

(c) Copyright Collaborative

What is Copyright Collaborative?

Copyright Collaborative is an association that provides artists and small businesses with resources to proactively understand, manage and protect their intellectual property rights. Through the staggered introduction of a number of web-based interactive programs, artists can utilize Copyright Collaborative's offerings to understand their rights and proactively deter intellectual property infringement. Offered through a low, monthly subscription plan, Copyright Collaborative provides its members with an avenue of protection as an alternative to expensive legal fees.

Copyright Collaborative's Mission Statement

Copyright Collaborative has three missions:

1. To provide artists with proper and comprehensive education about intellectual property rights and an understanding of the importance of protecting their portfolios.
2. To provide artists with tools to help them manage and protect their intellectual property.
3. To organize artists in a movement to eradicate the prevalence of copyright infringement and intellectual property theft.

Why?

In our present global, web-based culture, artists and creative businesses are finding it necessary to understand the nature of their intellectual property rights and to learn how to protect these rights. Presently, there are no intellectual property management or policing tools to assist small companies in doing this. Copyright Collaborative has been established to provide creative businesses with tools to understand, manage and protect their multi-media works and the rights associated therewith.

Programs Offered by Copyright Collaborative

A number of programs are offered that are aimed at providing members with education, management and infringement deterrence tools to utilize with their intellectual property portfolios without members having to pay exorbitant legal expenses.

NEWS AND EVENTS

Copyright Collaborative provides news and events relevant to the creative industry and intellectual property laws affecting members and their rights. This program allows members to keep abreast of legal developments in copyright and IP laws and to educate themselves on the current state of IP rights and how these rights apply to them.

INTELLECTUAL PROPERTY I.Q. PROGRAM

Intellectual Property I.Q. is the place to get educated about intellectual property. Artists can get all of their intellectual property questions answered, whether they are trying to hammer down the



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basics or to gain insight on a particular custom-made issue. We will also be offering tutorials to members to help them take certain actions to protect their rights, such as a copyright application filing tutorial.

COPYRIGHT APPLICATION FILING PROGRAM

When members provide Copyright Collaborative with a pre-filled Copyright Application Information Form with all required information about the work or collection of works, Copyright Collaborative will electronically prepare and file a U.S. Copyright application for its members for a discounted rate, thereby insuring that artists' works are registered.

ELECTRONIC COPYRIGHT DEPOSITORY

The Electronic Depository stems from the concept of a "Poor Man's Copyright", where artists, too financially strapped to file a copyright application with the U.S. Copyright Office, sealed their works in envelopes and mailed the envelope to themselves, thereby time and date stamping the envelope, which proved when the works were created. The Electronic Depository program works in the same way - only electronically.

"MACS" PROGRAM

A large component of Copyright Collaborative is its anti-theft movement, aptly named "Movement Against Creative Shoplifting" - or "MACS". Copyright Collaborative's goal of eradicating the prevalent practice of intellectual property theft may be accomplished through various collective efforts of artists and creative businesses. The goals of the MACS program include: consumer awareness of the detrimental ways in which infringement affects small companies; alliance of artists and small businesses as a pressure group to condone third party infringing practices; and whistleblowing efforts to expose infringers.

INFRINGEMENT DETERRENCE PROGRAM

Copyright Collaborative offers several practical tools in this program to help members deter infringement of their works. The IP Transfer Acknowledgement Form can be used any time that you provide access to your works to third parties. It is a legal document provided to any third parties who request access to members' works, and, even if not signed by the third party, demonstrates that members take their intellectual property rights seriously.

The IP Cheat Sheet is a quick referral guide providing information on intellectual property basics, proper designation of intellectual property and reminders for members as to why they should protect their rights.

WEBSITE EVALUATION PROGRAM

For a small fee, Copyright Collaborative will review members' websites to determine if all legal designations and text is up to date and appropriate. We review terms and conditions, general legal



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and privacy policies and intellectual property designations, and will provide members with suggestions and revisions to incorporate into their websites. Additionally, Copyright Collaborative will make recommendations and give tips, if appropriate, to help members better protect their works and images that have been published on their websites.

