

IDF ANNOUNCES KEY PERSONNEL APPOINTMENTS

Cross Media Recognition of Intellectual Property Identifier & eBook Developments Spur Hiring

Washington - Geneva, February 26, 2001. The International Digital Object Identifier Foundation (IDF) announced today the appointments of Stephen Mooney, Business Development Director, Eamonn Neylon, Operations Director, and Jacqueline LeDonne, Marketing Director. The appointments come as the DOI increases involvement with key standards and development bodies including the World Wide Web Consortium (W3C), the International Organization for Standardization (ISO), the Moving Picture Experts Group (MPEG) and the World Intellectual Property Organization (WIPO) and shortly after the Association of American Publishers (AAP) recommendation for DOI application to e-books in the recent Accenture study. The three new senior positions are in response to rapid growth in membership particularly due to eBook developments and increasing interest from companies applying to become Registration Agencies.

Stephen Mooney, with more than fifteen years of consulting, sales, licensing, and negotiating experience in publishing and information industries 'was instrumental at Copyright Clearance Center where he concluded numerous license agreements with Fortune 500 corporations and as Vice President of Business Development at Yankee Rights Management. Mooney has served as chair on a number of new media and digital identifier special interest groups including that of the Software & Information Industry Association (SIIA) for Digital Rights Management.

"The persistent identification of intellectual property entities combined with interoperable metadata is the key to effective and efficient commercial rights transactions. DOI is focused on exactly this space, and I consider myself quite fortunate to be associated with the exciting endeavors being undertaken by the International DOI Foundation." said Stephen Mooney.

Eamonn Neylon has worked in both the publishing and software development industries. During eight years with Thomson Corporation operating companies, he developed several innovative systems for Internet publishing of scientific, legal and patent information and was a consultant at RCP Consultants where he oversaw several software maintenance releases and created the Lynkbase system.

"With several million registered DOIs, the challenge now is to be ready for the growth that will come, without impeding the innovative use of DOIs in addressing business issues across many different markets. We are confident that the flexible and interoperable nature of the DOI System will prove one of its great strengths moving forward." says Neylon.

Jacqueline LeDonne, recently Chief Sales and Marketing Officer of Subrights.com and previously Electronic Publisher at the Frankfurt Book Fair of the German Publishers and Booksellers Association, has close to fifteen years of marketing and promotion experience in electronic media, publishing and television. Among a host of pioneered achievements she's

initiated strategic marketing relationships between government and commercial companies and standards organizations and initiatives.

LeDonne says, "Independent from media type or industry, at some point in all attempts to manage and protect rights electronically one thing is certain, the content producer must return to square one to update identification systems. Despite changes in technology or relationships within the supply chain, employing the DOI along with traditional identifiers is a long-term solution. IÕm pleased to spread the word."

Norman Paskin, Director of the IDF since inception in 1997, comments about the appointments, "Widespread support and enthusiasm for the DOI System can now be demonstrated throughout the content industries. Membership expansion within the software, hardware, music and copyright industries and usage and development activity is at an all time high and necessitated the appointment of additional staff to maintain our heightened momentum and deliverance of the DOI solution for intellectual property rights management."

The Digital Object Identifier (DOI™) is a system for interoperably identifying and exchanging intellectual property in the digital environment. It provides an extensible framework for managing intellectual content in any form at any level of granularity, for linking customers with content suppliers, for facilitating electronic commerce, and enabling automated copyright management for all types of media. The International DOI Foundation, a non-profit organization, manages development, policy and licensing of the DOI to registration agencies and technology providers and advises on usage and development of related services and technologies. The DOI system uses open standards with a standard syntax (ANSI/NISO Z39.84) and is currently used by many leading international technology and content organizations.

For more information contact:

Norman Paskin
Director
The International DOI Foundation
Tel: +44 1865 843798
Email: n.paskin@doi.org

To demonstrate the DOI System and its underlying [Handle System®](#) technology, DOIs are used to identify the IDF's papers and other published material. The underlined text linking to the documents contains DOIs embedded in URLs that are resolved using a proxy server. They work with any browser.

The small blue buttons --  -- accompanying those links represent DOIs. Navigating with DOIs requires that the [CNRI Handle System Resolver](#) web browser plug-in be installed on your computer.

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International DOI Foundation

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