

Additional licensing info PDF

15. What are licensing rights and what usage rights are granted when I buy video from you?

If you'd like to learn more about US Copyright law, the US Copyright Office posted a user-friendly FAQ document at www.copyright.gov/help/faq.

But here is a brief synopsis - US Copyright is automatically granted to the creator of any digital artwork (such as video) at the moment that work is created (i.e., the moment the video is recorded). According to US Copyright law, when you purchase that digital artwork (video), you are really only purchasing specific rights to use that video, and those usage rights are referred to as licensing rights. Also according to US Copyright Law, the person who created the original work (in this case Colleen Griffith) still retains ownership of the original copyright. Which means, when you buy video, you are not buying the copyright to the video (in other words, ownership of the copyright is not being transferred to you); instead, you're buying the rights to use the video per the details of the licensing agreement which is defined by the owner of the copyrighted material (in this case Colleen Griffith).

And it is fairly standard practice for full-time professionals who attempt to earn a living in the world of the visual arts (i.e., photography, film, etc) to offer different levels of licensing agreements that have different scopes of use and hence different prices (such as Personal Use and Business Use, for example); and typically, the more economical the price, the more limited the scope of use for the licensing agreement.

So, I essentially offer two levels of licenses: Personal Use and Business Use. The Personal Use license has a more limited scope of use compared to a Business Use license. Also, when you buy a license to use a video, it is for a single user - which means, if multiple people want to use that video for their own purposes, they would each need to buy a license.

I've briefly described the scope of use for both licenses in the FAQ "[What's the difference between Personal Use and Business Use licenses and when are each needed?](#)".

16. What's the difference between Personal Use and Business Use licenses and when are each needed?

Be sure to read the FAQ "[What are licensing rights and what usage rights are granted when I buy video from you?](#)" to understand about licenses.

Both Personal Use and Business Use licenses are now included in the prices of both the Standard and Premium videos.

A Personal use license allows for ONE person's own personal use of the video. So that means that a license holder (you) can post the video on your personal social media sites like Facebook, or Youtube, etc. It also means you may share the videos with your instructors for feedback (including on-line video review sessions where the instructor records his/her audio over the video and/or "writes" on the video), or play for others, or display in a personal setting, etc. You may also post the video(s) you purchased to the many Nosework, Scentwork, and Scent Detection groups that are popping up on FB as well, assuming the specific FB group administrator(s) allow the post (check with them for their individual rules). And if you'd like more broadly defined user rights, such as the rights for multiple people to use the video, an option would be to contact Colleen directly to work on a reasonably-priced customized license agreement.

A Business Use license is required for any use that's intened to make money. Feel free to [Contact Colleen](#) if the below examples don't cover your intended use.

Below is a partial list of examples where Business Use licenses are required:

- **If you're a breeder:** posting to your breeder FB page, or your breeder webpage or blog requires the purchase of a business use license
- **If you're a dog trainer or NW instructor,** the following is a partial list of examples which require a Business use license: reviewing the video with your students in a teaching capacity or in an educational setting; posting to your business FB page (posting to your personal FB page does not require a Business Use license); or posting to your business webpage; or posting to any other site where the intention is to drum up attendance in one of your training classes or training methods; or using it in any sort of advertising capacity; or posting it to your personal YouTube site and then embedding that in your business webpage or business FB page, etc. Note, if you're doing video review with your students, you may utilize the type of technology (like Coach's Eye) which allow you to record a "Voice-Over" of your comments and draw on the video during your

- review as well, so long as you don't remove my logo from the bottom right corner of the video.
- **If your NW instructor or your dog's breeder would like to use the video** for their business purposes (see the two above bullets), then your instructor/breeder would need to purchase their own Business Use license and (s)he can then use the video in a business capacity such as posting to her business website, etc.

Also, these licenses are not transferrable. Meaning, when you purchase videos of your searches, it does not grant the license holder (you) the rights to make copies of those video(s), sell copies, distribute copies, or give a copies of the videos to anyone else for their own personal or business use (like uploading to their own personal social media site or to their own separate business social media site), etc. If you would like to do any of these things, [contact me](#) and we can work out a relatively cheap price for that – I try to keep my rates as low as possible, and one way of doing that (which is fairly standard in the Full-Time Professional Photography world) is to provide different rates for different scopes of usage rights (meaning, the most economically priced option has the most narrowly defined scope of user rights).

Please feel free to [contact me](#) if you have any questions at all regarding this. I know US Copyright Law it is a topic many folks either don't know much about, or are perhaps even somewhat misinformed about, and so questions regarding this FAQ are expected and understandable. Also, let me know if any of the above information is unclear or seems unreasonable.

Please do not remove my logo in the bottom right corner of the video when using the video(s) for any purposes or when using any screenshots from the video(s) for any purposes.