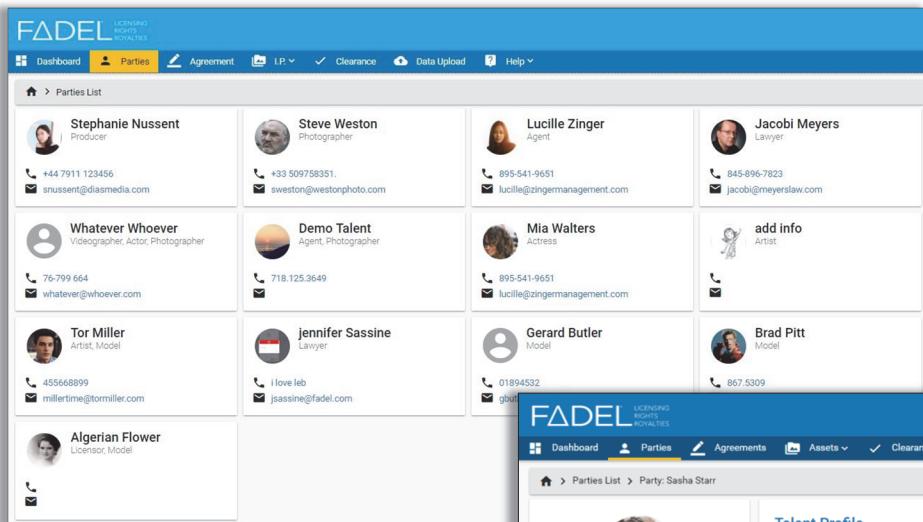


RIGHTS CLOUD™

DIGITAL RIGHTS MANAGEMENT FOR **opentext™** | Media Management

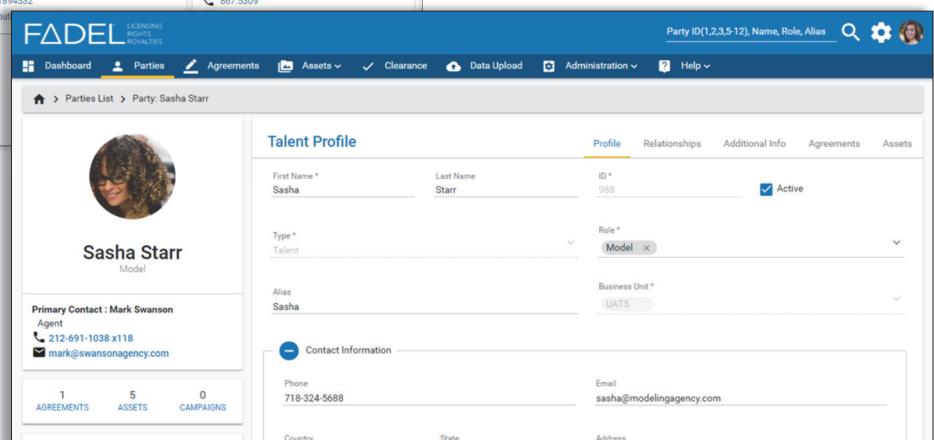
A powerful tool for talent and content rights management, Rights Cloud enables marketers and advertisers to optimize ad spend and ensure content compliance across global brands.



The screenshot shows a grid of talent profiles from the FADEL platform. Each profile includes a thumbnail, name, role, and contact information. The profiles listed are:

- Stephanie Nussent (Producer)
- Steve Weston (Photographer)
- Lucille Zinger (Agent)
- Jacobi Meyers (Lawyer)
- Whatever Whoever (Videographer, Actor, Photographer)
- Demo Talent (Agent, Photographer)
- Mia Walters (Actress)
- Sasha Starr (Artist)**
- Tor Miller (Artist, Model)
- jennifer Sassine (Lawyer)
- Gerard Butler (Model)
- Brad Pitt (Model)
- Algerian Flower (Liscensor, Model)

Store talent information, stock agencies and profiles for 3rd party rights holders including social profiles, agreements and references to work contribution.



