

Life Sciences Use Cases

Typical Examples for Daily Use of Sharing and Storing Copyright Protected Content across the Organization

- A R&D Manager occasionally sends a research article as a PDF-file attached to an email to a colleague in one of the company's international offices.
- A corporate employee stores a digital article purchased from a document delivery supplier on the company intranet for use in a specific project.
- An employee in the Legal or Regulatory Department submits an electronic copy of an article as supportive material for filing requirements by governmental regulatory authorities, for example:
 - Approval procedures for FDA, EMA, REACH
 - Disclosure of clinical trial results in the European Union
 - Patent application to the European Patent Office (or local patent office)
- A Medical Affairs Manager stores a copy of a specific publication in a product literature database containing both company and competitive drug information.
- A Pharmacovigilance Officer maintains a Pharma Registry Database and occasionally stores a copy of an article from a scientific publication related to known adverse effects of company products.
- A Medical Affairs Manager responds to a medical information request from a healthcare professional or patient by sending a single digital copy of a scientific article about a specific drug.
- An Account Manager shares single copies of research articles with a project manager in a contract research organization for the purpose of collaboration on a joint project between their organizations (Collaboration Amendment).
- A Corporate Communications Manager occasionally embeds a PDF version of a recent newspaper article featuring the company in the corporate newsletter for distribution to internal staff.
- A Marketing Manager projects a figure or graph published within an article during an internal company PowerPoint presentation.
- A Sales Representative occasionally displays a published article via a tablet device to a doctor for informational purposes during a hospital visit.

Note: The individual use cases are illustrative of the types of activity that are typically covered under a Multinational / VG WORT Digital Copyright License. Please note that, as always, the scope of any particular use is limited by the general limitations under the license, in particular that the license is not intended to replace the need for the subscriptions or purchases of content that employees need for their regular activities. In addition, the facts and circumstances of the specific use—including the scope, scale and frequency of the activity—should be considered. You should contact your RightsDirect representative with any specific questions about the license and we encourage you to consult your own counsel for interpretation of the license as applied to common uses, consistent with your organization's internal policies regarding copyright compliance, content use and sharing.