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- authors, users, science and the public benefit from the broadest possible dissemination. Assignments facilitate efficient dissemination handled by a specialised distribution professional: the publisher;
- publishers very often work with multiple authors as most articles, and many textbooks, are written by a multitude of authors.¹ Thus, no single author controls all the rights to a publication and this could hamper copyright management. Moreover, participating textbook authors sometimes change from edition to edition.
- authors are based in a multitude of countries² – copyright assignments operate relatively uniformly across different jurisdictions, while exclusive licences differ in their legal effect³. Thus, an assignment provides greater certainty and coherence in copyright management across jurisdictions.

Thus, an assignment enables the publisher:

- to manage copyrights more effectively - how many authors would be willing and able to grant permission to third parties willing to use excerpts, find sub-agents, correspond with their co-authors or exploit rights that are “held back” under an exclusive licence?
- to react more rapidly to copyright infringements, unauthorised derivatives and plagiarism;
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Carlo Scollo Lavizzari, csl@csllaw.ch

¹ Not only does a journal contain a great quantity of individual articles, all with their separate authors, but even each individual article is in a majority of cases authored by a number of authors: The average number of co-authors in the EU is

4.8 per article in 2003 (STM-ALPSP Whitepaper, September 2006, p. 9) Thus, in the STM publishing field , the situation where a unique author assigns and/or licences the publication of an article to a publisher is fairly rare.

² 36% of all co-authored articles credit at least one co-author from a non-EU country (STM-ALPSP Whitepaper, September 2006, p. 9).

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