



Unlocking IP

VATL

July 2004



"Education is the ability to listen to almost anything without losing your temper." - Robert Frost



Summary

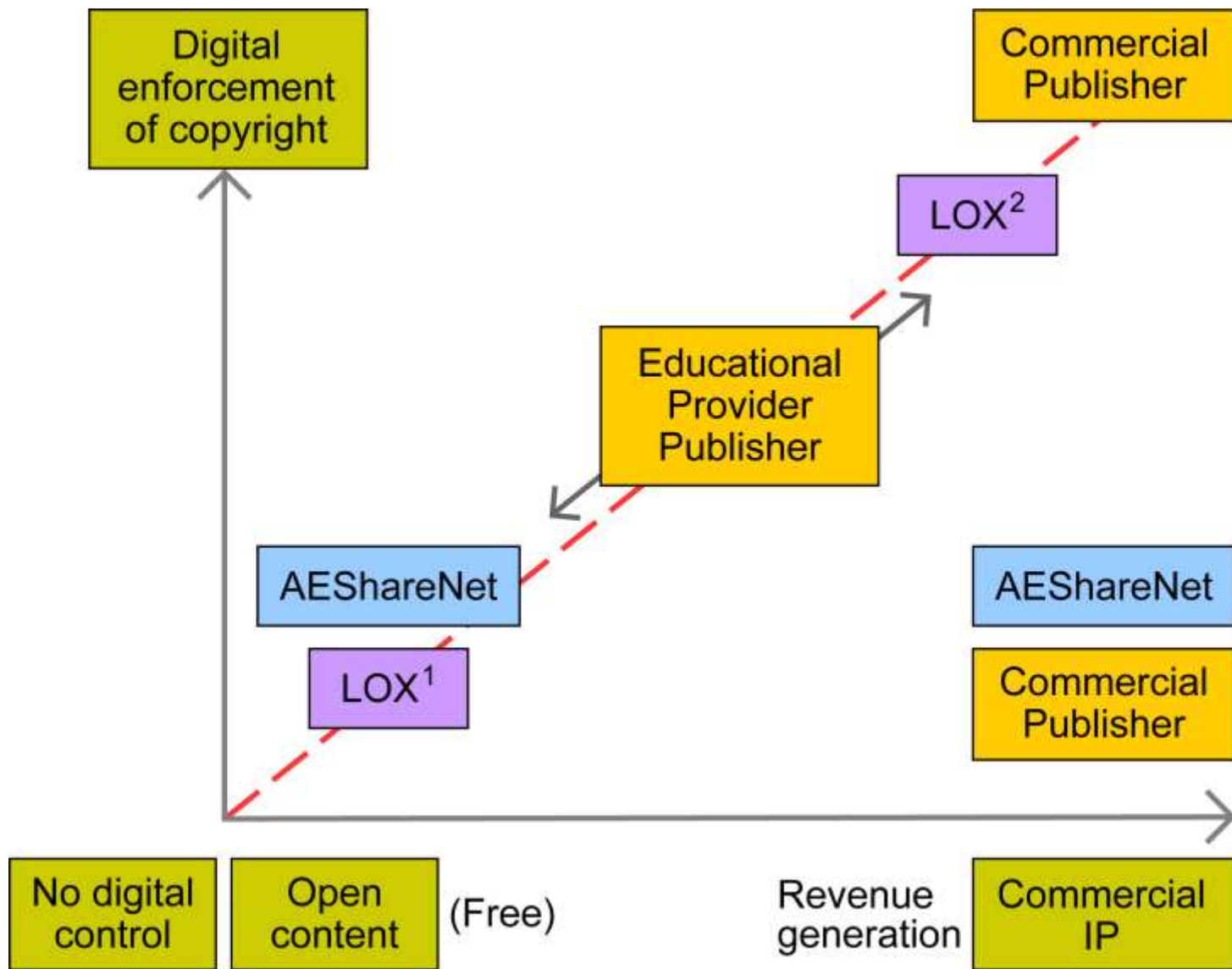
- IP a neglected frontier
- Intellectual Property, copyright and the digital environment
- Licensing – A way to Unlock IP
- AEShareNet licensing options
- FfE
- Finding and acquiring other people's resources



Realising the Value of IP

- IP discipline as key as that for financials
- IP as an Asset – must be subjected to the same thoroughness, management and treatment as other assets



