



## **Market-Leading Faith-Based Publisher Joins the Academic Annual Copyright License**

### **Deseret Book Company Makes Faith-Based Content Available to Higher Learning Institutions Through Copyright Clearance Center's Annual Copyright License for Academic Institutions**

**August 20, 2020 – Danvers, Mass. –** [Copyright Clearance Center, Inc.](#) (CCC), a leader in advancing copyright, accelerating knowledge, and powering innovation, announces [Deseret Book Company](#), the market-leader in the publishing, distribution and retailing of faith-based books serving members of [The Church of Jesus Christ of Latter-day Saints](#), is enabling the compliant reuse of content in the academic setting through CCC's [Annual Copyright License for Academic Institutions](#).

CCC enables patrons and staff to more easily access and use copyrighted content, on campus or at home. CCC offers integrated licensing, content and analytics solutions designed to help students, faculty and staff get the information they need, the rights to use it, and the insight to maximize the value of their content purchase.

CCC's [Annual Copyright License](#) has been adopted by many leading faith-based colleges and universities, theological institutions and seminaries, providing a single, multi-use license enabling faculty, researchers and staff to use content in a copyright compliant manner across campus or online with ease. Created in partnership with colleges and universities, the Annual Copyright License addresses the unique copyright challenges faced by today's academic institutions.

CCC's [Pay-Per-Use Permissions Services](#), in which Deseret Book also participates, deliver quick and easy single-use rights licensing options for faculty, students and staff at academic institutions and service providers to use content from the world's leading titles in science, technology, medicine, news, finance and more.

"From course management systems to e-reserves, remote learning technology is changing the way faculty, staff and students use information during the pandemic," said Emily Sheahan, Vice President & Managing Director, CCC. "CCC's integrated licensing, content and analytics

solutions make it easy for members of the academic community to use content in a copyright compliant manner online, in print, in the classroom or at home.”

“Colleges and universities have broad information needs, from enabling staff to conduct research to helping faculty prepare course materials, extending from the classroom to the president’s office,” said Keith Hunter, Sr. Vice President, Deseret Book Company. “By partnering with CCC, we are responding to changing market needs by making our content available in a seamless and copyright compliant way, regardless of the user’s location.”

Since 1866, Deseret Book Company has been the market leader in the publishing, distribution and retailing of faith-based books, music, DVDs, religious art and home décor, and other lifestyle products serving, in particular, members of The Church of Jesus Christ of Latter-day Saints. Deseret Book’s purpose is to provide quality products that build faith, strengthen homes and families, ennoble personal virtues, and offer practical advice to religious and non-religious alike.

#### **ABOUT COPYRIGHT CLEARANCE CENTER**

[Copyright Clearance Center \(CCC\)](#) builds unique solutions that connect content and rights in contextually relevant ways through software and professional services. CCC helps people navigate vast amounts of data to discover actionable insights, enabling them to innovate and make informed decisions. CCC, with its subsidiary RightsDirect, collaborates with customers to advance how data and information is integrated, accessed, and shared while setting the standard for effective copyright solutions that accelerate knowledge and power innovation. CCC is headquartered in Danvers, Mass. with offices across North America, Europe and Asia. To learn more about CCC, visit [www.copyright.com](http://www.copyright.com).

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