



"Practical Problem-Solving Advice for Publishers"

Creative Commons Copyright and Journal Publishing Partnerships

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By

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Those who manage publishing partnerships will attest that publishers' partnership licenses and the implications of copyright can be formidable to understand. For example, last year I reviewed a license that took me one and half hours to read. I wrote 25 marginal notes and questions on the license. Even with my years of reading similar licenses, I struggled to understand this one. In the past one only had to contend with copyright which was in many ways rather straightforward. However, we now face Creative Commons Copyright, Open Source License and just plain copyright. I will discuss the Creative Commons Copyright and Open Source License.

Creative Commons Copyright, as defined below, is an important term to understand.

The Scholarly Kitchen article cited below also provides insights into journal publishing partnerships with companies such as Elsevier, Springer, and Wiley. The article stresses two important points: first, the need to understand what Creative Commons Copyright is and is not and; second, Creative Commons Copyright does not grant the publisher the right to license materials covered neither by a Creative Commons Copyright nor to sublicense it. So what is an Open Source License and what is a Creative Commons Copyright and just what rights are granted to the publisher under each?

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1. "Creative Commons Copyright" is one of 36 terms defined in **McHugh's Rights and Permissions Glossary** at <http://goo.gl/OHe882>
2. **McHugh Expert Interviews** on rights and permissions at <http://goo.gl/l3iyfz>
3. For more on Creative Commons Copyright, see the informative article from the Scholarly Kitchen at <http://goo.gl/XtuUtN>

Bio Kane Harvey

Harvey Kane is a semiretired STM publishing executive, having worked for American Pharmacists Association, American Chemical Society, Springer, Academic Press, and CRC Press, now part of Taylor and Francis. Early in his career he worked for Macmillan Publishing Company and acquired college level textbooks in various fields. Harvey has collaborated with me on a variety of assignments. He is a top contributor to our LinkedIn™ group **Association and Nonprofit Publishing**.

In his career, Harvey has held these positions: Director, Book Publishing ACS; VP Publishing, American Pharmacists Association; Publisher, CRC Press; Consultant, American Home Builders Press, and Senior Editor at Humana and Springer. Harvey has published books, journals, newsletters, e-books, and a free circulation newspaper. Lastly, Harvey has extensive experience in the electronic delivery of scientific information. Harvey brings his high-level experience to leading STM publishers and provides a second informed perspective to my work.

John B. McHugh: Practical Problem-Solving Advice for Publishers

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