

# Rights Management in a Corporate Environment

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Qualcomm Library & Information Services

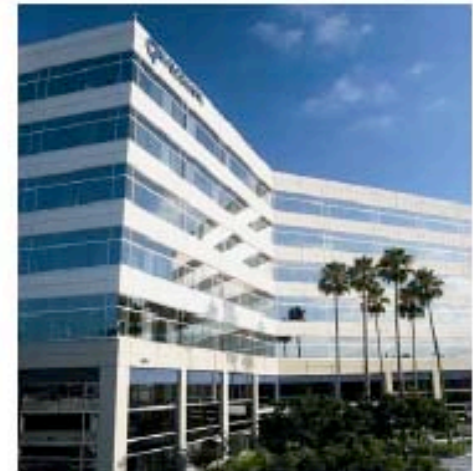
# Qualcomm, Inc

## Qualcomm Incorporated

- Global leader in developing and delivering innovative digital wireless communications solutions based on CDMA and other advanced technologies.
- Partners with wireless operators, device manufacturers, independent software vendors, distribution suppliers and Fortune 1000-class corporations to drive adoption mobility solutions based on 3G CDMA and other digital technologies.
- Fiscal 2007 revenues estimated to be in the range of ~\$8.72-\$8.82 billion\*, ~16-17% year-over-year increase

*Execution - Innovation - Partnerships*

\*Guidance as of July 25, 2007



- Founded in 1985
- FORTUNE 500 Company
- NASDAQ Symbol: QCOM
- ~6,000 U.S. patents and patent applications of CDMA and related technologies including WCDMA
- Member of the S&P 500 Index
- "100 Best Managed Companies" — Industry Week
- "100 Best Companies to Work for in America" — FORTUNE

# Qualcomm Library & Information Services

***The Library provides just-in-time, globally-accessible information, research and analysis to enable Qualcomm employees to increase performance and productivity.***

## Research & Analysis

*Manage enterprise-wide research and analysis services*

*Direct market research contract consolidation to increase research availability and reduce costs*

*Build Qualcomm-specific custom information content for global, 24/7 access to research, data, and analysis in key technical and market areas (subscriber data, handset data, technical information, air interface technologies, etc.)*

## Content Licensing & Deployment

*Enable enterprise-wide, online access to Library services, including research tools and Library website*

*Manage contracts and acquisitions for research tools and database products such as IEEE, ACM Digital Library, Wall Street Journal Online, etc.*

*Select, manage and maintain a collection of over 30,000 customized resources catering to Qualcomm business and engineering needs*

# Rights Management

- Very large discussion that touches many fronts including:
  1. Actively managing rights relating to content, files, digital objects etc. through DRM
  2. Developing systems or technologies to manage rights and permissions whether they pertain to digital content or not.
- Focus of this presentation will be with the second part - managing the permissions associated with third party content in a corporate environment.

# The Messy Corporate Environment

- No fair use
- Global population – not in a single location
- Clear definitions of internal and external users are difficult – consultants, outside counsel, others may need to see protected information
- Few if any systematic options
- Many different corporate groups are struggling with the issue – the solution needs to be broader than just a library one

# Messy Content Too...

- Books, e-Books
- Journals and articles
- Content from a single publisher distributed in a database or service (IEEE, ACM, etc.)
- Content in databases licensed from a third party
- Original content through analyst and research firms
- Web content
- More

# Rights Determination

- Plethora of vendor models:
  - Rights vary by type of content, publisher, and even author
  - Some pre-established models
- Often rights and distribution models are determined at the time of purchase on an individual basis
- Communication of rights to end users is left to the purchaser and is rarely reflected anywhere in the content

# Ongoing Negotiation

The Library is consistently negotiating and communicating rights for the content it licenses.

