

# LICENSE OR SERVICE?

WHAT YOU HAVE, WHAT YOU CAN DO, AND  
ASKING THE RIGHT QUESTIONS TO FIGURE IT OUT

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## Overview

- What questions should you ask before drafting or reviewing an agreement?
- What are the legal implications of the answers?
- What are the drafting differences between license agreements and service agreements?



## Attorney as Counselor

### Definition of counselor\*

**1:** a person who gives advice or counseling: a marriage *counselor*;

**2:** lawyer; *specifically*: one that gives advice in law and manages cases for clients in court: "The defendant conferred with his *counselor*."

**3:** one who has supervisory duties at a summer camp: "The *counselor* led the campers on a hike through the woods."

\*Merriam-Webster.com



"Thank goodness we got there when we did. They were on the verge of working out the problem themselves."

Credit: Cartoonstock.com

## Threshold question

- **What** are you planning to sell (or buy)?
  - Physical copy of software, downloadable on a device of customer → **License**
  - Access to functionality of the underlying software, infrastructure, platform → **... As a Service**

## What is a Software License?

- Grants permission to use object code version of software
- Defines scope of use
  - Non-exclusive
  - Single user or single install
  - Backup/archival copy
- Defines restrictions on use
  - No reproductions
  - No translation/reverse engineering
  - No creation of derivative works
  - No distribution



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"License or Service? What You Have, What You Can Do and Asking the Right Questions to Figure It Out"