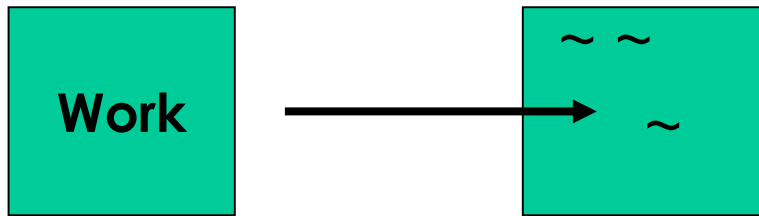


Advantages of a licensing approach

- Permission to copy and maybe to enhance
- More flexibility in how you use other people's resources
- Don't develop from scratch
- Save time and money
- Collaboration
- Get out to students faster
- Providing a diverse learning experience for your students
- The sector as a whole benefits through greater efficiency and better products

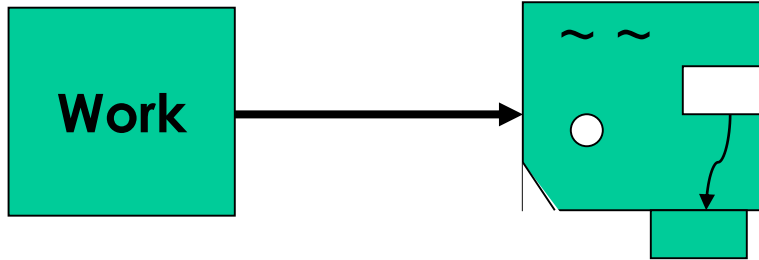


Derivatives



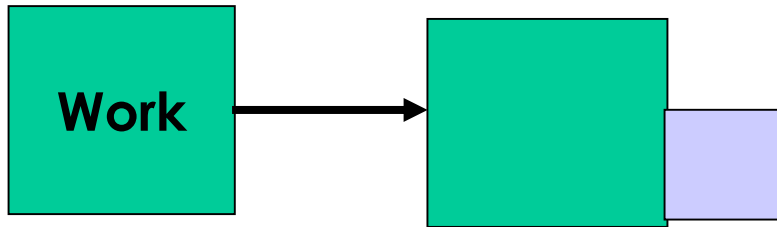
A Contextualisation

(changes are usually too trivial to give rise to any fresh layer of copyright)

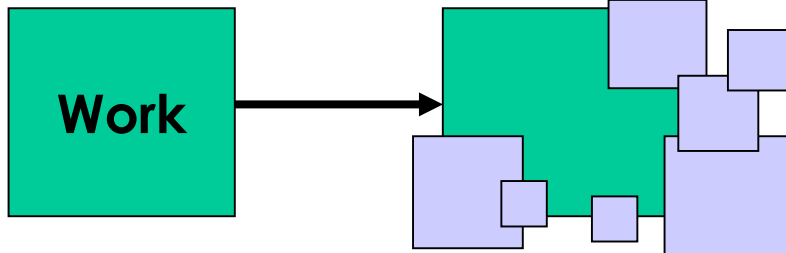


An Enhancement

(substantial Changes - new IP arises, but insertions & deletions unusable apart from original Work)



A Supplementary Work (new IP Arises – the new subject matter is meaningful to some extent, without the original Work)



A Compilation (each item has IP, provided substantial – in addition the Compilation attracts IP because of the effort in selecting & arranging)

What does AEShareNet provide?

- Discover what is out there, *Anyone can play*
- Acquire a licence to use and adapt existing resources, *Anyone can play*
- Make your own resources available securely, *members only*
- Obtain/give the permissions for use and have assurance of how the resource can/can't be used



AEShareNet, the learning materials broker

- Linking people who own resources with people who want to use them
- Providing a listing of available resources with links to the repositories where they reside
- Providing a secure licensing transaction engine



The Model

- 6 trademarked licence ‘protocols’ –
- Standardised legal templates with capacity for variable licence conditions
- Consistent metadata schema
- Consistent data capture capacity through a ‘local’ software package
- Upload to ‘central’ system



Licence Protocols compared

Moral Rights

AEShareNet-P

1 year, worldwide
Enhancements not permitted
May Supply to Third Parties
Licensor registers; Licensee accepts

AEShareNet-FfE

Perpetual, worldwide
Can Use for Education Purposes
May not circumvent a TPM
Enhancements not permitted
No Supply Rights
Licensor applies Mark; Licensee uses