IP STRATEGY PROGRAM

For a small fee, Copyright Collaborative will review members' portfolios, works, products and branding to determine proper actions to take to protect their intellectual property. We provide members with comprehensive and understandable reports detailing the intellectual property protection to seek and actions to take to obtain and ensure proper protection.

"INFRINGEMENT-FREE" CERTIFICATION PROGRAM

Our innovative and bold "Infringement Free" Certification Program acts as a monitor and B2B service for businesses seeking to be acknowledged for their compliance with intellectual property laws, policies and morals. Members of the "Infringement Free" Certification Program are required to obtain certification through Copyright Collaborative through compliance and adherence to infringement free policies. Upon becoming certified as "Infringement Free", members can proudly display their status on their retail and studio storefronts, websites, Facebook pages, catalogs and trade show booths, knowing that they are making a difference in their industry.

The "Infringement Free" Certification Program provides businesses, whether manufacturers, retailers or artists, with a community of like-minded and trustworthy individuals and entities who can work together on business projects without fear of intellectual property theft. The "Infringement Free" Certification Program seeks to work with businesses to break the chain of unacceptable business practices of infringement and theft.

Once the "Infringement-Free" Certification Program takes off, it will work to compel manufacturers and retailers to comply with copyright and intellectual property laws and Copyright Collaborative's guidelines relating to the manufacture, purchase and distribution of infringing items and "knock-offs".

POLICING PROGRAM

Copyright Collaborative's team will scour the internet, catalogues, websites and trade shows for counterfeit copies and unauthorized use of members' works, and subsequently report search results to members.

Additional Programs

Copyright Collaborative intends to offer several more programs to its members in the upcoming year. Moreover, Copyright Collaborative's success hinges exclusively on the success of its members.



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Accordingly, feedback from members will dictate the offering of additional programs and the relevance of existing programs.

Additional programs being considered by Copyright Collaborative are: a Licensor Liaison Program, where members can track licensing correspondence with third parties, a Creative Café Program, which will offer members a forum platform to discuss relevant issues, and an attorney referral program, as well as legal service offerings and mediation/litigation packages.

Membership Rates

While Copyright Collaborative needs to cover its operation costs, it also needs to be a non-exclusive membership association that bears its target audience – artists – in mind. Therefore, Copyright Collaborative's rates are reasonable in light of the services offered. The various membership levels are designed to offer something for everyone, from basic needs to more sophisticated offerings.

Free Membership: Suggested (optional) donation: \$30.00 per year

Under the Free Membership level of Copyright Collaborative, members have access to Copyright Collaborative's News and Events, two tiers of the Intellectual Property I.Q. Program, the "MACS" Program. You will also receive a discount on copyright applications (a \$180 value per copyright application, offered to Free Members at \$135 per copyright application, which includes the filing fee) and optional add-on programs including the Website Evaluation Program, the IP Strategy Program and the "Infringement-Free" Certification Program.

Monthly Artist Membership: (\$20/month)

Under the Artist Membership level of Copyright Collaborative, members have access to the following programs:

- *The News and Events Program*
- *Three tiers of the Intellectual Property I.Q. Program*
- *The "MACS" Program*
- *The Electronic Copyright Depository Program*
- *Discounted rate for copyright application filings of \$100 per application, not including the filing fees*
- *The Infringement Deterrence Program*
- *Availability to add on services of Website Evaluation, IP Strategy Program, Policing Program and "Infringement-Free" Certification Program*



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Yearly Artist Membership: (\$220 per year)

Under the Yearly Artist Membership level of Copyright Collaborative, members have access to the following programs:

- *The News and Events Program*
- *Three tiers of the Intellectual Property I.Q. Program*
- *The “MACS” Program*
- *The Electronic Copyright Depository Program*
- *Two FREE copyright application filings, not including the filing fees (a \$125-\$145 savings per application)*
- *Additional copyright application filings for \$100*
- *The Infringement Deterrence Program*
- *Availability to add on services of Website Evaluation, IP Strategy Program, Policing Program and “Infringement-Free” Certification Program*

For Further Information

For more information, please contact us or check out our website and social media presence:

Website: www.copyrightcollaborative.com

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