

Commercial Usage & Licensing

Photography & Videography

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Explains commercial usage rights and licensing — that you own copyright by default, how usage scope (web/print/ads/duration/exclusivity) should drive pricing, licensing vs full buyout, and protecting your rights — so you price commercial work on usage value, not just shoot time. Use it for commercial pricing/rights. For contracts use the Client Contract & Copyright (via contracts).

Purpose of this tool & output

Price and license commercial images right

How the output is used

Use it to price and license commercial images right — a commercial usage and licensing guide across scope, term and territory.

Important cautions

You own copyright by default and license usage — price on usage scope (broader/longer/exclusive/ad usage costs more) and charge a premium for full buyout/all-rights, in writing. Get model/property releases for commercial use. This is general guidance, not legal advice.

Companion documents

- Product / E-Commerce Photography SOP
- Food Photography Playbook
- Corporate & Headshot Sessions
- Real Estate / Architecture Photography
- Fashion / Lookbook Shoots
- Commercial Client & Retainer Management

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.