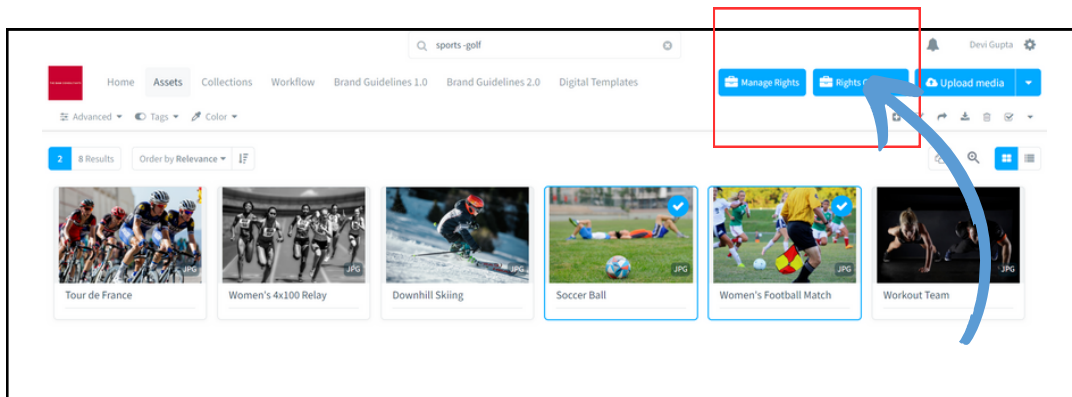


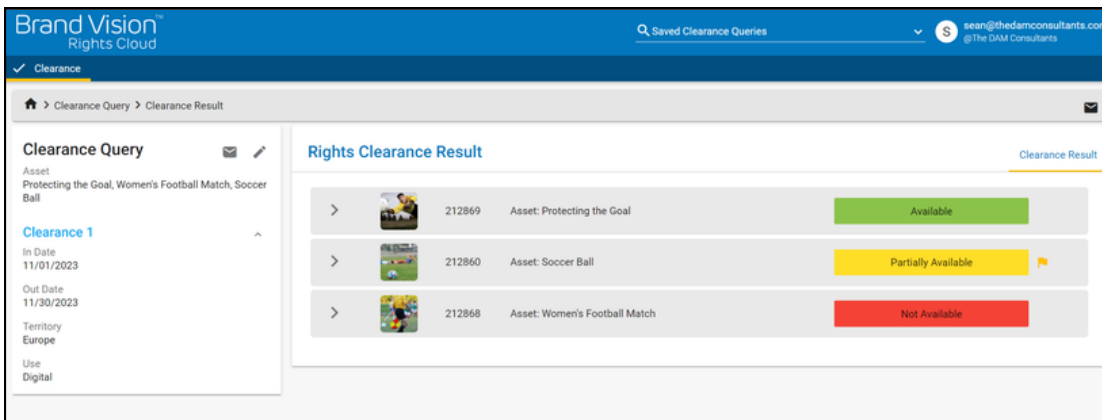
# BRAND VISION - RIGHTS CLOUD™ DIGITAL RIGHT MANAGEMENT FOR BYNDER

Brand Vision-Rights Cloud by FADEL seamlessly integrates with Bynder, offering a robust brand compliance solution that safeguards brand assets, including logos, product packaging, marketing content, and advertising.

It establishes a unified "rights" source, covering agreements, talent, and assets, empowering marketers with enhanced content velocity and compliance. The integration efficiently identifies and manages content expirations and violations.



Manage and check content usage rights directly within Bynder



Perform an asset usage rights clearance check directly from Bynder

*Empower your team with real-time, at-a-glance confirmation of when, where and how all content can be used*

# Innovate with Confidence with Brand Vision - Rights Cloud

The Brand Vision - Rights Cloud solution enables advertisers to capture and manage agreements and rights for models, photographers and other rights holders – eliminating the dependency on business affairs and ensuring rights are no longer subject to interpretation. By associating agreement rights with content, users can check digital asset rights in real-time and in the cloud to ensure permissions are cleared for use against contract terms and still in compliance once live.

## Key features include:



### Capture and Manage Contracts

Easily capture and manage agreements and contract terms for models, photographers, and other rights holders – eliminating the dependency on business affairs and ensuring rights are no longer subject to interpretation.



### Validate Asset Availability Real Time

Speed up production and protect your brand by searching and clearing available assets based on usage rights around start dates, end dates, territories, and channels.



### Easily Maintain Asset Rights

Once contract terms are defined, rights are automatically inherited across all related assets. Contract changes are only made once and immediately recognized across all assets. No more updating of asset metadata!



### Track Assets Post-Distribution

Find which of your assets are live across the Internet and monitor their expirations, brand compliance, and usage compliance in order to manage takedowns.



### Reporting & Analytics

Get smarter use from your assets with analytics and reports, such as Asset Clearance History, Asset Expiration and Usage Violation reports.

## About Us

FADEL, innovator of rights and royalty management software, has worked with some of the biggest names in media, entertainment, publishing, high-tech and advertising. By automating talent and content rights management across videos, photos, ads, music, products and brands, and streamlining the processing of licensing royalties, FADEL's cloud-based solutions have empowered businesses to significantly maximize revenues and increase process efficiencies.

Founded in 2003, FADEL is headquartered in New York City and also operates offices in Los Angeles, London, and Lebanon. For more information, visit [fadel.com](https://www.fadel.com).

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**FADEL** LICENSING  
RIGHTS  
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