



INTRODUCING THE IP ALLIANCE

Worried about your copyright being infringed upon? You should be!

We hear about it every day: Standards Developing Organizations (“SDOs”) believe they are losing money because their valuable standards are being distributed illegally.

Does every end user understand the rules that apply to the copying and distribution of your documents? Probably not.

The Intellectual Property Alliance gives SDOs a platform upon which to unite and solve the problem of inadvertent misuse. The Alliance will produce a 3-5 minute video for users to watch and become informed about the common rules which apply to the handling of copyrighted standards. The video draws attention to the various ways that users could be putting their companies at risk.

Education is the solution.



WHY THE IP ALLIANCE?

The Alliance, a united front.

It’s time for the standards community to call attention to the problem and take a stand. While we cannot impact the illegal sale of pirated copies of standards, we CAN put the user community on notice that they need to get smart about how they treat your documents.

IP-Shield and SES formed the Alliance to share our extensive knowledge about copyright infringement and the distribution of Standards. SES will ensure that every penny brought in by the Alliance will be used to support the Alliance and the entire standards community.

In addition to the educational video, the Alliance will have a presence at industry events.

Show your company cares about thwarting infringement activities that affect your bottom line.



WHO SHOULD JOIN THE ALLIANCE

Take a stand and show your support.

Every SDO who sells standards should join the Alliance. In addition to providing the vehicle where common interests are addressed, the Alliance tells your customers that you are part of an organization dedicated to protecting intellectual property. As an Alliance member, you are provided a link to a branded video to post on your website urging customers to mitigate risk by educating all users of your copyrighted standards.

The Alliance also sends you reports showing the number of viewers. We will assist you in getting the word out with a Press Release, advertising, and articles in industry publications.

Join the Alliance today.



MAKING THE MOST OF YOUR MEMBERSHIP

You’ll get the most out of your membership by proactively promoting the educational video and your membership in the Alliance. There are many ways to leverage this membership:

- Post your branded video on your website in as many places as possible to get the most “views.”
- Promote the Alliance via social media: Twitter, LinkedIn, Facebook, etc.
- Promote the Alliance in newsletters or any outgoing communications to your user community.
- Inform your resellers of membership.
- Promote the full 1-hour Copyright Aware Course.
- Meet with IP Alliance quarterly to discuss report statistics and how to better leverage membership.
- Circulate your Press Release to all of your customers.
- Add an Alliance-provided banner to your website or graphic to your e-mail signature to demonstrate support.
- Download the customizable elevator pitch and post it to your website.

