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## Case Study

### Rights and Permissions Audit

A nonprofit association that provides teaching publications for teachers and students asked Maverick to review its rights and permissions policies and procedures to ensure they conform with copyright requirements and best practices.

#### GOALS

The project involved establishing a transparent rights policy that was clear to requestors as well as authors and editors. The goal was to ensure compliance, reduce risk, streamline workflow, and increase revenue. It involved reviewing all aspects of obtaining and granting permissions, policies and pricing, and recent legal actions governing licensing and fair use.

#### APPROACH

Maverick conducted a review of all policy documents and contracts, including author agreements, consent forms and practices, and terms for granting and obtaining permission. This information was obtained from background research and interviews with key staff to fully understand the types of issues they encounter in both granting and obtaining permissions.

The review involved ways to streamline, outsource or maximize relationships with third parties to facilitate managing rights and permissions. Guidelines were developed for staff usage and to serve as the basis of a policy document, and new forms and processes were recommended. The findings were presented in an interactive video session with team members.

#### OUTCOME

The society determined that it would benefit from presenting clear guidelines on the reuse of its content, ensuring the pricing and practices are within industry standards, and facilitating mechanisms for acquiring and granting permissions. The team members were very supportive and enthusiastic about the guidance.

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#### For further information, please contact:

**Rebecca Moakes** CEO

[rebecca@maverick-os.com](mailto:rebecca@maverick-os.com)

**Jayne Marks** Head of EMEA Business Dev.

[jayne@maverick-os.com](mailto:jayne@maverick-os.com)

**Rebecca Rinehart** Senior Associate

[rebeccaR@maverick-os.com](mailto:rebeccaR@maverick-os.com)