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Impair Healthy Healing In People Over The Age Of 30!

Licensing 101

By John Calder

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As a marketer, you are no doubt familiar with the concept of reprint rights and resale rights. Perhaps you seek the dream scenario of acquiring exclusive rights to a hot niche product. Yet, you come up against an obstacle: no one has created a product in your niche!

Is there a way around this? Yes, and it comes down to re-examining where you source your content. When you fail to find a quality, resalable, digital product among the "reprint rights craze" crowd, it's time to head back to the pioneers of content licensing. In other words, head straight to traditional book publishers.

Licensing 101

Licensing through traditional publishers appears daunting at first glance. Yet, the process is quite simple when you understand:

Types of rights available
What to look for
Who to talk to

Available Rights

Publishing rights fall within two very broad categories: Primary rights and Subsidiary rights. Primary rights, quite simply, describe all of the publisher's intended uses of a given work. Subsidiary rights describe those uses left to the original author.

How these rights are assigned depends on the publishing agreement. Authors typically grant to their publisher: hardcover rights, paperback rights and translation rights. They may retain electronic reprint rights and book club rights, but this is not always the case. Again, it depends on both the publisher and author's intended distribution of the work. There may or may not be third-party licensing options available.

What to Look For

As an information marketer, you want to find a work available for third-party licensing. Specifically, you should look for subsidiary electronic reprint rights. Start with small, specialized publishers first. You'll face less bureaucracy and you're also much more likely to acquire contact with the original author for direct negotiation.

It should be noted that some publishers require continual licensing fees from third-party sales. When you acquire electronic reprints rights, you do not necessarily get a "one off" license to reprint the same way you do in the internet marketing world. Many publishers classify one time fee rights acquisition as "Direct Marketing Rights". Yet, those rights extend only to tangible books. You'll need to negotiate a special case if you want to avoid perpetual licensing fees, assuming the publisher holds the subsidiary rights. However, if the author retains those rights, you may be able to work out a joint venture.

Who to Talk To

Typically, your first contact will be with the publisher. Visit the publisher's website and look for the contact information for the "Subsidiary Rights Department" (This is the common department name. In some cases, you may need to search for variations like "Rights and Acquisition" or "Acquisition and Licensing").

In other cases, authors may negotiate rights through their agents or their publisher may outsource licensing issues to third-party agencies. Again, the publisher should be able to direct you in either case.

Resources to Get You Started

Subsidiary licensing does involve more negotiation and more legal responsibility than an average resale rights venture. Ultimately, you may need to hire an attorney to assist in contract negotiations on third party rights. Meanwhile, familiarize yourself with these resources for comprehensive information on rights acquisition as it pertains to the publishing industry:

PubLaw - a legal perspective

Writer's Services - an author's perspective

Communication Creativity - a marketer's perspective (educational video tape)

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The Road To Becoming A Licensed Engineer

By John Daye

Licensing is necessary for an engineer to prove they maintain the expected level of professional competency. A degree alone is not enough. Practicing as an engineer involves important safety and public health issues. For this reason, licensing is required as proof that the individual understands the concepts, their applications and the code of ethics behind working as an engineer.

The National Council of Examiners for Engineering and Surveying (NCEES) governs the licensure of engineers. They prepare all the engineering licensing exams, regardless of the state the exam is taken in.

There are many advantages to becoming a licensed engineer. For one, only a licensed engineer may use the initials P.E. after their name (Professional Engineer). In addition, only a licensed engineer may use the title "engineer" to the public and become a private practitioner.

As you probably already recognize, with the uncertainties in this day and age, the more credentials you have, the better your chances of finding employment are. Therefore, becoming a licensed engineer only makes sense.

To summarize the steps to gaining your Professional Engineers License, most states require the completion of an engineering degree and the passing of an 8-hour Fundamentals of Engineering exam. Upon completion of the degree and the passing of the FE Exam, you will qualify for the EIT certificate.

Once you complete the engineering experience requirements (usually 4 years of experience is required) and an 8-hour Principles and Practice of Engineering Exam in the your specialty, you will qualify for official certification as a Professional Engineer and may use the initials P.E. after your name.

So once you graduate, make sure you start the licensing process (if you have not already done so) by gaining the pre-license certificate known as the Engineers in Training (EIT) certificate. Then begin gaining your experience. Be sure to tell your employer that you plan to become a licensed engineer. They will usually be happy to ensure that your work experience meets the criteria for licensing.

To learn more about getting your engineering license, please visit

or



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