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Wright's Media Chooses InDorse Technologies to Protect Online Digital Intellectual Property

File protection from InDorse provides automated tracking and reporting on licensing violations for rapid remediation

New York, NY – March 14, 2011 – [InDorse Technologies](#), the leading provider of file protection software, today announced that Wright's Media, content and licensing intellectual property (IP) resellers in the magazine publishing industry, has selected InDorse to automate the process of identifying licensing violations to its clients' digital IP.

Digital assets uploaded to the Web are immediately vulnerable to unauthorized use. IP, such as quotes, logos, images, presentations, proposals, awards and articles are all subject to potential licensing violations. The fact that digital assets can be taken and used anywhere on the Web has made manually tracking for violations a time-intensive process.

By partnering with InDorse, Wright's Media can now automatically identify and respond to violations in a matter of minutes instead of the hours or days common with the manual search process.

"As our clients are working to monetize their content in the digital age, licensing has emerged as crucial revenue stream," said Brian Kolb, Vice President for Wright's Media. "With InDorse's technology, our staff has the ability to respond to hundreds of violations searches each day; maximizing the total licensing fee upside for our customers and opening our business to new revenue opportunities."

InDorse completes the automated process for identifying licensing violations in three steps:

- First, InDorse's InDIA software injects an invisible watermark into the managed IP running on the Wright's server.
- After the IP is watermarked, InDorse uses Web crawling, searching and URL scanning technology to locate unauthorized use of the IP.
- Upon discovery, InDorse then reports the violation and Wright's pursues the violator to either pay the licensing fee or cease use of the IP.



“Ensuring that digital IP remains safe is not only important for any business’ bottom line, but it’s also crucial in terms of overall brand equity and reputation,” said Rob Marano, President & CEO, InDorse. “If your company’s assets or message is used without authorization or is being misrepresented, you could lose more than a pure dollar amount. By partnering with InDorse, Wright’s Media is protecting both digital IP and its clients’ reputations.”

About Wright's Media

Wright's Media is a full-service multi-media company specializing in reselling content and licensing intellectual property in the magazine publishing industry. Regardless of whether the content is B2B, B2C or Consumer, Wright's excels in creating customized content management programs generating revenue through licensing logos or awards, reprints, eprints and a host of other ancillary products and services adding to the publisher's bottom line.

About InDorse Technologies

Located in New York, NY, InDorse Technologies provides award-winning file protection software. InDorse delivers a new level of file intelligence and assurance that supports risk management, audit, and security objectives. Leveraging the native security elements contained in files, InDorse discovers, organizes, classifies, watermarks, enforces, and tracks all files that contain sensitive information, inside or outside the corporate network. InDorse provides this protection without impact to end users, or any additional desktop software or agents, enabling business and collaboration, but transparently adding additional layers of monitoring and protection. For more information, about InDorse Technologies, please call +1 (646) 495-0966 or visit www.indorse-tech.com.

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