

Usage rights and licensing checklist

Use this checklist before quoting illustration, photography or other commissioned artwork.

Record the answers in the proposal and the final agreement; this is not legal advice.

Identify the work and people

- Which images or deliverables are licensed? [List]
- Who is the client and who will actually use the work? [Names]
- Who owns copyright and any relevant third-party rights? [Details]

Define the permission

- Intended purpose and campaign: [Details]
- Media and channels: [Named print and digital uses]
- Territory: [Named countries or regions]
- Start date and term: [Dates]
- Print run, impressions or distribution limit: [Limit or clearly defined unlimited use]
- Exclusivity: [Category, competitors, duration and exceptions]

Clarify adaptations and onward use

- Permitted crops, alterations or adaptations: [Rules]
- Sublicensing, agencies and partner use: [Who is allowed]
- Merchandise, packaging and resale: [Included or excluded]
- AI training or other secondary uses: [Explicit agreement]
- Portfolio display, artist credit and confidentiality: [Terms]

Separate fees and changes

- Creation fee: [Amount and currency]
- Usage fee: [Amount and currency]
- License activation and payment condition: [Details]
- Renewal, extra territory, extra channels and increased distribution: [Quote process]
- Full buyout or assignment, if requested: [Professionally reviewed terms, not an assumed checkbox]

Confirm before delivery

- Client decision maker approves the permission in writing.
- Relevant releases and permissions are recorded.
- Approved version and renewal date are retained.

- Ask a qualified professional about unclear ownership or local legal requirements.