

All Rights Made Easy

All Product Rights Defined For Beginners

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Introduction: What do All These Terms Mean?

If you've ever tried to sort through the world of resell rights, you probably noticed there are nearly a dozen terms bandied about as if everyone knows what they mean. Problem is, plenty of people don't know what they mean – and that includes some of the marketers who are selling rights to their products!

That's why I created this report. Over the next few pages we'll dissect the most common terms associated with resell rights. And the next time you purchase rights, you can be confident since you know what you're buying.

But one word of warning...

A moment ago I mentioned that sometimes even the marketers selling the rights don't understand the terms they're using. That means that you need to ALWAYS read your rights license so you understand how your product can or cannot be used.

Even if you know the definition of a term, the marketer selling you the rights might not – and so the license may list terms startlingly different from what you expected. When in doubt, ask the original product creator directly, and get it in writing so there aren't any misunderstandings.

Now let's get on with it...

Resell Rights vs. Resale Rights

You've no doubt noticed that some people refer to "resell rights" while others refer to "resale rights."

What's the difference?

While the English majors may argue about the correct spelling and usage, for all practical purposes the terms can be used interchangeably. As such, "master resell rights" are exactly the same thing as "master resale rights," "basic resell rights" are the same thing as "basic resale rights," and so on.

Which brings us to our next definition...

Resell Rights (AKA Basic Resell Rights)

When you get basic resell rights to a product, it means you can sell it directly to your customers and keep all the profits.

However, selling it to customers is the *only* thing you can do with a product that comes with basic resell rights. That means you aren't allowed to change it in any way, nor are you allowed to pass the resell rights along to your customers.

This is similar to being an affiliate in that you aren't allowed to modify the products you're selling. The difference, of course, is that when you have resell rights you get to keep all the profits, control the sales process and build the customer list.

Note: *Check your resell rights license. Some product owners require you to sell the product using their sales letters. Other owners give you a sales letter to optionally. Still others don't give you any sales materials.*

Also, some licenses allow you to include your resell rights product as a bonus to other paid products, include it in a membership site or even sell

it on an auction site. Others do not allow these practices for fear of devaluing the product. Check your license!

Master Resell Rights

When you get master resell rights to a product, it means you not only can make money selling the product to your customers, you can also make money by selling the resell rights or master resell rights to your customers... and your customers can do exactly the same thing.

Let me give you an example...

You buy master resell rights to a dog training ebook. You get to make money in two ways:

1. You sell this ebook directly to dog enthusiasts and keep all the profits.
2. And you also sell the resell rights or master resell rights to this ebook to *other marketers*. (Usually you charge a little more when you sell the rights.)

Those other marketers who bought the rights now have master resell rights as well. That means they can sell the product directly to end users, and/or they can also sell the master resell rights to other marketers.

In other words, everyone who purchases the master resell rights version of the product may sell the product itself and sell the rights to the product.

Note: Check your license. Usually acquiring master resell rights (MRR) means that anyone who purchases the product automatically gets master resell rights, which is the right to sell the product and transfer the rights to others.

However, some licenses allow you to only sell BASIC resell rights to your customers. That means your customers can resell the book but NOT the rights. These are usually referred to as nontransferable rights.

Also, just as with basic rights, some licenses define specifically how and where you can sell your product (e.g., whether you can sell on auctions, put the product on a CD and ship it, etc). Always check the license to ensure you're following its terms.

Just as with basic resell rights, you aren't allowed to modify master resell rights products. If you do want to modify a product, then you'll need to search for products in our next category...

Private Label Rights (AKA PLR, and Private Label Resell Rights)

When you get private label resell rights (PLR) to a product, it means that not only do you get the right to sell the product to your customers, you ALSO get the right to modify the product.

In the case of a text document, you'll usually get the original source file (e.g., Word document or txt file) so that you can add text, delete text, chop an ebook into articles, combine articles to create an ebook and so on. Usually you're allowed to put your name as the author/creator of the product.

This is another case where you need to check your PLR license very carefully, as not all PLR is created equally:

- Some PLR licenses allow you to create an entirely different product, such as turning an audio product into a text product or vice versa, while others forbid the practice.
- Some licenses grant you transferable rights, meaning you can pass the private label resell rights to others, while other licenses forbid it.
- Some licenses have very strict guidelines about what percent of your product must be changed before you can put your name on it, while others don't define it.

Bottom line: check your license carefully so you understand exactly how you can modify your product and resell it.

