IPI Academy

falconbury



Presented by
Falconbury

Creative Commons for Business: Open Content Licensing

6 May 27
+ 11 November 27

Understand how Creative Commons licensing works in practice, avoid common legal pitfalls and confidently manage copyright risks in commercial environments.

Format:
Live online

CPD:
1.5 hours for your records

Certificate of completion

Course overview

Creative Commons licensing offers valuable opportunities for organisations, but understanding how licences operate is essential to avoid unintended legal and commercial risks.

Your creative content could be your biggest untapped business asset - or your greatest legal liability. In today's user-generated content economy, understanding Creative Commons licensing isn't just about legal compliance - it's about unlocking new revenue streams, expanding your market reach, and building strategic partnerships that traditional copyright restrictions would never allow. It's also about avoiding infringement of someone else's rights by accident.

The digital landscape has fundamentally transformed how creative works generate value. Platforms like YouTube, TikTok, Google and X have created ecosystems where content creators, businesses and users collaborate through sophisticated licensing frameworks. Yet most organisations are sitting on valuable intellectual property without understanding how to leverage Creative Commons licensing to maximise both protection and commercial opportunity.

This isn't about giving your work away. It's about leveraging it. It's about knowing when you have to pay and do not have to pay to use the IP of others – or when and how to give a credit. In short, it's about strategic IP management that amplifies your business impact. Creative Commons licensing operates within traditional copyright law to create powerful new business models. By understanding the intricate relationship between copyright fundamentals and open content licensing schemes, you can make informed decisions about when restrictive copyright serves your interests and when Creative Commons licensing accelerates your goals. This strategic approach allows your creative works to circulate more widely while maintaining the control and attribution that protects your brand and business interests.

You'll master the evolution and architecture of Open Content Licensing, understanding how various OCL schemes create different business opportunities. The training course provides comprehensive coverage of Creative Commons' sophisticated three-layer licensing structure and detailed analysis of the six core licences, each designed for specific strategic objectives. Through practical tips and real-world guidance, you'll learn to navigate the nuances of each licensing option, understanding exactly when and how to deploy them for maximum business impact.

Companies that master Creative Commons licensing today are building the partnerships, audience reach, and market positioning that will define tomorrow's competitive landscape. This training course provides the strategic framework and practical expertise to turn your creative assets into engines of business growth while maintaining the legal protections your organisation requires.

Presenters firm

WESTON LEGAL

Weston Legal is a leading specialist boutique firm specialising in Commercial law, Technology law, Media law, Intellectual Property law, Data law and Regulatory law and practice. From its founding, the firm has always committed to provide a fast and efficient service wherever its clients operate. As its business has grown and diversified, it has recognised the strength and importance of the principles held by its people; putting clients first and operating as one team to realise its goals and share its success. These principles have formed the foundation of its culture and the way its lawyers interact with one another and the firm's clients. They are what distinguish it and are vital to its future.

To find out more about what Weston Legal can do for you, please contact Mark at westonlegal.ltd or see https://uk.linkedin.com/in/markwestonlegal

Mark also operates as a leading consultant to Hill Dickinson LLP, a leading and award-winning international law firm with offices in London, Liverpool, Manchester, Leeds, Birmingham, Piraeus, Singapore, Monaco and Hong Kong. As a full service law firm, it delivers advice and strategic guidance spanning the full legal spectrum from non-contentious advisory and transactional work, to all forms of dispute resolution. The firm is on the panel of a number of national and international organisations and regularly competes against many of the City firms. In recent months, they have been able to win a number of panel reviews against City firms.

To find out more out what Mark can do for you via Hill Dickinson, please contact him via www.hilldickinson.com

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Benefits of attending

By attending this training course you will:

- **Understand** how creative commons works
- **Get to grips** with the development of OCL and what it means for your business
- **Learn** about UGC licensing and other open content licensing schemes
- **Expand** your knowledge of emerging trends and different ways of doing business
- **Consider** practical tips and latest guidance to take back to your workplace
- **Transform** your IP strategy by mastering Creative Commons licensing as a powerful business tool for market expansion and strategic partnerships
- **Understand** potential new revenue streams through sophisticated Open Content Licensing frameworks that amplify your content's reach while maintaining legal protection
- **Navigate** the user-generated content economy with expertise in UGC licensing schemes that create collaborative opportunities
- **Gain** competitive advantage by understanding emerging content licensing trends that are reshaping how successful businesses monetise and distribute creative works
- **Make** strategic licensing decisions with practical guidance on the six core Creative Commons licenses knowing exactly when each serves your business objectives
- **Build** market positioning that leverages open collaboration to expand audience reach, forge valuable partnerships and establish thought leadership

Who should attend?

This interactive training course has been specifically designed for:

- In-house lawyers
- Private practice lawyers
- IP lawyers and managers
- Rights and licensing managers
- Compliance officers
- Creative and marketing directors
- Brand managers and directors
- Digital strategy leaders
- Content directors and content strategy managers
- Board members and business owners

Plus, professionals responsible for intellectual property strategy in content-driven industries.

