CREATIVE COMMONS

Toolkit for business

How can my business benefit?



Reduce production costs

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Avoid legal uncertainty

Using CC standardized licenses is one means of reducing transaction costs and legal uncertainty associated with copyright licensing. Copyright owners can be difficult to locate or hard to negotiate with. Even if you reach an agreement, you will probably need the help of a lawyer. Creative Commons works with lawyers from all over the world so that you can freely use a license suite that works globally.



Increase access to innovation

Making your product available to your target audience under a CC license allows you to do market tests before releasing its final version. Your early adopters can try your product beforehand, give you feedback about it and influence the market you have targeted. This way, you improve your product while maximizing future benefits and often reducing innovation and marketing costs.



Leverage first-mover advantage

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Promote sustainability

When you use CC licenses you show that your business is socially responsible: you are working towards generating revenue but you also want to make sure that others can benefit from your work. CC licenses place your company in a network of collaborative clients, partners and suppliers, allowing you to keep a light structure and reduce costs by using only resources that are essential.



Enjoy opportunity benefits

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