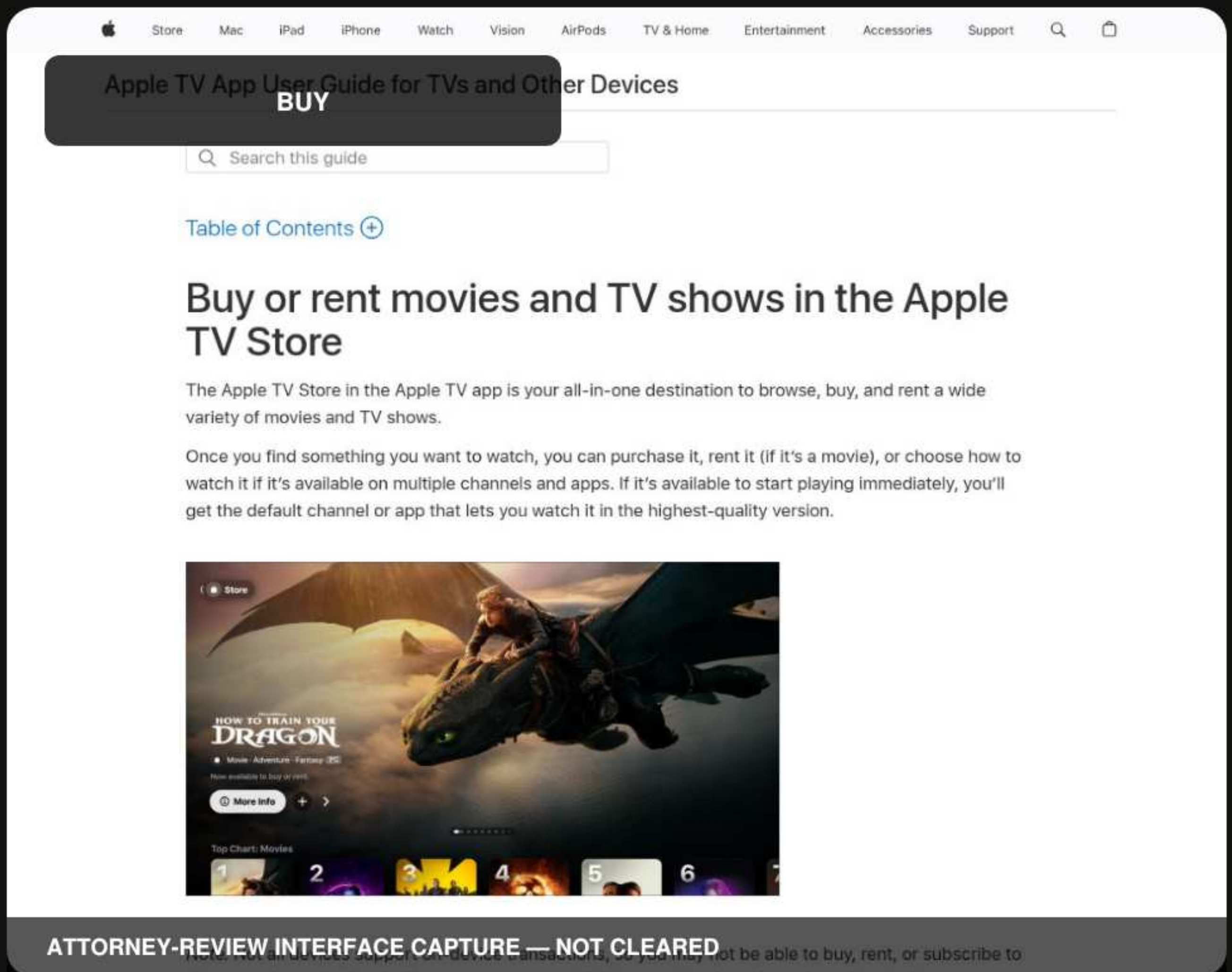
