

Education and Business and DRM: *Some Lessons from the TrustDR Project*
<http://www.uhi.ac.uk/lis/projects/trustdr/index.html>

Main Points

1. IPR and DRM is best viewed as a holistic ‘systems’ problem – the importance of social and cultural factors are easy to overlook but can help provide lo-tech solutions by informing your decisions
2. Education shares many of the same problems and opportunities as commerce – how to get the benefits, avoid the risks and reduce/control transaction costs
3. Use the opportunity to re-examine your business model and processes – if you are introducing a DRM system try to use it to improve your asset management and project management activities
4. IPR law has always been a balancing act between owners and users and increasingly between private and public
5. The basics of IPR law are abstract but logical in their own way, the problem lies in the interpretation of actual cases – where lawyers make their money!
6. Online delivery and collaboration – consider the real value – think about licensing schemes
7. Develop a mental model of your enterprise to ground discussions in (a useful exercise anyway)
8. Use a conceptual model of DRM – consider using or adapting the TrustDR framework – to identify and locate your needs.
9. Understand your business – how does it work? – do you really know? What are your supply and distribution processes? These old questions are always worth asking.
10. Where is the value in your business? And who are your customers – how are they changing?
11. The law on IPR is changing – it always has – look at this strategically and take a long view if you can
12. DRM and technical enforcement– do you really need this – can a lo-tech version do?
13. If you can’t prove your rights or ownership then no amount of technology will help – simple record keeping, administration, policy and procedures is the foundation of successful DRM. Linked to clear expression of your rights this might be enough.
14. The main legal features of DRM might be summarised as *protection* for creators and owners of IPR and *risk-management* for the users and consumers of IPR