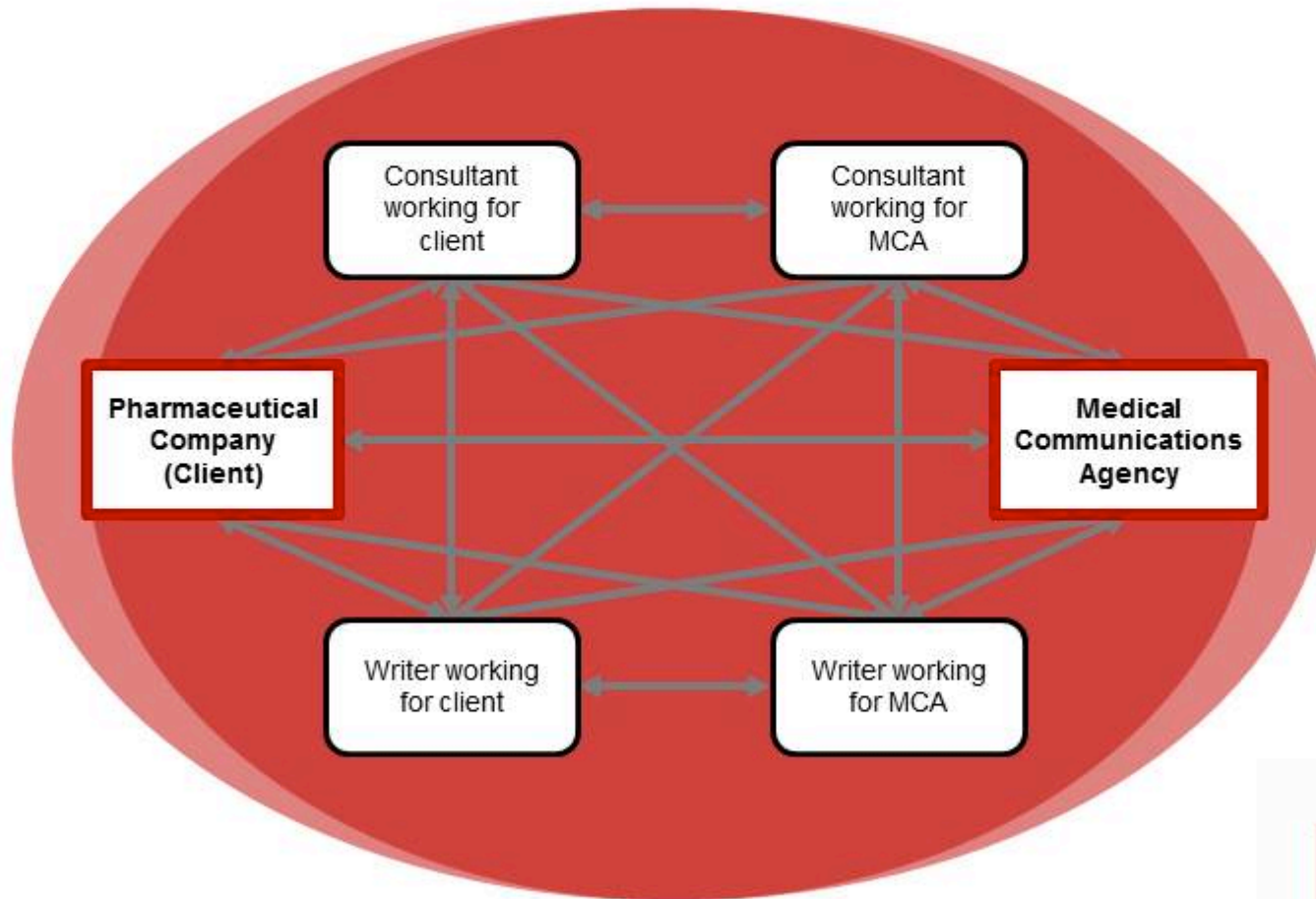
C. Client and MCA both hold CLA Pharmaceutical Licence



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Trial CLA Collaboration Licence

D. Client and MCA both hold CLA Pharmaceutical Licence; Client holds CLA Collaboration Licence and declares MCA as partner



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Trial CLA Collaboration Licence

- Collaboration Licence will facilitate sharing between CLA Pharmaceutical Licence holders
- MedComms agencies to be offered CLA Pharmaceutical or Multinational Pharmaceutical Licences
- Launch to include key STM publishers, all UK repertoire
- CLA engaging with CCC to include their unique repertoire and extend collaboration cover to CCC licence holders



Trial CLA Collaboration Licence

- Collaborating partners merge Authorised Persons (project specific)
- Collaborating partners must be reported to CLA
- One party must own or subscribe to an original
- Trial period of one year – launch date June 1st
- No licence fee



Supporting Customers

- CLA provides support for all licences at www.cla.co.uk
- General information and advice about using copyright materials
- Licence-specific support materials
 - Copying Guidelines
 - Explanatory Notes
- Title Search Function for detailed licence use



Copyright information



About copyright

[Copyright information](#)
[Using copyright material](#)
[Related organisations](#)

[Apply for a licence](#)

This section on copyright is intended to provide an overview to copyright in the UK and to answer many of the questions CLA receives from organisations and individuals.

- + [What is copyright?](#)
- + [When does copyright arise?](#)
- + [What does copyright protect?](#)
- + [Who owns copyright?](#)
- + [Joint ownership of copyright](#)
- + [What rights does a copyright owner have?](#)
- + [How long does copyright last?](#)
- + [Copyright infringement](#)
- + [Remedies for copyright infringement](#)
- + [Copyright exceptions](#)
- + [Obtaining clearance to use copyright material](#)
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CLA Version 1.0/PS/20/10/2009/Copyright information

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Using copyright protected material



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If you have any questions or comments about the title search please [email us](#).

We are working with a number of software suppliers and customers to develop our Title Search API. If you would like to work with us in this way, please [contact us](#).

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