Nontransferable Rights

A few times in this report we've referred to "nontransferable rights." As the name implies, this means that you cannot transfer whatever rights you received with the product to your customers.

For example, nontransferable private label rights means you can modify the product and sell it to your customers, but your customers don't get any rights (e.g., they can use it for their personal use only).

In short: your customers can enjoy the product... but they don't have the rights to modify it, sell it, or even give it away.

Personal-Use Rights

Products with personal-use rights means the person can enjoy the product but they do NOT get any rights with the product. They can read it, use it and enjoy it – but they can't share it, sell it, modify it or reprint it in whole or in part.

If have basic resell rights to a product, that means you're selling the product to your customer with personal-use rights only.

Unrestricted Rights

As the name implies, those products that come with "unrestricted rights" don't come with a license full of "dos and don'ts."

For example, getting unrestricted basic resell rights usually means you are free to sell the product as you please, including on auction sites, as a bonus to a paid product and so on.

Getting unrestricted private label rights to a product usually means that you can do anything you want with the product – modify it in any way, change it to a different format, etc.

Note: Even though "unrestricted" is a pretty clear term, some product creators still slip small restrictions into their licenses. As such, be sure to read the license to make sure the product really is unrestricted.

Rebranding Rights

When you get rebranding rights to a product, it means you are allowed to change specific parts of the product as allowed by the product creator.

For example, the creator may allow you to do one or more of the following:

- Change all the links in the product to your affiliate links.
- Add your own link to the front or back of the product.
- Add your name to the product (usually in the form of "presented by [insert your name]...")
- Perhaps include a short message or ad somewhere in the product.

Then, depending on the license, you may be allowed to sell or give away the product (giving it away is more common).

Usually rebranding rights are granted to affiliates so they can get a backend income from giving away a free report. To make it easy on the product creators, they usually distribute a "PDF rebrander" (like ViralPDF.com or similar) so that affiliates and others who want to rebrand the report can do so easily themselves.

Give Away Rights

Rebrandible products usually come with give away rights. As the name implies, you can give these products away to your subscribers and visitors. Most of the time, those products that include give away rights actually forbid you from reselling the product.

Note: give away rights do not allow you to modify the product in any way. However, if you were granted private label rights WITH give away rights, then you can modify and give the product away. If your license doesn't grant PLR rights explicitly, then assume you cannot change the content.

Reprint Rights

Reprint rights gives you permission to publish (print) an article, report, ebook or other text document that was previously published elsewhere.

For example, articles you find in article directories (like ideamarketers.com) come with reprint rights. That means you can reprint the article in its original form – complete with author's byline – on your own site, blog, newsletter or similar.

Reprint rights usually mean you can reprint but NOT sell the information. Further, you aren't allowed to modify the content or the author's byline in any way.

Royalty Rights

Getting royalty rights to a product means that you need to pay the product creator a small royalty for every product you sell.

The difference between having royalty rights and simply being an affiliate for a product is that YOU control the product sales process, the customer list and all backend marketing.

As such, it's usually more profitable for you to acquire royalty rights for a product as opposed to merely being an affiliate – and that's because the money is in the list. (Of course, getting the basic resell rights to a product is even better, because then you pay a one-time-fee to the product creator with no revenue-sharing required – and you still get control of the sales process and the customer list.)

Note: you usually don't have any other rights to the product, which means you can't modify it or transfer the rights to others.

Foreign Language Rights

When you buy the foreign language rights to a product, it means you have the right to translate the product into different language.

For example, buying Spanish language rights means you can translate the product into Spanish. And usually, depending on the terms of the rest of your license, you then get reprint rights, give away rights, royalty rights or some form of resell rights to the product.

Note, however, that usually foreign language rights only grant you the permission to translate the product into ONE other language. So if you wanted French, Spanish and Mandarin rights to a product, you'd likely need to buy three separate licenses.

Conclusion

As you likely figured out, some products come with multiple rights. For example:

- You may purchase a product that includes resell rights AND foreign language rights.
- You may purchase a product with give away rights AND resell rights, meaning you can sell it or give it away, your choice.
- You may receive an article with foreign language rights and reprint rights – meaning you can reprint the article in another language.

And so on.

Even though you now know the definitions of all these terms, let me repeat this important point: you must always check your license to avoid any misunderstandings or legal complications. When in doubt, ask the product creator what you can and cannot do with the product – and get his or her answer in writing to protect yourself.

Now get out there and make some money – either by selling rights to YOUR products, or by selling other people’s products!

Sincerely,

Gabor Olah

<http://plrwholesaler.com>