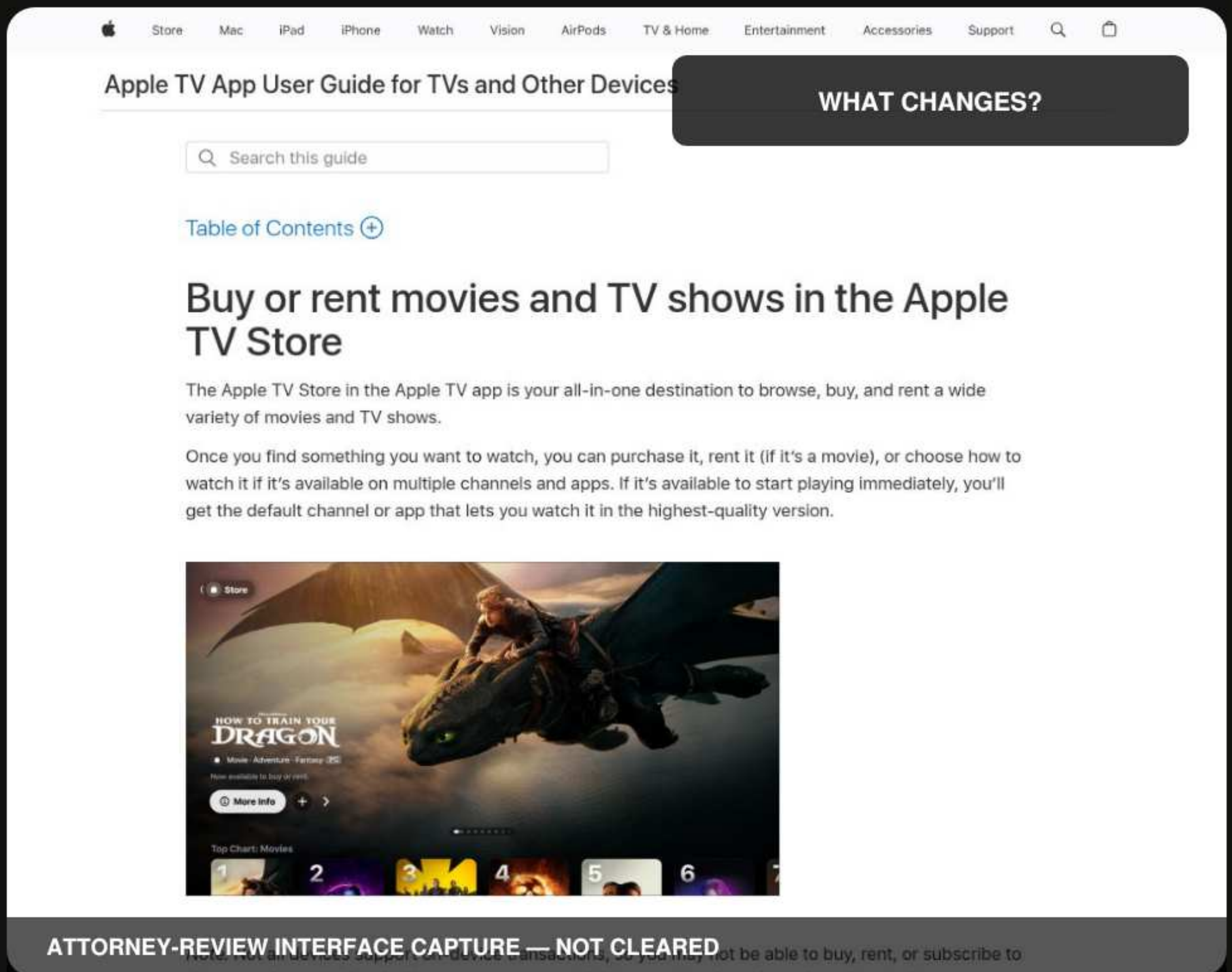




