



Intellectual  
Property  
Shield

## IP Alliance Overview



## Why IP Shield is doing this

- Has the end user ever been informed of the “do’s and dont's” as they pertain to copyright abuse and their ramifications?
- Provide the vehicle for which SDOs can finally work together. Alleviate re-creating the wheel syndrome.
- Share our knowledge as a public service to support SDOs, and the standards community in general.
- Brand recognition as a standards and copyright educator.

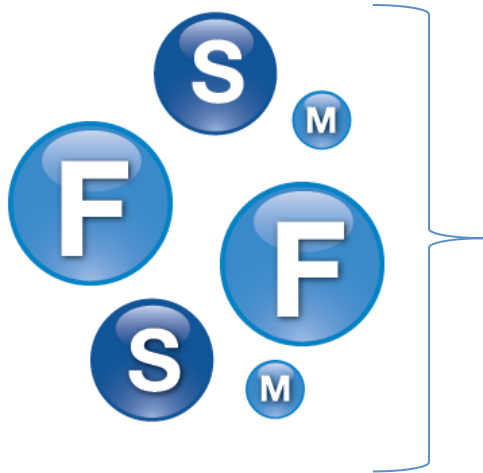
# The Model

SDOs, SSOs  
and Resellers

Alliance  
Membership

IP Alliance  
Delivers

Benefits to  
SDO's



Founder \$ 5K  
Sponsor \$ 3K  
Member \$ 1K

- 3-5 minute video on common do's and don'ts
- Link to video form your website
- Report analytics
- *Looking to early adopters for more ideas...*
- Capture "lost" revenue
- Display your good intentions and position
- Proactively inform end users
- Reinforce intent to defend your copyright

## What business problems do we solve?

- ✓ Companies/individuals unintentionally cheating but want to comply and mitigate risk.
- ✓ Printed documents being illegally handled.
- ✓ Different messages coming from each SDO. Is anyone listening?
- ✓ A lack of customer friendly methods to inform end users of the rules.



# Deliverables to Members

- An engaging and friendly 3-5 minute video
  - Aid the end user in doing the right thing
  - Teaches the *generally accepted* fair use Do's and Don'ts
  - Branded final slide providing contact information for the SDO (when questions are unique to that organization)
- Statement reinforcing the SDO's membership in the Alliance
- Discounts on the full 1-hour IP-Shield “Copyright Aware Course”
- Reports including web traffic and video activity



## At this time...

- Aligned with SES
  - Promotion in The SES Journal, online, conferences, etc.
  - Assist in reaching out to SDOs
  - Sub-committee oversees the program
- Securing support from key stakeholders in the standards community
- Early Adopters helping us define the program



## Use of Funds

- SES oversees the use of funds
- Educate users and SDOs about the importance of copyright awareness using the following means:
  - Promotion of the short video
  - Marketing materials and collateral to grow support
  - Travel for speaking engagements
  - Participation in conferences such as IEEE SIIT, World Standards Week, SES Annual Conference, SLA, ICES, IFAN, etc.



# Thank You

To view an unbranded version of the IP Alliance Video click here: <http://youtu.be/4lkZuGcpuFo>

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