

## Collections Trust Intellectual Property Manifesto

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*Our Vision:* We believe that the management and application of Intellectual Property (IP), which includes copyright, database rights, trademarks, design rights, performers' rights and patents, presents one of the most significant opportunities for our sector. Cultural heritage organisations hold a unique position in the Knowledge Economy as the custodians and mediators of our shared cultural identity. Therefore, we retain a position of trust and authority in which the best practice standards that we define reflect this responsibility.

We envision: a sector in which professionals are empowered to make informed decisions on the management of their IP in order to deliver their core services; a sector in which professionals can legitimately carry out the fundamental activities associated with collections care; a sector in which the challenges and opportunities offered by the digital age, in compliance with the legal framework, are embraced.

*Our Mission:* We will lead the sector on the management, use and exploitation of rights.

*Who we are:* The Collections Trust is the focus for standards, expertise and advice in the professional management of collections and IP support to the sector. The Collections Trust believes that every facet of managing a cultural organisation has an impact on the preservation and accessibility of its collections. Therefore, IP, and a responsible approach to the management and use of rights, is central to the effective running of a cultural organisation.

The Collections Trust is supported by its IP Advisory Committee for Collections, which is an independent expert panel created to:

- Establish a position statement on IP and collections
- Instruct the future development of the Collections Trust's work on IP and rights management

The IP Advisory Committee is co-ordinated by the Collections Trust and includes leading copyright experts and representatives from national and regional organisations, as well as organisations with an investment in the use of copyright materials in collections, such as the Bridgeman Art Library, DACS (Design and Artists Copyright Society), MLA (Museums, Libraries and Archives Council), Strategic Content Alliance, BAPLA (British Association of Picture Libraries and Agencies), Museums Copyright Group, LACA (Libraries and Archives Copyright Alliance), The National Archives, National Portrait Gallery, the British Library, Finers Stephens Innocent LLP and Farrer & Co LLP.

*What we want:*

- A culture sector that understands its relationship with IP in relation to collections management
- A culture sector in which core competency in IP and rights management is an embedded procedure
- A culture sector in which the legal framework supports the delivery of core services in a digital age through:
  - Balanced copyright legislation which is fair and supports the core activities of museums, galleries and other owners of collections in line with other cultural heritage and educational establishments
  - Greater clarity about "Orphan" works and "Due Diligence"
  - Licence agreements which support the delivery of online collections

*How we will do it:*

- Delivery of standards, advice, resources and continuing professional development as part of the Collections Trust's core remit to support the care, management and use of collections
- Establishing the strategic direction for the management of IP and developing services and programmes to support it
- Working in partnership to ensure a comprehensive approach to lobbying activities and other areas of significance in the cultural sector's application and exploitation of IP
- Working with key stakeholders, Government and the UK's Intellectual Property Office
- Developing relationships with other organisations within and beyond the sector to ensure that we can best support cultural heritage organisations in their management, use and exploitation of IP
- Coordinating and mediating between interested parties to foster understanding for our mutual benefit.