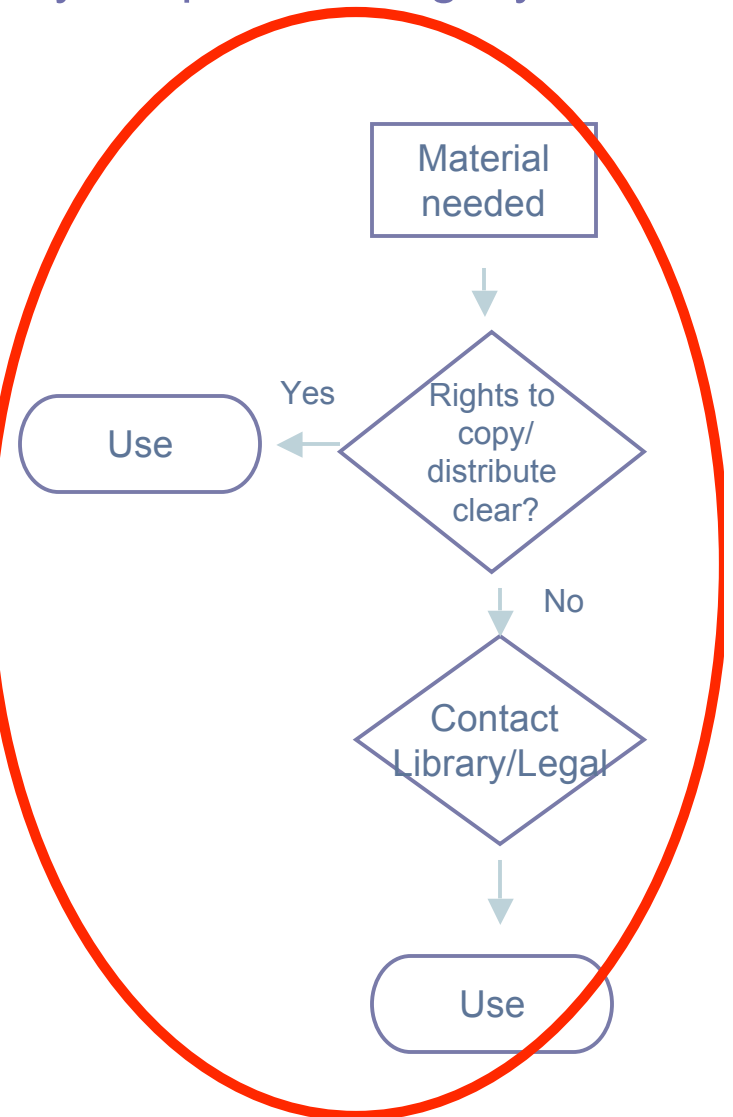
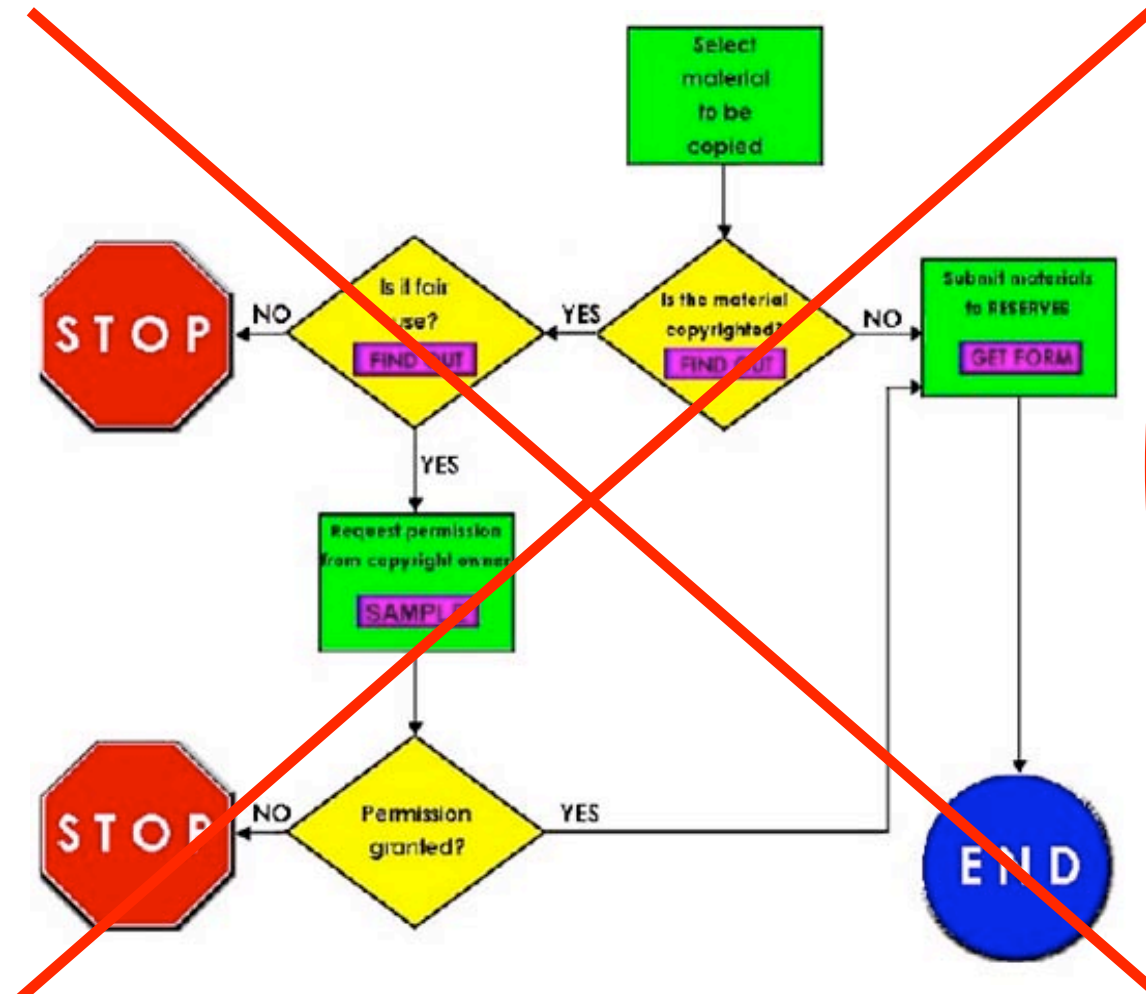
We try to do this at the contract level, but inevitably we end up negotiating nuanced situations on a regular basis – there is always an exception to the rule.

# Education

- Users often don't think about copyright
- Quick information dissemination is needed
- Not clear what the rights are at the end-user level
- The role we most want to avoid is being the copyright police.
- There should be no dead-ends

# Making it simple

Imperative to offer straightforward and expedient ways to proceed legally:



# Communication

- No standard content owner or distributor communication
- No standard central corporate IT based communication vehicles
- New developments from the Copyright Clearance Center with RightSphere – but limits exist

# Copyright Clearance Center

CCC allows us to adhere to copyright in a corporate environment in a centralized manner that is very helpful

RightSphere is an interesting model for communicating rights, although some big questions remain.

# Going Forward

## Possibilities:

- Work with information vendors and publishers to make permissions and options more clearly understood at the resource level
- Internally organize rights administration via the purchase or contract level
- CCC and RightSphere – developing options and capabilities

# Questions?

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