Apple makes Buy feel final. Creative ownership rarely is.

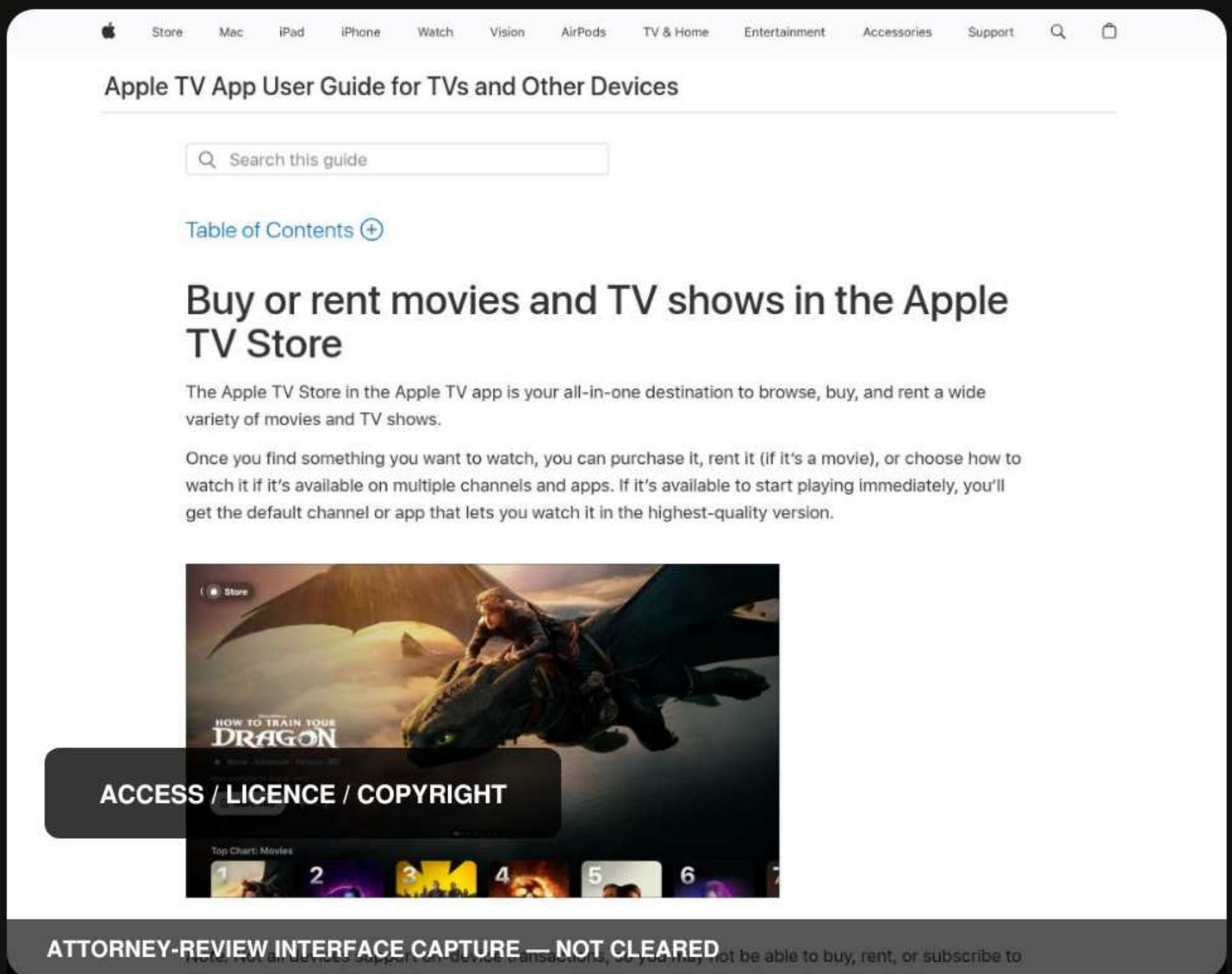
A purchase label can describe access without transferring copyright.



ATTORNEY-REVIEW INTERFACE CAPTURE — NOT CLEARED

When you press Buy, what exactly changes?

The interface answers the transaction step; the terms answer the rights question.



Three layers: ACCESS / LICENCE / COPYRIGHT

Access, contractual permission and copyright ownership are separate layers.