



## Firm External Publishing Policy

January 10, 2013

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The following procedures are to be followed for all publications to be distributed outside the Firm including newsletters, blogs, e-alerts, articles and other similar publications for dissemination outside Krieg DeVault (“Articles”), whether in printed or electronic format:

- STEP 1. The initial drafter of an Article for publication shall prepare draft content for the publication and include all underlying/supporting sources of information, references, citations, etc., which were relied upon in creating the Article, whether or not cited within the Article. If the initial drafter is an attorney with three (3) or less years with Krieg DeVault or four (4) or less years of experience in the practice of law or a non-lawyer staff member with Krieg DeVault, the initial draft of the content for publication with all underlying/supporting materials shall then proceed to Step 2. Otherwise, the draft for publication shall proceed to Step 3.
- STEP 2. If the initial drafter is an attorney with three (3) or less years with Krieg DeVault or four (4) or less years of experience in the practice of law or a non-lawyer Krieg DeVault staff member, the draft content of the Article for publication along with all underlying/supporting sources as described above shall be reviewed by an attorney with three (3) years or more with Krieg DeVault for cite and reference checking as well as general grammar, structure and content. Once the peer reviewer is satisfied that the initial draft is an original work and ready for publication, the peer reviewer will sign off as to the review and the draft content along with all underlying/supporting sources of information, references, citations, etc., will proceed to Step 3.
- STEP 3. The Practice Group Leader in the subject area of the draft for publication or a Partner designated by the Practice Group Leader, shall substantively review the content of the draft Article for publication worthiness and verification that the Article is an original work and does not rely upon secondary sources. The reviewing Partner or Practice Group Leader will then proceed to Step 4.
- STEP 4. The Practice Group Leader or designated reviewing Partner shall provide the content for publication to the Firm Marketing Department and complete the Marketing Department’s checklist prior to the draft Article being published.
- STEP 5. A complete set of content (published content with underlying materials) will be maintained by the Marketing Department for three (3) years.

Under NO circumstances will the content of any Article for publication be based upon secondary source material but rather, rely on primary source materials only. To the extent that a secondary source must be cited or quoted, the proposed Article for publication shall, prior to publication, be reviewed by a copyright partner in the Firm to ensure that secondary source reference is in compliance with all applicable licenses, contracts and copyright law.<sup>1</sup>

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<sup>1</sup> The Firm, from time to time, will provide education or training under this policy.

Title of Article/Newsletter: \_\_\_\_\_

Date of Article/Newsletter: \_\_\_\_\_

- I have approved the attached for publication. To the best of my knowledge, the content is an original work created in compliance with the Firm's Publishing Policy.

\_\_\_\_\_  
Practice Group Leader or Reviewing Partner  
Signature and date

- I have approved the mailing list that will be used to distribute the content.

\_\_\_\_\_  
Practice Group Leader  
Signature and date

*Content contains secondary source materials?*

- Yes                       No

\_\_\_\_\_  
Practice Group Leader  
Signature and date

If yes: The content contains secondary source references and has been reviewed and approved by a copyright attorney.

\_\_\_\_\_  
IP Partner  
Signature and date

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