

Understanding Usage Rights and Licensing

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WHAT ARE USAGE RIGHTS

Usage Rights/License

The license is an agreement between the photographer and the client as to the usage rights that have been granted for a given project. The license is like a lease the usage rights are the terms of the lease.

You are “renting” the images to a client to meet their specific needs.

WHY ARE USAGE RIGHTS IMPORTANT

Without a license, the client is completely free to interpret the usage rights as they wish. The more exposure the image is going to have the higher the fee to the client

UNDERSTAND YOUR CLIENTS USE FOR THE PHOTOS

Questions to figure out usage needs.

- How is the client using your image?
- How many images is the client purchasing?
- How long will the client use your image?
- Geographic Region of usage
- Market for usage

TIME PERIOD/LENGTH OF TIME

The length of time an image or images will be used. One year, Two Years, one time in a magazine, Specifying usage start date: When will the client begin using the images? From date of first usage or from shoot date?

You must figure a way to track this in your job notes

RIGHTS/QUANTITY

How many times within the time period will the image be used?

- **Limited:** a limited number of times within a time period
- **Unlimited:** the image can be used an unlimited number of times within the time period purchased. Unlimited usage of an image does not mean unlimited amount of time of usage.
- **Total Buyout:** The client has purchased the copyright to the image and has full rights to do whatever they want with the image.

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GEOGRAPHIC REGION

The area in which the images will be seen.

National: US only. Includes provinces of the US such as Puerto Rico and the Caribbean.

North America: Includes the US and it's provinces, Canada and Mexico

Global/International: Throughout the world. (Internet is automatically global)

Local: Specific city or area (San Francisco Area...)

Regional: Specific region (Midwest, Southwest, etc.)

Europe: Great Britain, Spain, France, the Netherlands, Scandinavia, Germany, and Italy

By Country: specific countries can be purchased