



## Micro-Licensing For The Success of Digital Publishing

The music and movie industries strengthened copyright protections years ago using intellectual property licensing practices to distribute their digital works-of-art. In the process, they gained substantial power to battle copyright pirates. Intellectual property rights licensing, in fact, became critically important as their content moved onto the Internet where piracy and infringement are rampant.

As more text-based materials move across the web and reside on computing devices; journalists, authors, and publishers of all genres must now contend with similar issues. However, as musicians and the movie industry found, adopting and applying intellectual property (I.P.) rights licensing conventions in the digital age is not easy.

For instance, many such copyright owners are locked into digital content aggregation sites and copyright clearance centers to distribute their works due to the complexities of intellectual property rights licensing practices that are difficult to automate for mass processing and make durable in courts of law. As a result, copyright owners are often forced into “gatekeeper models” – *licensing, marketing, and pricing schemes* – that restrict their publishing growth, limit access to their consumers, and severely shrink their revenue and profit opportunities.

These problems, and the issues of piracy and copyright infringement, will be significantly magnified for text-based publishers and copyright owners as the capabilities and functionalities of computers, tablets, eReaders, smart-phones, and web-enabled televisions converge. To make matters even worse, text-based publishers and consumers must also contend with closed, proprietary computing formats and systems, which just limits access to digital content and increases costs for all.

SavoirSoft’s *Marque-de*™ micro-licensing platform – [www.marquede.com](http://www.marquede.com) – empowers publishers and their consumers with alternatives to these “gatekeepers,” enabling publishers to distribute their digital content using open computing formats accessible by all current AND future computing devices via a licensing platform they control for their consumers. *Marque-de* simplifies and

automates the complex management of I.P. licensing practices. It makes distributing digital publications to immense numbers of Internet consumers safe, simple, and lucrative; which without *Marque-de* is no small feat.

Intellectual property rights licensing requires legally durable practices. For text-based works, such practices must be definite and certain with license conditions and terms – along with the identities of the licensors and licensees – inscribed into, and sometimes even displayed on, digitally distributed content. In essence, each digitally distributed work needs to be uniquely “fingerprinted” to identify the consumer and the terms and conditions accepted for each digital work the consumer licenses.

Although challenging, the benefits of intellectual property rights licensing are many. Licensing digital works-of-art flexibly fortifies their copyrights. Such licenses can be added to digital rights management (DRM) protections, or they can stand alone; providing “*all rights reserved*” copyright terms, “*some rights reserved*” licensing terms, or “*more rights reserved*” licensing terms as well.

This flexibility enables publishers to develop “content-as-a-service” offerings and revenue models, and to provide works with multiple pricing and licensing terms to fit consumers’ needs and wants. As an example, the same content could be licensed for: i.) derivative permissions, AND ii.) personal use only, AND iii.) promotional duplication; all with different prices and usage terms.

Using intellectual property licensing to distribute text-based content also permits it to be consumed physically even when such works are distributed digitally. Such distribution and consumption models are very valuable, especially to advertisers, providing yet another revenue channel for publishers.

With the *Marque-de*™ micro-licensing platform; digital versions or just chapters of text-books, novels and short-stories; as well as; newsletters, scholastic journals, choral music, musical scores, screen-plays, blueprints and technical drawings – *all unique works-of-art considered intellectual property but very difficult to protect via copyrights in our digital world* – can now safely, simply, and very lucratively utilize the Web’s vast networking capabilities and infinite distribution capacity.

Ready to leverage micro-licensing for your publishing success? Contact us:

[savoirsoft.com/marque\\_contact.html](http://savoirsoft.com/marque_contact.html)

email: [info@savoirsoft.com](mailto:info@savoirsoft.com)