AEShareNet-E

Perpetual, worldwide
May not circumvent a TPM
Enhancements (if permitted) vest in original owner
End user licence; no Supply Rights
Licence Fee / Royalties may apply
Licensor registers product list; Licensee selects items, quantities

AEShareNet-C

Customisable licence conditions
Enhancements (if permitted) vest in original owner
Licence Fee / Royalties may apply
Licensor registers; *AEShareNet* mediates negotiations

AEShareNet-U

Perpetual, worldwide
Enhanced version vests in Licensee
Some pre-clearance of Moral Rights
May Supply to Third Parties
Licensor registers; Licensee uses

AEShareNet-S

2 years; Australia & NZ only
Enhancements vest in original owner
May Supply to Third Parties
Licensor registers; Licensee accepts

Economic Rights



New Licence Protocol

- AEShareNet-FfE:



- The Free for Education mark indicates that material may be freely used for educational purposes. The mark is a trademark of AEShareNet Limited but can be applied by anyone to any material in which they own the copyright provided they agree with the conditions set out in these pages.





- For WebPages
- In the copyright notice and/or footer or header of every page of electronic formats of a document available for download
- In other formats eg CD-ROM
- In the copyright notice and/or footer or header of every page of a printed document.
- <http://www.aesharenet.com.au/FfE/>



Benefits of

- For educational bodies no need to write to seek permissions
- For owners no need to keep responding to requests
- Can use the whole not just 10% etc
- It is actually free



How can librarians incite use of



- Let AEShareNet know the websites they would like marked
- For websites they want to use tell the website owners about



Search

GO

Search – locate – preview - purchase

- Search the database using key words or Advanced searching
- Read the description and licence conditions
- Preview the resource or contact licensor
- Press the button to request a licence





with permission Body
on line 2004



Search

www.aesharenet.com.au

GO



with permission Body
on line 2004



Search

www.aesharenet.com.au

GO

Licences



Licence ID	Licence Status	Acceptance Date	MRN	Licensor Member Name	Licensor Budget Centre Name	Licensee Member Name	Licensee Budget Centre Name
2522	Payment Pending	14-May-2004	aes040121369y	State of South Australia represented by ESP	Education Services and Programs	Associate 10235 (Macquarie Employment Training Service Inc)	Macquarie Employment Training Service Inc
2521	Payment Pending	14-May-2004	aes040121359b	State of South Australia represented by ESP	Education Services and Programs	Associate 10235 (Macquarie Employment Training Service Inc)	Macquarie Employment Training Service Inc
2520	Under Negotiation		aes0202501897d	TAFE frontiers	TAFE frontiers	Holmesglen Institute of TAFE	Holmesglen Training & Development
2519	Under Negotiation		aes0202501896c	TAFE frontiers	TAFE frontiers	Holmesglen Institute of TAFE	Holmesglen Training & Development
2518	Under Negotiation		aes0202501895t	TAFE frontiers	TAFE frontiers	Holmesglen Institute of TAFE	Holmesglen Training & Development
2517	Under Negotiation		aes0202501239h	TAFE frontiers	TAFE frontiers	Associate 10333 (Industry Training Solutions)	Industry Training Solutions
2516	Under Negotiation		aes0202501250r	TAFE frontiers	TAFE frontiers	Associate 10333 (Industry Training Solutions)	Industry Training Solutions
2515	Under Negotiation		aes0202501512w	TAFE frontiers	TAFE frontiers	State of South Australia represented by ESP	South East Institute of TAFE
2514	Under Negotiation		aes0202501687a	TAFE frontiers	TAFE frontiers	State of South Australia represented by ESP	South East Institute of TAFE
2513	Under Negotiation		aes0202501314a	TAFE frontiers	TAFE frontiers	Associate 10331 (Robertson Ian)	Robertson Ian
2512	Under Negotiation		aes0202501518y	TAFE frontiers	TAFE frontiers	State of South Australia represented by ESP	South East Institute of TAFE
2511	Under Negotiation		aes0202501517b	TAFE frontiers	TAFE frontiers	State of South Australia represented by ESP	South East Institute of TAFE
2510	Under Negotiation		aes0957485f	NSW Federation of Housing Associations	NSW Federation of Housing Associations	Associate 10326 (Queensland Community Housing Coalition)	Queensland Community Housing Coalition
2509	Under Negotiation		aes0957480k	NSW Federation of Housing Associations	NSW Federation of Housing Associations	Associate 10326 (Queensland Community Housing Coalition)	Queensland Community Housing Coalition
2508	Under Negotiation		aes0957482n	NSW Federation of Housing Associations	NSW Federation of Housing Associations	Associate 10326 (Queensland Community Housing Coalition)	Queensland Community Housing Coalition



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The online service for trading
and sharing of learning materials ...

