



## Products with Rights - Understanding Your Rights

When you buy or obtain products with rights, you must understand exactly what the rights allow you to do. Before you do anything in regard to passing these products on, always make sure have read your license, and understand what you can do, and more specifically, what you can't do!

The main types of Rights given are:

- Personal Use Rights - (PUR)
- Resale Rights - (RR)
- Give Away Rights - (GAR)
- Master Resell Rights - (MRR)
- Private Label Rights - (PLR)
- Unrestricted Private Label Rights - (UPLR or MPLR)

Another one that is often used these days is White Label Rights, (most often with Software items).

The problem is, that not all people allow you to do the same things, within a certain type of rights. Therefore, you must read and understand the individual license that came with each product. The other point about this, is that you need to keep your license, in case you have to show proof of your rights at some time.

So, let's cover a basic understanding for each of these types of rights...

**Personal Use Rights** – This means that you do not have any rights to pass on the content or product to anyone else. You cannot give it away or sell it at all. You can only use it for yourself, nothing else.

**Resale rights** – A product with these rights can be sold by you and you keep 100% of the profits. But, you cannot change the product in any way, you cannot claim that you are the author and you cannot claim copyright, etc. You must tell your customers that they only have personal use rights. Meaning they can only use it for themselves, and cannot pass on the product to anyone else, at all. They cannot resell the product.

Quite often the Resale Rights product will come with its own webpages and you can edit the webpages, to make them fit in with the branding, etc. of your own business or website. In this way, the product seems to be your own, to a degree.

**Master resale rights** – With these rights, you can resell the product and keep 100% of the profits. You can't edit the product, claim you are the author or claim copyright, etc. However, you can pass on Resale Rights to your customers who purchase this product from you.

Your customers can use the product for themselves and also resell the product to their customers. They must in turn, tell their customers that the product is for personal use only.

Again, these products normally come with webpages that you can edit, within the terms of your MRR license.

**Private label rights** – When you own products with private label rights, you can resell the product and keep 100% of the profits. You can also edit the product and use it in many different ways. You can claim that you are the author, you cannot claim copyright for the product as it is. Basically, this is like getting a product and being able to do anything you want with it. You can even take a product with private label rights, make minor changes and sell the resale rights or master resale rights with it.

In most cases, you can also use the content of these products to make whole new products, by combining all or some parts of more than one PLR product, etc.

If you make a totally new product with PLR content, you can claim copyright to your new product.

Another way to make good use of PLR products is to add more modules of your own, making it a larger or more extensive product. This is a great way to create upsells, or simply to add more value and charge a higher price.

**Unrestricted private label rights** (Sometimes call Master Private Label Rights) – This is the top-level rights that you can get, other than with products you have completely created from scratch yourself. With these rights can do just about anything, INCLUDING selling private label rights (PLR) to your customers.

This is like full blown rights to do anything you want to do. Being able to sell PLR to a product means you have to include the 'source' files as well as the finished product files, which of course means you can sell at much higher prices.

Marketers will always pay a premium for PLR rights with a product, compared to MRR or RR.

So, now that you understand the difference in the types of rights, we should discuss the differences in being a resale rights product creator and a PLR product creator.

**PLR Product Creator** – As a PLR product creator you must create all of the content for the entire product from scratch. You can outsource some of this work, but it has to be completely created from scratch. If it's an eBook, it should be original written from scratch content. If it's a piece of software, it's should be all original code from scratch. If it's a video product the content needs to be all original from scratch.

I think you are getting the point?

You have to create everything from scratch so that it's all YOURS and you can offer private label rights to it.

Being a PLR product creator is VERY profitable and tons of money is made from doing it, but there's an easier way to make just as much money...

**Resale Rights Product Creator** – As a resale rights product creator you CAN create all the content yourself and just sell the resale rights or master resell rights to others, but an even easier way is to use PLR content you have previously bought, or you can easily search for and buy PLR products and use this to create your resale rights product.

Obviously, you will do better with products that are unique and hence new, so regardless of what you are selling with rights, make sure you include a license for your buyer, so they know exactly what they are allowed to do with it.

Finally, I will mention one more time... Make sure you fully understand what you are permitted to do with the products you have bought with rights, so many people get into trouble (serious trouble) by not following their license!

All the Best!



Pete Bentzen

<http://petebentzen.com/blog/>

<https://facebook.com/pete.bentzen/>