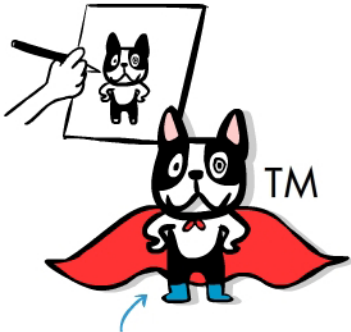


# Offering Copyrights To Others

Copyrights are divisible. Any transfer of rights must be in writing by the Copyright Owner, regardless of whether money is involved.

Here are some major ways in which copyrights are transferred to others:

## "WORK FOR HIRE"



PROPERTY OF COMPANY  
Created by: COMPANY

Author or Artist is an **employee** of a company (or is a contractor on a large production like a movie). The Artist waives all authorship and rights, and in return gets a steady salary, benefits, etc.

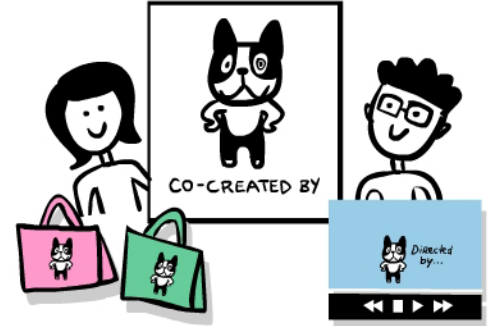
## "ASSIGNMENT" OF RIGHTS



eg, COMPANY LOGO, business graphics

Author or Artist creates something and **sells all exclusive rights to the client**, who becomes the new Copyright Owner. Creators: It is not necessary to ASSIGN rights if a LICENSING agreement will work just as well. If transferring full rights, Artists should be compensated fairly.

## "JOINT WORK"



Two or more collaborators have joint ownership rights and don't need to get legal permissions from each other to do what they want with the work (except in the case of assigning rights to a third party). Income should be split equally between the owners.

## LICENSING of RIGHTS

LICENSING is the most flexible and customizable arrangement. The Author or Artist ("Licensor") retains copyright ownership and can specify exactly what rights are being sold to the Client ("Licensee"), and for the Client, the price could be more affordable because they are paying only for what they need.

- exclusive rights or non-exclusive rights?
- for which media?
- rights to re-distribute/sell? Or personal use only?
- for which products?
- for which territories?
- for how many months/years?
- rights to modify artwork?
- flat fee or royalties?
- transferable/non-transferable rights?



## CREATIVE COMMONS LICENSE



A CREATIVE COMMONS LICENCE is when the Author/Artist gives FREE PERMISSIONS TO THE PUBLIC to copy, distribute the work with attribution. Note: there are several different CC Licences, some do/do not include commercial or derivative rights.