



Mindcrest in the Media and Entertainment Industry: Rights and Royalties Management

Rights and royalties management is the cornerstone of the media, publishing, and entertainment business. Businesses operating within these industries often run the risk of inaccurate ownership rights, inability to forecast streamlined cash flows, and other legal implications arising out of poor management of associated contracts. To mitigate these risks, they require that records of rights and royalties are digitized as structured data, providing them with full visibility into their legal and commercial obligations. This structured system ensures compliance with marketing and distribution rights while simultaneously alleviating risks for acquisitions and post-merger integrations.

Over the course of six years, Mindcrest has built a reputation for continuously employing our global, and process-enabled solutions in tackling these challenges when managing rights and royalties for our clients. Three of the “Big Five” major trade publishing companies have put their trust in the Mindcrest approach, allowing us to not only solve their pressing short-term issues, but to equip them with sustainable solutions that enable them to monetize their rights effectively.

Mindcrest Solution

After reviewing more than 200,000 agreements, including associated reprint, recording, purchase, illustration rights, license, and foreign rights agreements for our clients across these industries, Mindcrest has cultivated an internal task force of attorneys with expertise in rights and royalties profiling.



Rights & Royalties Catalogue

Mindcrest begins by identifying clients' existing contracts and indexing relevant rights and royalties information, consolidated into a single database.

Template & Rights Determination

After gaining understanding of each client's existing tools and preferred templates, any existing database is reviewed to ascertain present publishing rights, identify where data is lacking, and fix discrepancies in the information.

Tech-enhanced Capability

By leveraging our various technologies, selected to fit each client's needs, our high-quality delivery is consistent and expedited. For cases in which an organized contract monitoring system did not exist, Mindcrest's team structured this platform for the client's continuous tracking of relevant information.

Customized Workflow Integration & Reporting

Refined, relevant data is analyzed by Mindcrest for the client on every project. This data has included over 50 different legal and commercial clauses including contract type, royalty calculation, region, product version, usage, date, division, author, and ISBN among other fields determined by client needs. Our teams conduct daily calls to discuss escalations, key findings, and provide progress reports.

Quality Assurance

To ensure that optimal results are being delivered, we administer our quality control methodology at multiple stages throughout each project. This comprehensive auditing framework has culminated in an accuracy rate of 99.98%.

Client Benefits

Process-oriented Workflow

Our client-centric, multi-phased approach is accelerated due to implementation of Mindcrest's scalable global resources and technology-enabled processes.

Cost Savings

Projects are carried out using a hybrid resourcing model, providing significant comparative cost-savings of 50-70% against conducting review in-house.

Client-Vendor Partnership

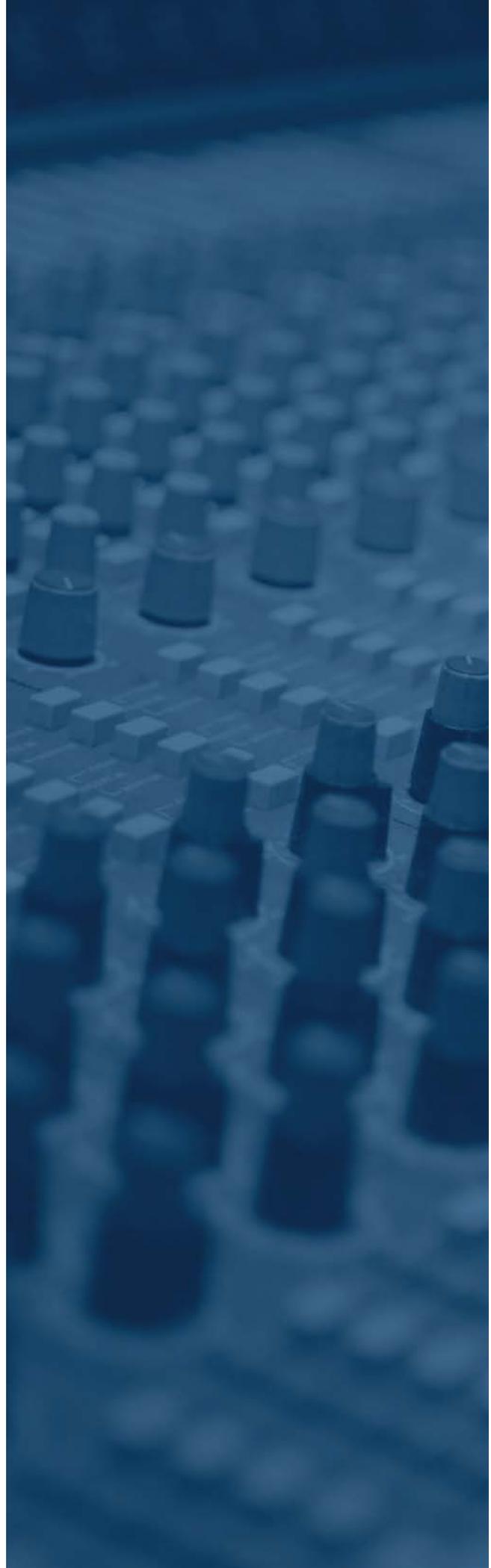
Mindcrest's active, transparent dialogue with clients promotes their effective ongoing management of these platforms, strengthening end-user confidence in the database. The targeted approach in prioritizing reviews based on revenue, region, business units, etc. and the client's responsiveness to escalations enabled a partnership that has helped close all phases of the remediation reviews ahead of schedule.

Centralized Knowledge Database

Our deliverables have included centralizing multiple databases to build a single system of record for comprehensive rights and royalties management content, diminishing future risks for our clients.

Revenue Opportunities and Risk-management

The Mindcrest solution enables our clients to effectively monetize their rights and licenses and identify instances of revenue leakage due to gaps in the royalties management process. We equip our clients with the tools to fulfil their contractual obligations while minimizing their operating expenses, providing them with increased awareness of opportunities to get the most out of their assets.



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Mindcrest Inc. is a leading legal services company that specializes in Contracts Management, Compliance, Legal Analytics, and Litigation & Investigations.

We offer innovative technology-driven results to many of the world's largest organizations. By combining legal expertise with strong project management, Mindcrest delivers high-quality, cost-effective solutions to clients across multiple industries.

Mindcrest has delivery centers in Chicago, New York, London, and Pune, India.

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