

SECTION 6 – PUBLISHED PRODUCTS AND SERVICES

6.1 Authority for IEEE Publication Products and Services

IEEE publications exist by Board of Directors directive or as Publication Services and Products Board initiatives with Board of Directors approval.

The Board of Directors shall specify those publications to be received by every IEEE member. Such publications are the direct responsibility of the Publication Services and Products Board. Policies and procedures applying to these publications shall be specified in the Publications Services and Products Board Operations Manual.

All published products and services, in any form that originates from an IEEE organizational unit or bear the IEEE Master Brand, are ultimately the responsibility of the IEEE Publication Services and Products Board. These published products and services shall conform to the policies and procedures that shall be specified in the IEEE Publications Services and Products Board Operations Manual.

The major organizational units may introduce new publications following the approval policies and procedures which shall be specified in the Publications Services and Products Board Operations Manual.

Organizational units may specify additional policies and procedures which shall conform to and do not conflict with these policies.

6.2 Use of Products and Services

Products and services purchased by individuals are intended for their personal use only.

6.3 IEEE Copyright

- A. Copyright shall be held by the IEEE.
- B. Established policies on the use of the IEEE logo and Master Brand shall be followed. Reference Policy 6.3.2 Guidelines for Use of IEEE Logo and "IEEE".

6.3.1 IEEE Copyright Policies

- A. **General Policies.** In order to maximize the value of IEEE publications to authors, users and the IEEE, the following IEEE copyright policies shall be applied throughout the IEEE:
 - 1) IEEE shall serve and protect the interests of its authors and their employers.
 - 2) All technical, educational and professional publications of the IEEE, except newsletters, but including Society and Technical Council Newsletters, are required to be copyrighted by the IEEE.
 - 3) Copyright shall be held by the IEEE and not any of its organizational units.

- 4) The Intellectual Property Rights Office is responsible for the administration of all IEEE copyright matters under these policies and the procedures which shall be specified in the PSPB Operations Manual. This includes obtaining the copyright registration, handling reprint and republication requests, maintaining copyright records, and administering fees when appropriate. The Intellectual Property Rights Office may, at its discretion, delegate some or all of its copyright implementation responsibilities to other IEEE departments if they have significant publishing activity, subject to procedures approved by a member of the IEEE staff, as designated by the Executive Director.
- 5) Third-Party Rights to Reuse IEEE-Copyrighted Material. Licenses and permissions to use IEEE copyrighted material (abstracts, full text, etc.) for commercial or other non-IEEE related purposes may be granted under terms approved by the IEEE Publication Services and Products Board.
- 6) Fees for the reuse of IEEE material are appropriate for contributing to the cost of original publication, especially where the reuse involves the republication of material, or any commercial uses.
- 7) Prior to publication by the IEEE, all authors or their employers shall transfer to the IEEE in writing any copyright they hold for their individual papers. Such transfer shall be a necessary requirement for publication, except for material in the public domain or which is reprinted with permission from a copyrighted publication.
- 8) In return for the transfer of authors' rights, the IEEE shall grant authors and their employers' permission to make copies and otherwise reuse the material under terms approved by the Board of Directors which shall be specified in the PSPB Operations Manual.
- 9) After IEEE accepts the work for publication and the copyright has been transferred, changes or revisions to the work shall not be made without further review and approval.
- 10) For jointly sponsored conferences, which might require special copyright arrangements, those arrangements shall be made in accordance with the procedures which shall be specified in the PSPB Operations Manual.
- 11) Copyrighting Electronic Information shall follow the electronic information dissemination procedures, which shall be specified in the PSPB Operations Manual.
- 12) The PSPB or its authorized designee shall consider the allowance of any exceptions to these Copyright policies.

6.3.2 Guidelines for Use of IEEE Logo and "IEEE"

The following are guidelines on the use of the IEEE logo, i.e., the diamond-shaped emblem which is registered with the U.S. Patent and Trademark Office as the trademark of the IEEE, and on the use of "IEEE," the recognized abbreviation of The Institute of Electrical and Electronics Engineers, Inc.

- A. The IEEE logo should be used on IEEE's wholly owned publications and also on meeting notices, programs and other promotional literature and products. On any of these, the logo should be displayed prominently at least once accompanied by the registration mark, i.e., the R in a circle (®) shown at the lower right of the emblem. On publications, it is recommended that the logo appear on the front cover and title page, if any.
- B. When used with a logo of an organizational unit within IEEE, the IEEE logo should be at least the same size as the other logo, preferably larger or in a more prominent position. In publications produced in cooperation with groups outside the IEEE all logos should be the same size. (It may be acceptable to use logos in different sizes to reflect unequal participation.)
- C. In every use, the integrity of the logo must be preserved. For example:
 - (1) Only the complete, official logo in either solid or outline form may be used. (Hand drawn or deformed versions are not permitted.)
 - (2) Neither the whole nor recognizable parts may be incorporated into another logo whether designed by an IEEE organizational unit or not.
 - (3) The logo may be printed in any color with another color as background, but should not be printed in several colors.
 - (4) The logo should not be obscured by any other design, lettering, etc.
 - (5) The logo should not be used frivolously.
- D. The logo shall be used only in connection with official business of the IEEE.

6.4 Multiple Publication of Original Technical Material in IEEE Periodicals

IEEE's technical publications shall include original material which appears only once in the archival literature. Unusual circumstances may allow for exceptions to this policy. The appropriate procedures to be followed shall be specified in the PSPB Operations Manual.

The publication of a conference paper or papers in an IEEE periodical is permitted at the discretion of the Editor provided that all the papers have undergone the standard peer review for the specific periodical in question.

6.5 Second Class Mailing Permits

All IEEE periodicals, which use U.S. Post Office Second Class, non-profit bulk rates for domestic mailing shall have their original entry request and their periodic audits handled

via IEEE Publications Department. This is to ensure that the required audit documentation is completely done and thus protect this special mailing classification both for the specific publication and the other periodicals of the IEEE. Part of the requirements is that in each case there be established a member price for the publication.

Third Class bulk rate permits, as an alternate to Second Class, may be applied for directly at any local Post Office.

6.6 IEEE Organizational Unit Publications

Any IEEE organizational unit may issue a local publication. The publication's objective shall be consonant with the objectives of the IEEE.

Organizational units shall inform the IEEE Publications Services and Products Board of such publication and provide copies as published to the appropriate member of the IEEE staff as designated by the Executive Director.