



Create. Own. Inspire. It's easy with Ozmo.

Ozmo is a web-based service that makes it easy for independent content creators to license the use of their work for commercial purposes and for content buyers to tap into the wealth of user-generated content found online.

Ozmo is the ideal licensing solution for amateur, semi-professional or professional photographers, illustrators, bloggers, videographers and filmmakers who post their work online and want to be compensated when that work is used commercially. And it's a great way for corporate marketers; web, advertising and design firms; publishers; TV and film producers; bloggers and other journalists to draw on the vast amount of fresh, user-generated content the web has to offer.

Easy To Use, Yet Fully Functional

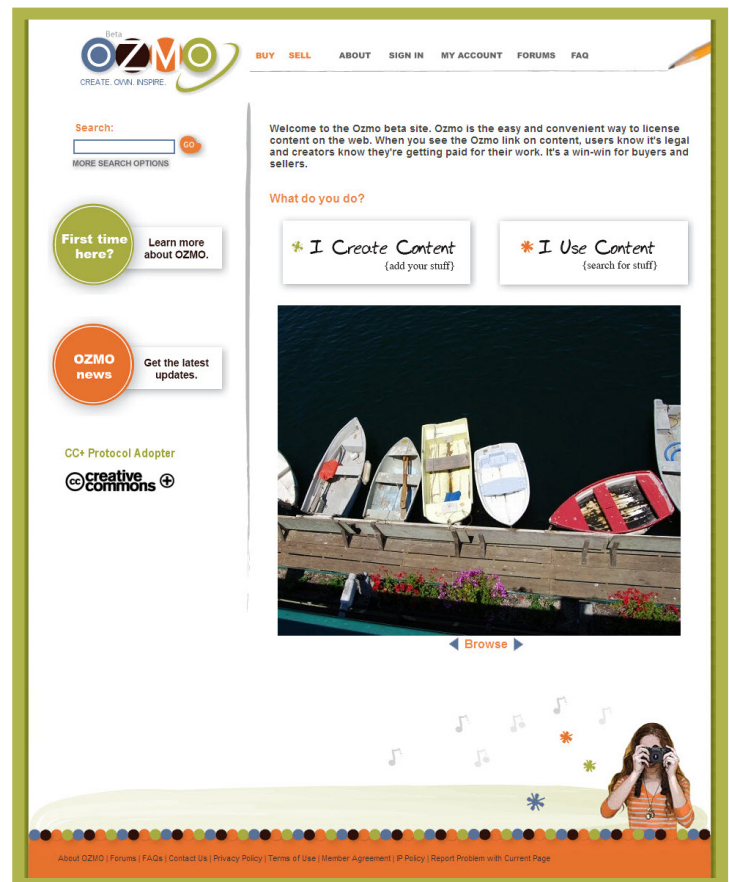
Created by the rights licensing experts at Copyright Clearance Center, Ozmo puts real content licensing in the hands of everyday buyers and sellers.

To get started, buyers and sellers simply set up a free Ozmo profile and an Amazon payment account. Profiles can be personalized with an image, banner or bio which can be displayed with the sellers' work. Users can also import information from their Facebook profile.

Licensing is as easy as 1-2-3: identify the work, set-up a license and publish it. There is no fee to register works with Ozmo. Sellers get paid when someone licenses their work.

Buying Ozmo content is even easier. Buyers locate the content they wish to use and select their terms of use—such as marketing and promotion, broadcast media, print or online publications. A one-year license is sent by email.

Ozmo keeps track of all sales, so creators know who is licensing their work and the status of every transaction, and buyers have a printable license for the rights they've paid for.



| Content Creators/Sellers | Content Users/Buyers |
|--|---|
| <ul style="list-style-type: none"> ❖ Select license terms & set prices. ❖ No set-up or listing fees. ❖ Unlimited licenses. ❖ No uploading—license content from wherever it resides online. ❖ Personalized profile; import content from Facebook. ❖ License and sales tracking. | <ul style="list-style-type: none"> ❖ No more waiting for a response or a license agreement. ❖ Direct access and direct pricing. ❖ Content is legally licensed for use. ❖ Payment and anti-fraud protection provided by Amazon. ❖ Developed by the rights licensing experts at CCC. |

Partner-friendly

CCC is partnering with leading blog and content sharing platforms to incorporate Ozmo into their workflow. Ozmo partners gain revenue when they allow members to apply the Ozmo link directly from their site and/or when they refer members to the Ozmo site. At the same time, Ozmo offers a valuable licensing service to their members.

Ozmo also fully supports Creative Commons' CC+ protocol for bridging the gap between commercial and non-commercial licensing. Creators can apply the Creative Commons license link to indicate how their work is to be used for non-commercial purposes and the Ozmo link for commercial uses.

About Copyright Clearance Center

A not-for-profit company founded in 1978, Copyright Clearance Center is the world's leading provider of rights licensing solutions. More than 20 million people at corporations and academic institutions around the world rely on our services daily, and over the past 18 years we've distributed more than \$1 billion in royalties to the copyright holders we represent. To learn more about CCC please visit www.copyright.com.

Want to know more?

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