

# LICENSING CHECKLIST

## What you need to do

Licensing an image may not be as straightforward as you think – but it needn't be a legal minefield either. There are various considerations that you should bear in mind to make sure that you license the right image, in the right way – to ensure your image needs are met. It's really all about knowing what you are licensing.

**The list of questions below is a good place to start when licensing an image:**

- Are you clear on what the image will be used for?**  
Will it be used for a billboard advertising campaign? A brochure? Website? Mobile?
- Are there people in the image?**  
Have you checked that the supplier holds any necessary model release(s) for the image?
- Does this legal protection come free with the image?**  
Are you covered automatically?
- Have you confirmed the duration of the license you need?**  
How long do you want to use the image for? A week? One month? Several years? Check when the license expires and check the length of the campaign or project the image will be used for.
- Are there any trademarks in the image?**  
Have you checked that the supplier holds any necessary property release(s) for the image?
- Does this legal protection cover claims of an unlimited amount?**  
Legal fees can be expensive – check how much you are covered for.
- Have you confirmed how big the print run will be?**  
How many times do you want to print or otherwise use the image? 10,000? 100,000? 500,000 times? Have you checked whether you can extend the print run or usage rights?
- Are there any artistic works (such as paintings and sculptures) in the image?**  
Have you checked that the supplier holds any necessary property release(s) for the image?
- Do you know where to go to ask for advice if you are not sure?**  
Stockphotorights.com can be a good place to start for information. Consult your legal counsel if you have specific questions.
- Have you considered whether the image is rights-managed or royalty-free?**  
This will affect how you can legally use the image - just because you've paid, does not mean you can use it however you like.
- Are there any buildings in the image?**  
Have you checked that the supplier holds any necessary property release(s) for the image?
- Does the supplier offer legal protection with the image?**  
Will they bear the liability and assume the costs if a claim arises? What kinds of claims are covered by the legal protection?