



DRU ZURETTI AT AMWA 10/11/07 – SAMPLER

KENNEALLY: Test, test. Here we go. Now I am recording this for posterity. We didn't need that first part about who I am. But I'll just say who we aren't. Copyright Clearance Center is not the copyright office. We do not register copyright. We are not associated with the government, and that is all at copyright.gov. We are not copyright.org, which is the copyright site for the Motion Picture Industry Association – so we are not copyright.org. We are copyright.com. Copyright.com has been online since almost the very first days of the Web, in 1995 as a matter of fact, and began taking orders online shortly after that. So we've been in the e-business for as long as there has been an e-business. And it's there that people go to get permission for the reuse of all kinds of copyrighted materials – text copyrighted materials.

We're very pleased to be here. This is our second year with the American Medical Writers Association. Feel it's an important audience to be talking to, because we know that you are creating copyrighted material, for yourselves or for others, and very often you may be reusing it. So we will try to go through a kind of basic roadmap on all of that – the dos and don'ts, as we say – and we do encourage questions from the audience. But again, I would ask you, if you would, to raise your hand, and let me get to you with the microphone before you ask a question. So, Dru – do you want to just get us started?

ZURETTI: Sure, be happy to. I think I'm going to hold this microphone, too. I like to move around a little bit. So today what I'm planning to talk with you about is just a basic overview of copyright, so that we're kind of all on the same page, we all understand. I find that there's a lot of confusion about what copyright law actually is, so I'm just going to do a basic outline for you.

Then I want to talk a bit about works made for hire and what you need to know when negotiating publisher agreements. I'm going to talk about reuse, fair use, free use, or fee for use – something that I know that you're very concerned about in obtaining information when you're writing medical material. Chris has already talked about what copyright clearance center is – if there are any questions about that, we can certainly go into it a little bit deeper. And then Chris is going to talk to you about our author relations services, that may impact you directly.

I've been traveling around the United States for Copyright Clearance Center for about five years now, training a lot of audiences mostly in the academic environment. And as I started doing this traveling I started wondering why all of a sudden there was so much focus on copyright and copyright law – it certainly is more in the consciousness of all of us now than it was when I began at CCC in 1997. Now it's very common for people to ask a question or begin to understand a little bit more about copyright. Back then in '97 I had no clue. So I started wondering, why is that? Why is copyright so important today? Why is it at the forefront of our consciousness?

KENNEALLY: I think I know why, Dru.

ZURETTI: You do?

KENNEALLY: It's because the recording industry is suing children for downloading music, that's why.

ZURETTI: (laughter) That may be true, but the reason that they're doing that, Chris, is because copyright – intellectual products – fuel the U.S. economy to a great extent. It accounts for about a third of the market value of all U.S. stocks, to the tune of more than \$5 trillion. And these figures are from 2005. There hasn't been a study like this one since then, so we can imagine that those values have probably increased in the last couple of years. Intellectual products account for 42% – or did in 2005 – of the U.S. gross domestic product. So that'll give you an idea, being that it's our largest export. And when I say intellectual products I'm talking about music, film, patents.

KENNEALLY: Anything patented, trademarks.

ZURETTI: Right. So we're talking about a whole bucket of things, but there is a huge amount of published content also that is included in that bucket. That's suddenly why people are beginning to think about and worry about, and sue young children, over copyright infringement.

M: And it's also because, of course, that material is now so much a part of the global economy.

ZURETTI: Sure – and that's one of the rea –

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