Title: Maximizing Copyright Compliance in the Digital Age

**Description**
The demand for digital content is greater than ever, forcing both information content users and rightsholders to search for new ways to engender compliance with U.S. copyright law. Rightsholders want to maintain control over how their intellectual property is used and at what cost, while information consumers want to reproduce and disseminate material without putting their institutions at risk of infringement litigation. Fortunately, there are solutions.

New technologies are making it easier and more cost-effective than ever for colleges and universities, corporations and government agencies to manage and lawfully reuse digital information. This session will focus on the licensing tools provided by Copyright Clearance Center, particularly for the reuse of digital content in electronic reserves, distance learning environments and course management systems.

**Objectives**
By the end of this presentation, participants will have a solid understanding of the issues and opportunities surrounding digital copyright, and will know how to immediately expand their organization’s copyright compliance strategies using the latest licensing tools. Attendees will also be able to identify resources that better enable them to manage how their content is reproduced.