

# Private Label Rights & Resale Rights

## Your Questions Answered

Terry Loving  
LovingMarketing.com

Getting started as an internet marketer is exciting. Many of us have struggled for months (or years) as we settle into a niche and learn all of the tricks of the trade. **Private Label Products** and Resale **Right Products** (Normal and Master) have made it easier for us to succeed. This article is to help you understand the two types of product rights and the differences. This is a relatively “new” legal area in is not always clearly defined.

This article is for information only not intended as legal advice. Please read any product information you are considering very carefully.

### What are these rights and why would I need them?

As a “normal” consumer, we purchase products (software, e-books, articles, reports) for our personal use and understand that we cannot redistribute **copies** of these to others either as a “give-away” or for sale. It is understood by agreements we sign that others need to purchase their own copy.

As an Internet Marketer we often buy with the intention to reuse or resell to others. Here is where it is important to know what types of rights you have purchased with your product and what those rights allow you to do.

## What are Private Label Rights?

**Private Label Rights** are often referred to as **PLR**.

**Private Label Rights** exist to facilitate the trade of intellectual property beyond the scope of the original writer. Individuals or companies produce their product for the purpose of selling it to others with the rights to market it and retain all profits. A **PLR** is the most comprehensive agreement giving a buyer the most flexibility in the use of the product.

**PLR** products are products that are made available by their authors with either full or “special” rights or privileges of use. The developer creates a product and then provides it to you for you to use as your own under specific terms. These terms can and do vary. Some common terms are listed here:

- You can resell a PLR product as your own
- You can edit the content of a PLR product
- You can usually put your name as the author
- The product is often delivered as a “package” containing a web site sales page, images, editable word documents and any downloads (video, pdf files, etc) making it very easy to quickly put it to work for you
- PLR product content can be repurposed and used by you in many different formats.
- PLR packages come with a license outlining specific uses and limitations that the purchaser is expected to abide by to maintain its value on the web. Be sure to abide by these carefully.

## What Benefits do PLR products provide me?

The main benefit of PLR products is that you can INSTANTLY have your own product very inexpensively – often with very little revisions. Because PLR gives you so many product possibilities, you are able to personalize them as your own and implement them just as you as you want them to be used – quickly.

Internet marketers apply the information contained in these products in almost as many ways as you can imagine. A common use is as low cost or a “give-away” to capture traffic leads on web sites in niche marketing. Many products are of significant value and can be sold with very little revision. Most can also be bundled to enhance special offers or as part of another product.

PLR products can be “re-produced” in many formats depending on the license. Use these products to jumpstart your business and test a market before you spend a ton of time and money developing your own products. Carefully selecting PLR products that are delivering real value will work wonders towards building the desired trust and a solid relationship with your list.

## Resale Rights

### Normal Resale Rights

When you purchase “resell” or “resale” rights, you are buying the right to resell as many copies of the product as you desire. Most resale rights packages will not let you alter any of its content or in any way change/tamper with the information. Always read the disclaimers surrounding them. If you wanted to change the content you would have to contact the author and request a partnership or buy the editing rights to the product.

### Master Resale Rights

**Master Resale Rights** provide an agreement which allows the owner the right to sell a product as their own. **Master Resell Rights** never include **Private Label Rights**, which you'll require if you want to customize purchased content to your needs.

**Master Resell Rights** allow you to resell the resell rights. Again a license is sold with the product stipulating and defining your rights within the purchase

agreement. Be sure to read this agreement carefully. Some products will require that you remove the authors name before reselling; some require that you repackage the product. Others will allow you to resell “as is”.

Usually the product’s agreement will be stated up front in the sales copy as one of the benefits to the purchaser. If you do not see it stated outright, ask to read the agreement before you purchase a product to make sure you understand what you are buying. This can be a confusing issue when trying to sort out the mess of private label rights vs. master resell rights. Hopefully you are now more prepared to determine what you want and need as the owner of your new product.

Whether you are purchasing a product for your personal use or to resell it, it is always wise and prudent to understand the legal use agreements. It is never good to assume what will or will not be allowed. Keeping the integrity of business online is the responsibility of each individual internet marketer. The scam artists are out there – don’t naively become one because you made wrong assumptions. And more importantly, become an informed consumer. That way you won’t become a victim of a scam artist and allow them to take advantage of you.

As always –

Caveat emptor – Latin for "Let the buyer beware."

Caveat venditor – Latin for “Let the seller beware.

Bonus Offers

4 Free Master Resell Products

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