The screenshot shows the Talent Profile page for Sasha Starr. It includes a profile picture, basic information, and a summary of associated assets.

Talent Profile:

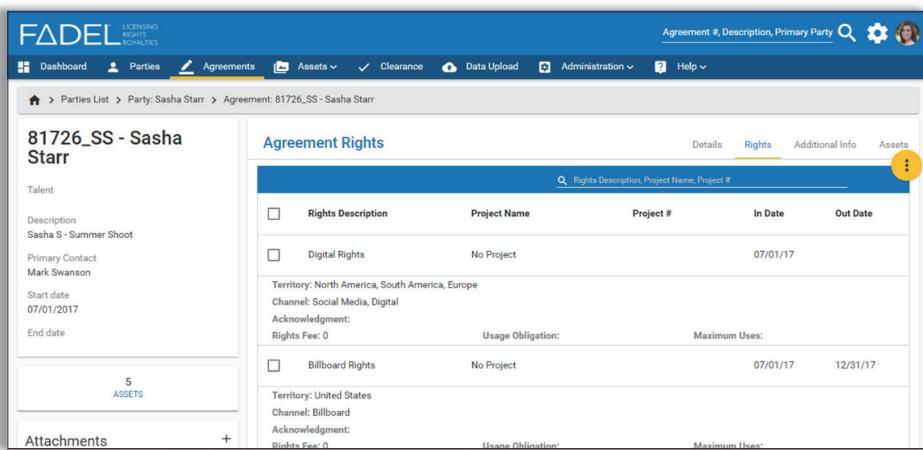
- First Name: * Sasha
- Last Name: Starr
- ID: * 988
- Type: * Talent
- Role: * Model
- Alias: Sasha
- Business Unit: * UAUT5

Contact Information:

- Phone: 718-324-5688
- Email: sasha@modelingagency.com

Summary:

- 1 AGREEMENTS
- 5 ASSETS
- 0 CAMPAIGNS



The screenshot shows the Agreement Rights page for Sasha Starr. It displays a table of rights descriptions and their details.

Rights Description	Project Name	Project #	In Date	Out Date
Digital Rights	No Project		07/01/17	
Territory: North America, South America, Europe Channel: Social Media, Digital Acknowledgment: Rights Fee: 0				
Billboard Rights	No Project		07/01/17	12/31/17
Territory: United States Channel: Billboard Acknowledgment: Rights Fee: 0				

Easily capture and manage agreements and complex rights for models, photographers and other rights holders — driving automated rights inheritance to related assets.

Get rights information at your fingertips. Increase content velocity with real-time, at-a-glance confirmation of when, where and how licensed assets can be used.

The screenshot shows a modal window titled "Rights Cloud". It has three main sections: "Format" (with options like All > Publishing > Apps, All > Publishing > Website, All > Broadcast), "Territory" (with options like All > North America, All > North America > Canada, All > North America > United States, All > North America > Mexico), and "Date" (set to 03/31/2016 and 03/31/2017). Below these is a table of assets:

	Asset	Status
pixels-photo-12703-large.jpeg	AVAILABLE	
man-in-shades-15.jpeg	AVAILABLE WITH EXCEPTION	
cn10179926.jpeg	AVAILABLE	
cn10197143.jpeg	NOT AVAILABLE	
IMG_0742.jpeg	AVAILABLE WITH EXCEPTION	

At the bottom are "Get Clearance" and "Close" buttons.

The screenshot shows the OpenText Media Management interface with a "Check Clearance" dialog box. The dialog lists asset types (NOT AVAILABLE, AVAILABLE WITH EXCEPTIONS, AVAILABLE) and a territory (Africa). It includes fields for "Use" (Print, Direct Marketing) and "Check Clearance". The background shows a file browser with various folders and files.

Reuse existing content and increase campaign ROI by gaining full visibility into asset usage rights – directly from OpenText Media Management.

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 Rye, New York, and also operates offices in New York City, Los Angeles, London, and Lebanon. For more information, visit www.fadel.com.

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