



NFT Usage Licences

The Use Licenses set forth below last only as long as the legal person(s) or “**user**” is the valid owner and holder of the NFT associated with the licensed NFT Media. If a user sells or transfers the NFT to another legal person(s), the relative Use Licence will transfer to such a new owner or holder of the NFT, and the previous user will no longer hold the benefits of such Licence.

This ownership must be cryptographically verified by signing a message with the private key associated with the token holder's public key.

Simple Explanation:

*On the blockchain, the owner of the token is represented by a string of numbers and letters. This is usually called a ‘public key’ but it can be thought of as a house's address. The blockchain has a list of which NFTs belong to which houses. To verify that a person owns an NFT - they must show that they have the key to open the door of said house. This is typically referred to as the ‘private key’. It is theoretically impossible to open the door by any means other than by using this private key.**

Personal use:

1. The owner of an NFT that holds a ‘**Personal Use Licence**’ is granted a worldwide, non-exclusive, non-transferable, royalty-free licence in the work and will be able to use, copy, and display the NFT Media for such purchased NFT, solely for the following purposes:
 - a. In the use of a marketplace that permits the purchase and sale of such NFTs, provided that the marketplace cryptographically verifies each NFT owner’s rights to display the NFT Media of their NFTs, to ensure that only the actual owner can display the NFT Media; or
 - b. As part of a third party website or application that permits the inclusion, involvement, or participation of your NFT, provided that the website/application cryptographically verifies each NFT owner’s rights to display the NFT Media for their NFTs to ensure that only the actual owner can display the NFT Media, and provided that the NFT Media is no longer visible once the owner of the NFT leaves the website/application.

(when any of the above actions are performed, attribution of copyright to the copyright owner is absolutely required)



Commercial use:

2. The owner of an NFT that holds a '**Commercial Use Licence**' is granted a worldwide, non-exclusive, non-transferable, royalty-free, licence in the work and will be able to perform the following actions relating to the digital NFT artwork for monetary gain:
 - a. reproduce the work in any manner or form;
 - b. publish the work if it was hitherto unpublished;
 - c. make an adaptation of the work;
 - d. create a derivative of the work
 - e. distribute the work, or
 - f. use the image directly or indirectly in the marketing of a product;

(when any of the abovementioned actions are performed, attribution of copyright to the copyright owner is not required)

Free Use:

3. The owner of an NFT that holds a '**Free Use Licence**' will be able to perform the actions referred to under the '**Commercial Use Licence**', described above, but will have to publicly attribute the copyright in the work to the copyright holder.