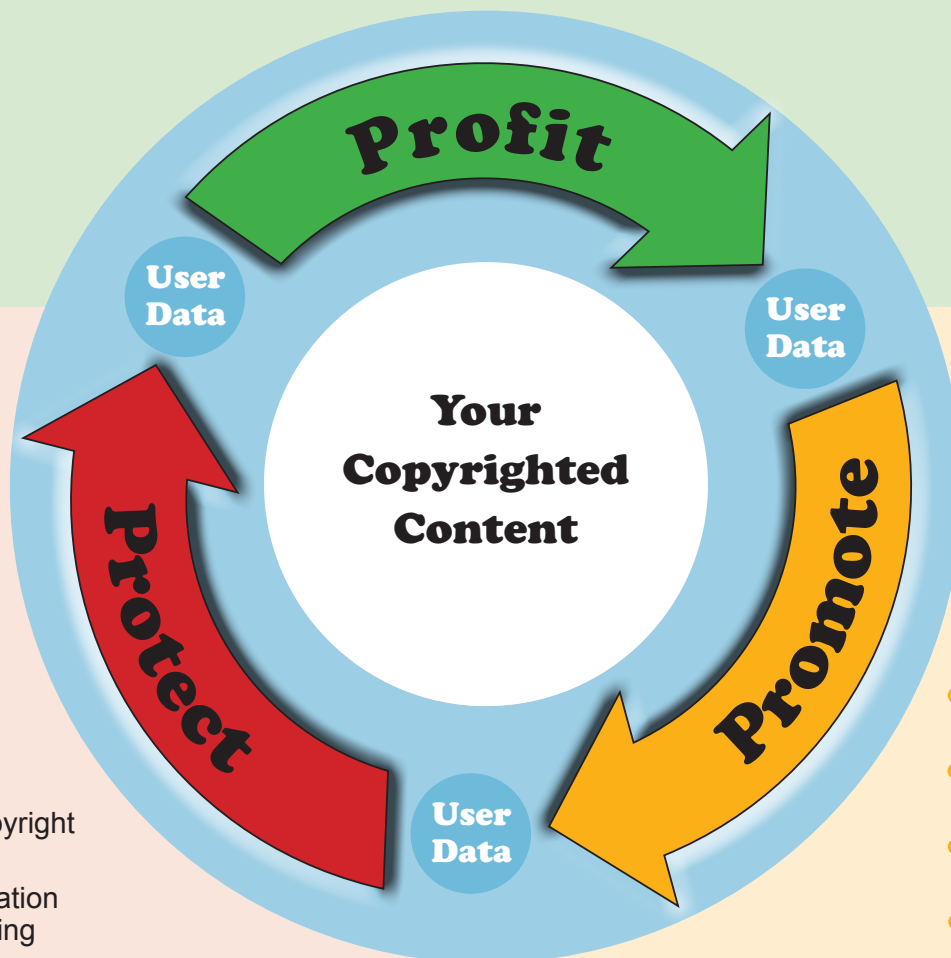




The iCopyright Platform: A Virtuous Circle for Content Monetization

Publishers and content creators can now reclaim their fair share of revenue.

- Advertiser-Supported Free Uses
- Instant Billing and Fulfillment of Licensed Content
- Custom Reprints, E-prints, & Permissions
- Site Licensing



- Interactive Copyright Notice
- License Verification and Peer Policing
- Infringement Discovery and Response

- News Alerts and Press Clippings
- Syndication to Aggregators
- Site-to-Site Syndication
- Most Popular Content
- Viral Distribution



The iCopyright platform is an integrated suite of SaaS applications that enable publishers to Protect, Profit, and Promote their content with ONE simple implementation.

Protect

The iCopyright Tag: Every online article is tagged with a unique identifier, just like every automobile is tagged with a unique license plate number. The iCopyright Tag identifies the owner and all those properly licensed to use the article. The tag functions as the publisher's copyright notice.

License Verification & Peer Policing: Each person who receives an article in print form, via email, or by viewing it on the web, can verify that the provider owns the content, or has a valid license from the owner to use it or share it. In the same way that drivers can spot an automobile with no tags, or expired tags, iCopyright's License Verification Tag allows everyone -- from casual readers to content owners -- to immediately identify content that is being used without the owner's permission. We put content pirates in a fishbowl for all to see!

Infringement Discovery and Response: iCopyright's Discovery™ service is an automated system that finds copyrighted content being used online without a valid tag. It then offers the infringer the opportunity to continue using the content legally, for free or for a fee, based on terms set by the publisher. Discovery can also send DMCA-compliant take-down notices to the site's owner, the site's ISP, the search engines, and to the site's ad network. Discovery is a content cop that enforces the rights of property owners and escalates action by enforcement agents when infringers do not comply voluntarily.

Profit

Article Tools: When users want to do something with an article beyond reading it, Article Tools monetize each and every use, including printing, emailing, saving, posting to a different website, and republishing. The tools appear at the top of each article, and have been rigorously designed to maximize initial clicks, completed sales, cross-selling and up-selling among the various services. These user-friendly tools provide ad-supported free uses and fee-based commercial uses, without erecting barriers around the content.



Instant Licensing, Fulfillment & Reporting System: When users want a high-quality version of an article to share with co-workers, colleagues, or clients, the Instant Licensing System not only takes payment, it delivers the content to the user in the format desired. The licensed content preserves the publisher's brand and interactive copyright notice, with links back to the publisher's website. Robust reporting is also supplied so publishers know which content is most popular, who is using the content and where it is posted. Publishers control all the services, prices, and terms of use through an administrative module available 24/7.

Promote

Clip&Copy: iCopyright's news alert and press clippings service sends article headlines and briefs to corporate and educational users each day, based on their specified topics of interest. Clip&Copy markets the publisher's content to potential licensees and re-users who may never have found it otherwise. It drives new traffic to the publisher's website and sells the rights to post and distribute the full articles.

Syndication: It's not enough for publishers to tag the content published on their own websites. To maximize profits and minimize piracy, the tag and licensing system must perpetuate itself no matter where the content is legitimately published -- on aggregator websites, search engines, syndication partners, blogs and company websites. iCopyright's technology effortlessly "syndicates" the tag and licensing system to all downstream publishers and users. Your tags go wherever your content goes and issues licenses when it is used and repurposed.

Top 10 Most Popular Articles: iCopyright generates a list of the "Top 10 Most Popular" articles for publishers to display on their website and email to opt-in users each day. Users can pass-along the Top 10 list to their friends and colleagues, and can automatically post it on their website or blog each day, providing the publisher with greater exposure and more traffic.

Viral Distribution: Since every piece of the original content and every piece of the republished content carries the tag and licensing system, even a recipient of the article many times removed from the source can instantly obtain a license to re-use the content, generating profit and new traffic for the content creator.