

# A Comprehensive Guide to Creative Commons Licenses



Created by the Open Access Team in conjunction  
with the Copyright and Licensing Team

Libraries, Museums and  
Galleries



# OVERVIEW

- What is Copyright?
- Intellectual Property Rights
- How Does Copyright Work?
- What is a Creative Commons License?
- Benefits of Creative Commons Licenses
- Creative Commons License Elements
- Different Types of Creative Commons License?
- Key Takeaways

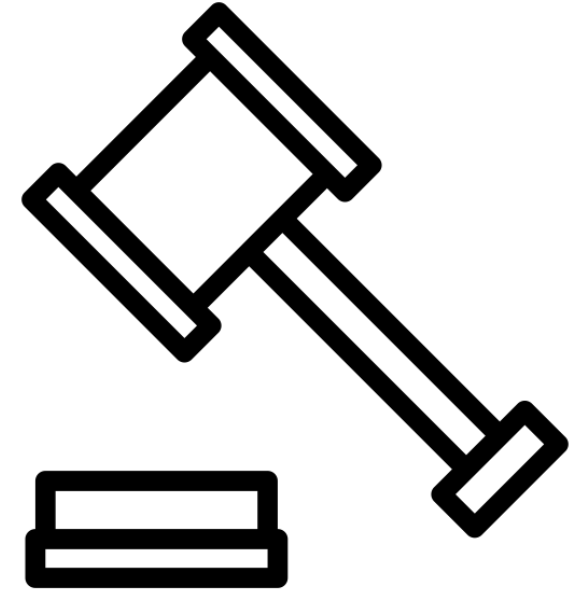
# WHAT IS COPYRIGHT?

Copyright is one of the main Intellectual Property Rights (IPRs).

Copyright does not need to be asserted or applied for, it is assigned automatically, usually to the creator of the work.

For a work to be protected by copyright it must be both:

- original  
and
- recorded in a fixed format i.e. written down, recorded on tape, film etc.

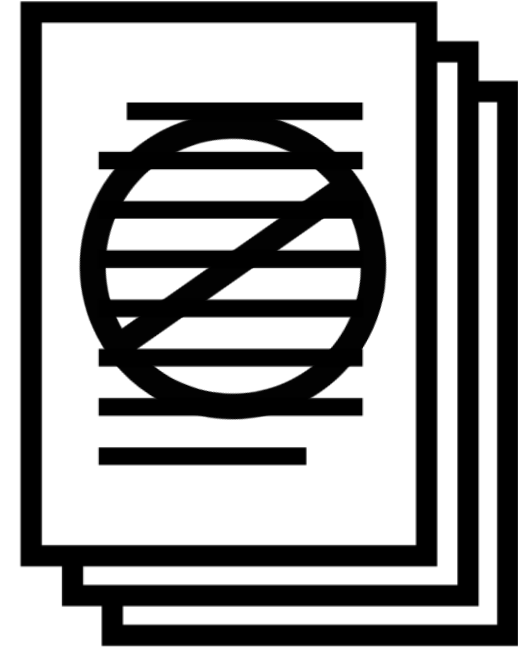


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from Noun Project

# INTELLECTUAL PROPERTY RIGHTS

## Intellectual Property Rights:

- Are specific legal rights which exist to protect the owners of IP (Intellectual Property)
- Give the owners of IP specific, exclusive rights regarding the use of their work
- Prohibit unauthorised use of protected works
- Make it easier for the owners of IP to take legal action against anyone who uses their work without permission
- Enable people to earn recognition or financial benefit from what they invent or create