AEShareNet

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There are currently **20467** registered learning materials.

Search Term

Or use our [Advanced Search](#).

We also provide a range of useful information on intellectual property / copyright and learning materials licensing. See the menu for more details.

News

8 April 2004:

AEShareNet announces the release of our new website, and a new licence protocol

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17 March 2004:

AEShareNet Welcomes our First New Zealand Member

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4 March 2004:

Innovative Business Resources' materials now available to the education sector

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24 February 2004:

Would world-class **BBC Learning** packs make an interesting addition to your institute library or classroom?

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Search for word
(s):

(you can use AND, AND NOT, OR, *, quotes and brackets)

in Title, Description, NTIS Codes & Subjects

Material Type:

Format Type:

Qualification
Level:

Search

Additional Options:

Material Scope:

Only include materials with Material Pointers (URL for further information)

Select the status of the material registrations you are seeking:

Available

Under Development

Other

Select Licence Marks of interest:

Any Licence Mark (or none)

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Learning Materials search results

You searched for **learning AND objects**

1 - 20 of 45 results displayed.

1. **Working effectively with others : learning objects suite** listing #: aes030201408b

These learning objects are a suite of 28 interactive digital learning objects, which together, provide the underpinning knowledge for the unit of competency BSBCMN204A Work effectively with others. The purpose is to provide interactive ...

Member: Open Learning Institute. QLD, **Licence:** *AEShareNet-C*, **Material type:** Learner Resource

2. **Team structures** listing #: aes030201382b

The learning object is one of a suite of 28 interactive digital learning objects, which together, provide the underpinning knowledge for the unit of competency BSBCMN204A Work effectively with others. The purpose is to provide interactive ...

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3. **Planning improvement** listing #: aes030201407u

The learning object is one of a suite of 28 interactive digital learning objects, which together, provide the underpinning knowledge for the unit of competency BSBCMN204A Work effectively with others. The purpose is to provide interactive ...

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View Learning Material details

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Working effectively with others : learning objects suite

MRN: aes030201408b

Status: Active

Material Scope: Learning Outcome

Material Type: Learner Resource

Licensor: Open Learning Institute, QLD (Contact: [OLI](#))

Subjects: Communication Studies - General (AVETMISS), Oral Communication (AVETMISS), Written Communication (AVETMISS), communications (OZJAC), management communication (OZJAC)

Related Materials:

Related NTIS codes: BSB01 [Business Services], BSBCMN204A [Work effectively with others]

Format Type: Interactive resource

Qualification Level: Certificate II in

Description:

These learning objects are a suite of 28 interactive digital learning objects, which together, provide the underpinning knowledge for the unit of competency BSBCMN204A Work effectively with others.

The purpose is to provide interactive digital learning objects for the unit of competence BSBCMN204A Work effectively with others. This is a level II competency in the Business Services Training Package.

However, as the content provides generic underpinning knowledge to support units of the competency on teamwork, it can be used across different Training Packages.

Each learning object has an introduction, underpinning knowledge content, helpful tips and true statements as well as quizzes and a summary. Each will take a learner five to ten minutes to complete.

Learning objects can be delivered on line, on CDROM, or adapted for paper based presentation.

The course builder used to develop the learning objects supports the AICC, SCORM, IMS (XML) and ADA/508/W3C (for use with blind readers) standards.

The course builder used to develop the learning objects enables them to be integrated with Learning Management Systems such as Cick2Learn, Docent, Oracle, Questionmark, THINQ, Knowledge Planet, and other popular brands.

Further Information: For a sample preview: <http://www.oli.tafe.net/info/SampleObject/index.htm>

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1 year

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Purpose: (Customised Term)

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\$900.00 + \$90.00 (GST) = \$990.00

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Sample Learning Object

In the first section of this document you will find an introduction to our learning objects. In the second section you will find a sample of a learning object. In the third section we ask for your comments.

To close this session, click X in the top right hand corner.

Click  to continue.

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