



Use Cases

Advancing Life Sciences with a CCC or RightsDirect Copyright License

Applying the latest research is essential to the success of life sciences firms. And given the intense pressure to get drugs into the pipeline as quickly as possible, life sciences professionals must collaborate using published content.

According to research from Outsell, Inc., life sciences professionals share published information at an average rate of 12.6 times per week with eight other people, and 46% of that information is published by other parties such as scientific journals, news sources, and other publications.¹

A copyright license from CCC or RightsDirect provides life sciences companies with an enterprise-wide, single source, global licensing solution that enables professionals to efficiently collaborate using published content, drives innovation, and simplifies copyright compliance.



Provides a consistent set of global reuse rights across millions of publications from thousands of publishers.



Supports compliant collaboration across global teams to drive business forward.



Complements existing publisher agreements, subscriptions, and other content purchases to alleviate inconsistencies in coverage, helping organizations maximize the value of their content investments in compliance with copyright.



Increases efficiencies by reducing the amount of time spent verifying rights and obtaining individual permissions.



Makes it easy to verify authorized reuse rights anytime within existing workflows



Minimizes infringement risk.



Demonstrates an organization's respect for the intellectual property of others and commitment to corporate social responsibility.



Here's a look at how a copyright license from CCC or RightsDirect can support teams across life sciences companies.



A **Senior Research Scientist** stores articles related to the early phase research for a new product on a team site for a collaborative review of existing literature by team members.²



A **Medical Science Liaison** provides a copy of an article to a healthcare provider in response to an unsolicited medical information request.³ They may also include articles cited in the proprietary materials the medical communications group creates.



A **Regulatory Submission Manager** submits copies of articles to government agencies where required as part of a regulatory filing.



An **Intellectual Property Attorney** submits articles as supporting documentation with a patent application for a new product.



A **Pharmacovigilance Officer** annotates and stores articles relevant to drug safety and adverse events in an internal Pharma Registry Database which is used by a small team in connection with the company's regulatory compliance obligations.



The **Competitive Intelligence Director** creates an internal site that includes news articles, published literature, press releases, and other materials related to direct competitors for use by team members.



An **Environmental Health Safety Specialist** stores, including standards, relevant to plant safety, compliance, government response, and plant oversight.



A **Senior Research Associate** emails a copy of a journal article to a colleague working on a similar project.



A **Corporate Communications Manager** embeds a PDF version of a recent article reviewing a new company product into an internal company newsletter or posts it to the company's intranet site for employee awareness.



A **Brand Manager** stores materials such as published articles and conference abstracts to support claims made in marketing materials in the system used to develop, manage, and approve marketing content.



The **Collaboration License**—an amendment to your organization's copyright License—allows project team members from your company and another CCC-licensed organization to collaborate with one another using published research and other content in the annual license repertory as part of their joint efforts within a project-specific work group such as the development of promotional materials, market research initiatives, or new products and technology.

¹ 2023 Information Seeking and Consumption Study, Outsell, Inc.

² All authorized uses under the Annual Copyright License are subject to the general restriction that the authorization does not include any right to create a library or collection intended to substantially replace a user's need for a particular work.

³ Some licensing options allow licensees to share a single electronic copy of an article with a client, customer, or prospect.

About CCC

A pioneer in voluntary collective licensing, Copyright Clearance Center (CCC) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.



Learn more

Have questions about how a CCC or RightsDirect Copyright License can support compliant collaboration in your life sciences company?

U.S. organizations:

🌐 copyright.com

✉ solutions@copyright.com

Organizations outside of the U.S.:

🌐 rightsdirect.com

✉ solutions@rightsdirect.com