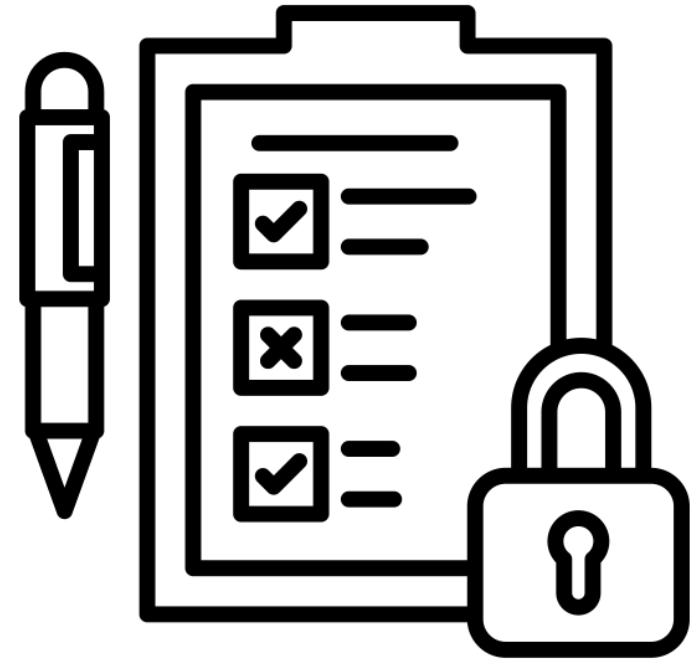
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# WHAT IS COPYRIGHT?

Copyright is a set of exclusive rights which owners of cultural, creative and artistic works have over the uses of their work.

It prevents users from copying and using protected works without **permission** and/or without acknowledgement.

Copyright gives rights holders **control** over their work.



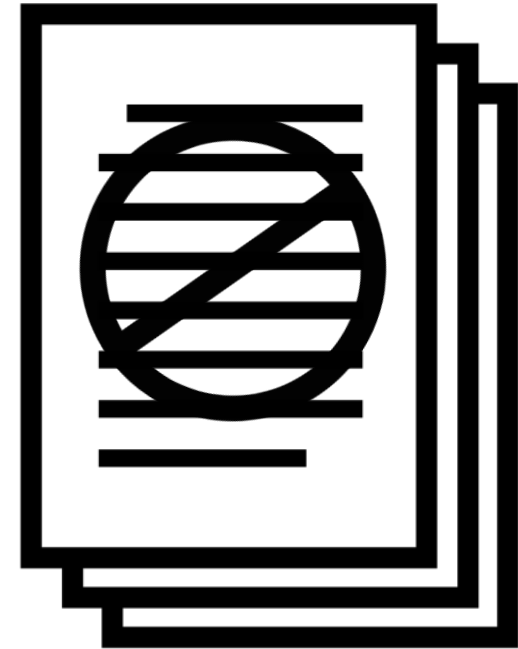
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# HOW DOES COPYRIGHT WORK?

Copyright holders can choose to retain all the rights associated with copyright. This is known as 'all rights reserved'.

However, they can also permit some uses of their work without others having to ask for permission.

The main way to do so is to make a work available under a Creative Commons License.

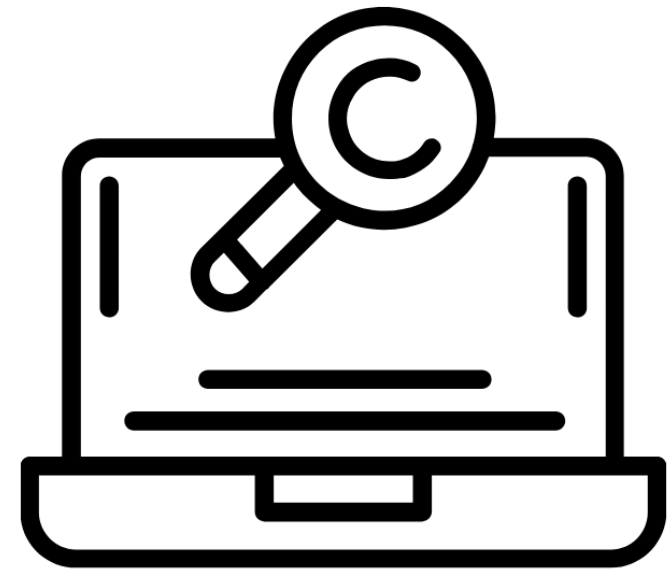


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# CREATIVE COMMONS (CC)

Creative Commons is a non-profit organisation that has the aim of making it easier for people to **legally share and build upon the work of others**, consistent with the rules of copyright.

Creative Commons provides **free copyright licenses** for creators who wish to voluntarily share their work with others.



