



Finance sector Case study

“Hearts and Minds is founded on ideas. Supporting and protecting the intellectual property of our fund managers and researchers is vital to us. Working with the Copyright Agency is an extension of this.”

— Maggie O'Neill



Supporting the best ideas

Hearts and Minds Investments Limited (HM1. AX) is a listed investment company that provides investors a concentrated portfolio of the highest conviction ideas from the best fund managers. Hearts and Minds waives typical management fees and instead donates 1.5% of the average NTA to leading Australian medical research institutes.

Challenge

Intellectual property is the back bone of Hearts and Minds. “We exist and perform based on the ideas from our fund managers. We also support leading medical research institutes who in turn develop their ideas into medical breakthroughs to find treatments that prevent and cure many diseases,” says Maggie O'Neill, Head of Marketing and Operations.

Hearts and Minds receive, reuse and store third-party content on a daily basis. “Keeping our investors informed is essential,” explains Maggie.

Solution

The Copyright Agency Licence is a way to ensure copyright compliance throughout the day-to-day operations of the company – including activities such as printing, photocopying and emailing content within the organisation.

“Our licensing agreement allows us to use, leverage and display articles from print and online newspapers worry-free, helping us to share key insights quickly while being confident that we do not infringe on anyone's copyright,” adds Maggie.

Result

Not only does the Copyright Agency Licence help streamline workflow and ensure compliance while letting staff get on with their jobs, it is also part of Hearts and Minds' good governance.

“Hearts and Minds is founded on ideas. Supporting and protecting the intellectual property of our fund managers and researchers is vital to us. Working with the Copyright Agency is an extension of this,” concludes Maggie.