

If I purchase an e book with resale rights, what does i...

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Resale Rights

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Resale rights or resell rights means the same thing. The difference is in the licensing that tag to it. There are private labels, master resale, and plain resell rights.

Private label resale rights allow its buyer to fully customize the package. The license that comes with the purchase will state something like 'can be given away', 'can be put the buyer name as the author', 'can sell master resale rights', etc. But usually, it does not allow selling private label rights except for 'unlimited' private label right.

Hopefully all these do not sound confusing to you. Just remember that licensing allows you to customize the package to a certain extent. That's all.

Master resale rights means the buyers can put their names together with the original e book author name and the most that they can change is the payment processor Buy Now button or adding their own special bonus for purchasing the e book.

The bonus really helps to differentiate the buyers in the marketplace in case they want to sell the e book later on.

Plain resell rights means the buyers can sell the license to another buyer and the selling stops there. That means they can sell to only one buyer or just one level below. They can't pass the license after that one buyer. But I can assure you, in my 2 years experience buying and reselling e books online, this type of licensing is almost obsolete. People either go for Master Resale Rights or Private Label Rights.

By now you have known that when you buy an e book online with resale rights, there are things that you can and cannot do depending on the licensing.

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