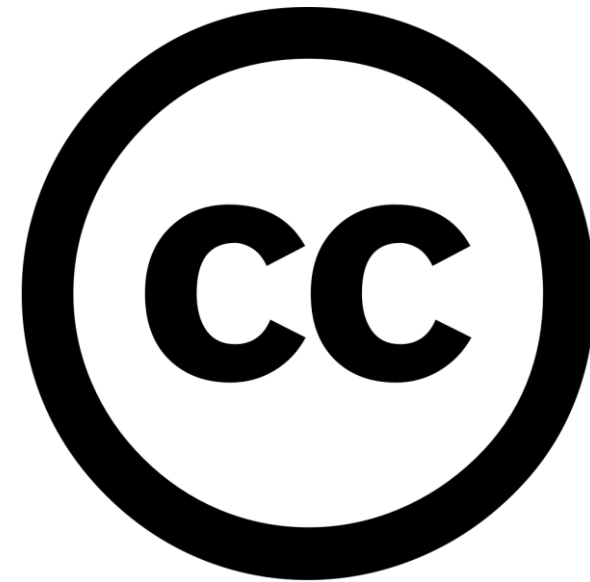
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# WHAT IS A CREATIVE COMMONS LICENSE?

A Creative Commons (CC) License enable users to:

- Distribute
- Use
- Potentially expand

upon an author's work





# BENEFITS OF CREATIVE COMMONS LICENSES

All Creative Commons Licenses:

- Help creators retain copyright while allowing others to copy, distribute, and make use of their work
- Create a pool of content that can be copied, distributed, edited, remixed, and built upon, all within the boundaries of copyright law.
- Encourage innovation.
- Increase the accessibility and reproducibility of a work for a larger audience.
- Fundamentally underpin Open Access publishing.
- Satisfy funder requirements which encourage outputs to be as open as possible to increase reusability.
- Work around the world and last as long as applicable copyright lasts.
- Ensure licensors get the credit for the work.

# CREATIVE COMMONS LICENSE ELEMENTS

There are 4 primary license elements which are mixed to offer a suite of 6 licenses.

Each element has its own icon and abbreviation, making them easy to identify.



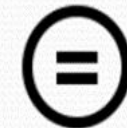
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Share-Alike (SA): Licensees may distribute derivative works only under a license identical to the license of the original work.



Non-commercial (NC): Licensees may copy, distribute, display, and perform the work and make derivative works only for non-commercial purposes.



No Derivative Works (ND): Licensees may copy, distribute, display and perform only literal copies of the work.

# CREATIVE COMMONS LICENSES

## CREATIVE COMMONS LICENSES OVERVIEW FOR STUDENTS AND TEACHERS



### ATTRIBUTION REQUIRED



#### BY

You can use the work and do whatever you like with it as long as you give attribution.



#### BY-SA

If you add to or change the work, you must share it with the same BY-SA license.



#### BY-NC

You can use the work as long as you don't change it in any way.



#### BY-NC-SA

You can use the work and add to it or change it but you can't make money from it.



#### BY-NC-ND

You can use and share the work but you can't change it or sell it.

Least restrictive

Most restrictive

### ATTRIBUTION FREE OPTIONS



#### PUBLIC DOMAIN

You can use the work however you like without permission or attribution; the copyright has expired.



#### CREATIVE COMMONS ZERO

You can use the work however you like without permission or attribution; the creator has released it to the public.

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# KEY MESSAGES

- The most effective way of using someone else's work without infringing copyright is by using material made available under a Creative Commons License
- Creative Commons licenses do NOT grant copyright ownership
- Creative Commons licenses do NOT permit users to use a work in whatever way they wish
- Ensure you are familiar with and adhere to the conditions attached to each license
- Internet search engines offer search limits which can be applied to ensure that only resources made available under Creative Commons License are returned
- If you hold the copyright to a work, consider making it available for others to use under a Creative Commons License
- Be aware that funding bodies may require you to make your research available under a Creative Commons License

# ADDITIONAL RESOURCES

- [Creative Commons](#)
- [Creative Commons - Research Data Management](#)
- [What kind of license do I need?](#)
- [Wanna work together? \(Creative Commons\)](#)
- [Library guidance and information on Licenses and Copyright](#)

# SUMMARY



You have learned:

- ✓ How Copyright works
- ✓ Why you need a CC license
- ✓ The benefits of CC licenses
- ✓ About the different types of CC licenses
- ✓ Common misconceptions about CC licenses
- ✓ Where to find further resources and how to get support

**ANY QUESTIONS?**

Open Access Team  
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