



Cenveo Publisher Services manages all aspects of text, image, and rich media content rights and permissions (R&P). Dedicated staff provide critical thinking and analysis of existing permissions to identify sourcing strategies that lower costs. Our targeted solutions to permissions' issues range from creative alternatives for high-cost assets to agile negotiation with rightsholders. Research and permissions runs alongside production cycles with clearly defined milestones. Discrete workflows enable quality control at every phase.

Rights & Permissions

R&P Service Details

Cenveo Publisher Services assembles a team of professionals to fit your project requirements. We draw from our pool of project managers, assessment specialists, data entry staff, photo researchers, and permissions experts. Full-service rights and permissions management integrates with production and publisher-specific workflows to ensure copyright compliance.

Service	Details
Strategize risk and cost control at development phase	Reusing assets from one edition to the next or from other journals may incur increasingly higher licensing fees. Rethinking sources for images and strategizing redraw concepts provides significant support for authors.
Assess manuscript for third-party material	Protection goes both ways in copyright law. Experienced permissions specialists analyze text and art in manuscript to avoid infringement. The permissions team understands the freedoms given by copyright law for fair use and public domain.
Research new content	Line art, photos, illustrations are conventional enhancements for publications. New additions at stock agencies include videos and text articles. Knowing who has appropriate material and is willing to license it for a publishing strategy expedites content development.
Request permission to use other people's work	Deep experience with clearing permissions affords resourceful identification of rightsholders. The permissions team expedites initiation of permissions and timely follow-up. Credit lines are constructed and provided to production.
Negotiate licenses and processing payments	Experience with business and contractual terms allows vetting of third-party licenses. Thorough licensing negotiations and thoughtful financial arrangements ensure closure of rights.
Compile legal documentation	R&P compiles a solid record of provenance and licensing. All aspects of an asset are documented: original source, exact location in publication, rightsholder and contact information, correspondence, agreement, cost, rights granted, and credit line.

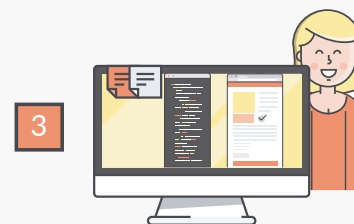
Authors add value to content by using others' work



Intellectual property is shared



Quality is enhanced, publisher is protected, budget is controlled



1
Authors must comply with copyright law
Fair use | Public domain
Text permission | Image licensing

2
Marketplace of ideas

3
Cenveo's Rights Strategy

- Prioritize rights-free material
- Develop content to avoid infringement
- Negotiate rates with rightsholders