Use of Creative Commons Licenses

What are they, and when can they help EUN?

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What is the problem?



- → Copyright is fairly restrictive by default
- → To allow sharing and re-use of a protected work, you need to grant licenses
- → Licenses can be complicated and ambiguous, especially when you want to keep some rights to yourself
- → Interpretations can vary from country to country
- Couldn't we build a set of standard licenses?

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Creative Commons: goals and background



- Creative Commons is a US based non-profit organisation http://creativecommons.org/
- → Founded to replace case by case drafting and negotiating:
 - to facilitate lawful sharing and re-use
 - to facilitate the communication of your terms to users
- → Agile, easy, low cost licensing regime, free to use and internationally recognized (currently 50 jurisdictions, and multi-language)

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What is Creative Commons?



- → CC is not public domain or free of any restrictions.
- → CC does not eliminate copyright; it builds on it!
- → CC is a group of licenses, not a single license. You can pick the one that suits you best.
- → CC can be applied to <u>any work protected</u> by copyright: text, images, video, software, ...
- → CC does not stop you from making money!

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Who uses CC licenses?



- → Educational: MIT OpenCourseWare
- → Reference: Wikipedia
- → Books and comics: XKCD, L. Lessig
- → Music: Jamendo, Magnatune
- → Government: White House, Kremlin
- → Photo/video: Flickr, YouTube











The Creative Commons license family



- → Each license: one page, and one visual symbol
- → Summarized by four characteristics that determine when you may copy, distribute, display and perform the work and make derivative works:
 - Attribution (BY): only if you give credit.
 - Non-commercial (NC): only for noncommercial purposes
 - No derivative works (ND): only verbatim copies
 - Share-alike (SA): distribute derivative works only under an identical license (copyleft)

The Creative Commons license family



Mix and match!

	BY	ND	SA
NC	BY-ND	BY-SA	BY-NC
ND-SA	ND-NC	SA-NC	BY-ND-SA
BY-ND-NC	BY-SA-NC	BY-SA-ND	ND-SA-NC

(red = logically impossible; orange = not used in practice)

→ 6 common types:









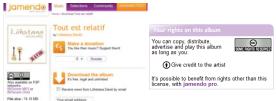




How to obtain/grant licenses?



→ Indicate the logo, e.g. Jamendo



→ Or simply state the license, e.g. Wikipedia:

Creative Commons: ''(''CC'') is a [Inon-profit organization]], headquartered in [[Mountain View, Californial]], and Content that violates any copyrights will be deleted Encyclopedic content must be verifiable.

By clicking the "Save Page" button, you agree to the Terms of Use, and you invocably agree to release your contribution under the CC-BY-SA 3.0 License and the GFDL. You agree that a hyporink or URL is sufficient attribution under the Creative Commons license.

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Creative commons is awesome!

Save page Show preview Show changes Cancel [Editing help (opens in new window)

→ How to choose the right one? http://creativecommons.org/choose/



When is CC a good idea?

- → When you want to make your available to an international audience: legal validity and translations!
- → When you have a large group of works that you want to make available under the same terms
- → When you want recognisable licenses
- → When you have collaborative works with a large number of authors

When is CC a bad idea?

- → When a work is not protected by copyright, or when it is already in the public domain
- → When you don't want any restrictions (but: CC0!)
- → When you don't have the rights yourself: you cannot grant a CC license on someone else's work
- → When you already agreed to other restrictions (e.g. exclusive rights)
- → When you simply don't want one of the exact solutions offered by CC licenses