ROSS UNIVERSITY
SCHOOL OF VETERINARY MEDICINE

CREATIVE COMMONS – LICENSURE GUIDELINES

1. Introduction
These guidelines aim to complement the RUSVM Intellectual Property policy and provide guidelines to employees seeking to apply creative licenses to materials created in a teaching context, e.g. low fidelity models designed to teach clinical skills to DVM students.

These guidelines are designed to achieve the following objectives:
 − provide information on what Creative Commons licenses are;
 − advise when colleagues should consider applying for a Creative Commons licenses;
 − explain what type of licenses they should consider with advice as to the preferred type of licenses given the type of models colleagues most often create;
 − provide information on who they should contact for advice.

2. What are Creative Commons Licenses?
Creative Commons (CC) licenses allow work teaching materials (e.g. models, written teaching and learning aides, model-making directions) created by our institution to be used by others while maintaining that credit be given to the individual creator and RUSVM for the original work. The licenses vary in their restrictions (see below). The legal foundation of the CC licenses is based on Copyright.

3. When should colleagues seek to apply for a CC License?
Colleagues who have created/are in the process of creating teaching materials, such as clinical skills models, written teaching and learning aides or model-making directions, should consider applying for a CC license.

4. Types of CC Licenses
There are several licenses available allowing variable levels of ability to share, change or use commercially. One common feature of all the CC licenses is that *other users must give appropriate credit to the original creator, provide a link to the license, and indicate if changes were made.*

License type	Description
Attribution	*Other users must give appropriate credit to the original creator, provide a link to the license, and indicate if changes were made.* *Other users are free to share - copy and redistribute the material in any medium or format* *Other users are free to adapt - remix, transform, and build upon the material for any purpose, even commercially*
Attribution-No derivatives	*Other users must give appropriate credit to the original creator, provide a link to the license, and indicate if changes were made.* *Other users are free to share - copy and redistribute the material in any medium or format*

	If other users remix, transform, or build upon the material, they may not distribute the modified material.
Attribution-ShareAlike	*Other users must give appropriate credit to the original creator, provide a link to the license, and indicate if changes were made.* *Other users are free to share - copy and redistribute the material in any medium or format* *Other users are free to adapt - remix, transform, and build upon the material for any purpose, even commercially* *If other users remix, transform, or build upon the material, they must distribute your contributions under the same license as the original.*
Attribution-NonCommercial	*Other users must give appropriate credit to the original creator, provide a link to the license, and indicate if changes were made.* *Other users are free to share - copy and redistribute the material in any medium or format* *Other users are free to adapt - remix, transform, and build upon the material* *Other users may not use the material for commercial purposes*
Attribution-NonCommercial-NoDerivatives	*Other users must give appropriate credit to the original creator, provide a link to the license, and indicate if changes were made.* *Other users are free to share - copy and redistribute the material in any medium or format* *If other users remix, transform, or build upon the material, they may not distribute the modified material* *Other users may not use the material for commercial purposes*
Attribution-NonCommercial-ShareAlike	*Other users must give appropriate credit to the original creator, provide a link to the license, and indicate if changes were made.* *Other users are free to share - copy and redistribute the material in any medium or format* *Other users are free to adapt - remix, transform, and build upon the material* *If other users remix, transform, or build upon the material, they must distribute your contributions under the same license as the original.* *Other users may not use the material for commercial purposes*

However, as stated in the RUSVM IP Policy: *With the intent of sharing information within academia, RUSVM will seek to apply creative licensing with non-commercialization purposes to clinical skills models where possible.* The recommended CC license is therefore: Attribution-NonCommercial-ShareAlike.

Please note: If the RUSVM employee creating the model considers that the model is of potential commercial value, other types of licensing such as patenting, may be deemed more appropriate and should be discuss with our Legal Counsel (see below).
What option is best for me?

While the Attribution-NonCommercial-ShareAlike License is the recommended CC license, RUSVM employees should ask the following questions to make sure that the license type is appropriate:

- Do I want to allow commercial use of my work or not?
- Do I want to allow derivative works or not? "ShareAlike" helps the digital commons grow over time-If a licensor decides to allow derivative works, she may also choose to require that anyone who uses the work — we call them licensees — to make that new work available under the same license terms.
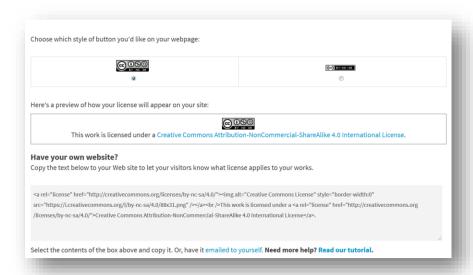
5. Help and Advice

Your first point of contact should be your Head of Department. You should discuss the works created or being created and explore whether the work can and should be licensed.

For more complex licensing options, advice should be sought from your Head of Department who may refer the matter to our senior legal counsel.

6. How to apply a CC license to created works?

Anyone who wishes to apply a CC license to works created would then provide license information on online information. Below is a visual for the Attribution-NonCommercial-ShareAlike license. The "button" and statement can also be applied to printed materials.

Anyone who uses the work ("the Licensees") to develop a new model would be able to make that new work available under the same license terms.

More information is available on the following website: https://creativecommons.org/choose/