Programme

Copyright as a backbone

The development of Open Content Licensing (OCL)

OCL schemes

Understanding what Creative Commons Licensing is

The Creative Commons Scheme

Three 'layers' of licences

Six core licences

Practical tips and guidance

Presenter



Mark Weston

Mark Weston has run his own law firm, Weston Legal, since 1 January 2024. He is also a consultant at Hill Dickinson LLP where he joined in February 2016 as a partner and Head of its Commercial, TMT & IP Practice. Before that, he was a partner and Head of the Commercial/IP/IT Team at Matthew Arnold & Baldwin LLP and before that, he spent several years at Baker & McKenzie in London and Chicago and has also previously been seconded to Hewlett Packard and other technology businesses. He changed role to become a consultant in Hill Dickinson's London office in January 2024.

Expertise: Mark's practice covers both non-contentious and contentious matters in all areas of commercial law, intellectual property law, information technology law, Internet, electronic commerce and on-line services law. He specialises in commercial and Tech issues. Mark is used as a 'trusted adviser' by many clients in all sorts of businesses and often acts as 'private practice in-house counsel' for many clients. He specialises in tech and internet businesses.

Clients: Just some of Mark's more well-known clients include Elstree Film Studios, RTL Group S.A., Sykes Cottages, Retailcorp Brands LLC, The Gulf Marketing Group, Moneynetint Limited and the BBC.

Some detail: Mark has extensive experience in advising clients on all manner of commercial matters (such as business planning and solutions, franchising, distribution, agency and marketing) through branding and intellectual property exploitation and licensing, to advice and documentation regarding hardware and software issues (such as development, licensing, maintenance and distribution, SaaS and cloud, Internet transactional solutioning, B2B, B2C and B2G electronic commerce, S-commerce and M-Commerce, social media, outsourcing, facilities management, procurement, IT policies, data protection (privacy), GDPR and freedom of information issues as well as artificial intelligence (AI)). He has a particular expertise in new digital business and revenue streams. He is also experienced in dealing with software disputes and IT litigation. The increasingly extensive media side of his practice relates primarily to publishing (both real world and digital content), to games and gaming platforms (and particularly transmedia technologies), advising companies about their advertising onscreen, online and in print and managing their public communications strategies generally (dealing with the CMA and ASA in the process) – and also a smattering of television, film and music exploitation. Recently he has been very active in AI advice.

More unusual:

Mark has previously spent several months on secondment to Hewlett Packard and he has also been seconded to assist in the legal problems arising in new technology companies such as Symbian. From 2000 to 2001, Mark was resident in the Chicago office of Baker & McKenzie advising US clients on European and UK aspects of IT and electronic commerce law and practice.

Mark is the author of the *Legal Practice Companion*, a parallel text book used at several law schools, the editor of the *IP and Media Law Companion* as well as the rest of the Companion series of books published by Bloomsbury Professional, Tottels, Cavendish Publishing and Oxford University Press. He has noted numerous reports for the *IT Law Reports* and is widely published in *Computing, Computers & Law, Computer Law & Security Report, IT Law Today, Intellectual Property World, Solicitors Journal* and many other journals both online and offline. Mark has also authored articles syndicated in the national and trade press and is regularly quoted in national newspapers and is heard on radio as an expert in his fields. Mark is the author of the *Business Names on the Internet* chapter in the *PLC Ecommerce Manual as* well as numerous other articles on various Commercial & IT law topics.

Mark lectures regularly on all Commercial, IP and IT law topics, including at the IBC IT 'Summer School' Programme in Cambridge, England; the Falconbury and MBL two-day and three-day Commercial Contracts seminars (run several times a year) and IT Contracts seminars (run three times a year) in London; and he has previously lectured at the Annual On-line & Internet Commerce Law Institute seminar in Chicago and tutored at University College London. He also runs a programme of bespoke training schemes on commercial law, IP law, IT law, AI law and data law as well as soft skills programmes such as negotiation skills and presentation skills.

Finally, you may have seen that Mark likes blogging and writing books, which are available at all good bookshops! He also appears regularly on BBC1 (usually providing advice on-screen to BBC Watchdog) and also on Sky News as a legal commentator, as well as trying to avoid the huge quantity of pink powder the TV make-up girls want to apply to his increasingly receding hairline.

Course dates

6 May 27	**Live online** 09:30-11:00 **UK (London)** (UTC+01) *Course code 17106*	GBP **99** ~~124~~ EUR **139** ~~174~~ USD **160** ~~199~~ **Until 11 Mar**
11 November 27	**Live online** 09:30-11:00 **UK (London)** (UTC+00) *Course code 17481*	GBP **99** ~~124~~ EUR **139** ~~174~~ USD **160** ~~199~~ **Until 16 Sep**

How to book

Online:
ipi.academy/2521

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

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Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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