

Dallas Property Photos



Usage Rights Guide

Learn more about copyright laws: <http://www.copyright.gov>

Summary

All of our images are copyrighted (intellectual property of Dallas Property Photos), and we license our images to you *for use*, based on the package you purchase. We are committed to protecting the interests, intellectual property rights, and livelihood of our company and photographers.

Property for Sale package: The client is granted Temporary Usage Rights to use those images *until the property is either sold or goes off the market*. Once it has been sold, you must purchase permanent usage rights to continue using for your marketing purposes.

Portfolio package: The client is granted Permanent Usage Rights to use those images for all marketing purposes.

****The images you purchase (regardless of Temporary or Permanent Usage Rights) are non-transferable and cannot be given away, bartered or sold.** The client who pays for the images is the only one who has the rights to use the images. For example, a realtor pays for images but cannot give those images to the builder, designer, remodeler, stager, etc. of that property photographed.

You must ALWAYS credit Dallas Property Photos for the images purchased, for all usage purposes.

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Temporary usage rights

This falls under the category of our Property for Sale package pricing.

What it means:

- The client who purchased the images can use the images UNTIL the property has been sold or goes off the market. *The client must still credit Dallas Property Photos for the images on your blog or “Just Sold” marketing materials.*
- If the client wants to continue to use the images for marketing purposes, after the property is sold, they can call us to pay the difference: the cost of each MLS photo (already paid for) will be subtracted by the total of each image you want to pay permanent rights to.

*****Do not illegally distribute the images to someone who has not obtained usage permission by separate payment to Dallas Property Photos.***

Permanent usage rights

This falls under the category of our Portfolio package pricing.

What it means:

- The client who *purchased* the images can USE the images for **their own** marketing purposes
- These are NOT exclusive rights - the client cannot sell, transfer, or give away the images to anyone else

*****Do not illegally distribute the images to someone who has not obtained usage permission by separate payment to Dallas Property Photos.***

If anyone affiliated with that image (the realtor, builder, remodeler, designer, lighting company, flooring installer, plumber, etc.) would like to use the image for their marketing they can pay Dallas Property Photos for the usage rights (the copyright owner for that image).

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Payment and ownership

The client who pays for the images (the name we have payment info from) is the only one who has the rights to use the images.

If a business partner or affiliate says they will split the payment with you so they can also use the images, **it is considered a copyright violation**. They must call Dallas Property Photos to pay separately for usage rights to the images to use for their marketing purposes.

Learn more about Copyright Laws:

For US copyright law, please visit the United States Copyright Office website.

Copyright Law FAQ's, via Getty Images License Compliance.

Realtor (NAR) Magazine article on Intellectual Property.