Staats- und
Universitätsbibliothek
Bremen

Gifting Knowledge

How to give away knowledge for free and how to use free knowledge

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felix.magin@suub.uni-bremen.de

Copyright – the briefest recap

- Protects creators
- Texts
- Pictures
- Other works

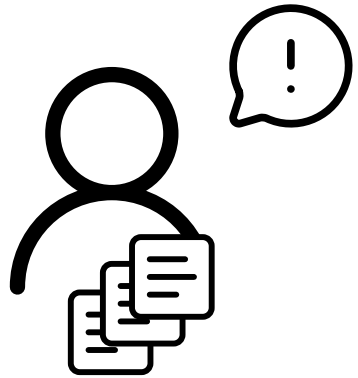
- Varies internationally

felix.magin@suub.uni-bremen.de

Legal default

Use copyrighted content?

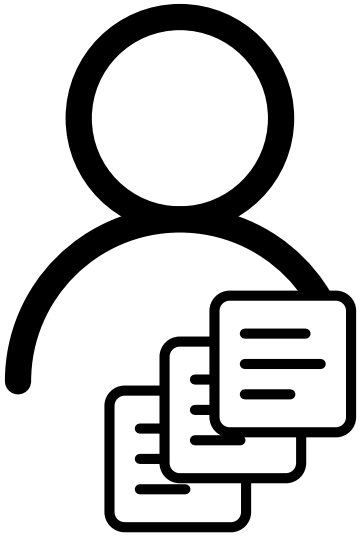
- Sometimes
  - Permitted by law



- Standard case:
  - Permission necessary
  - Cumbersome

felix.magin@suub.uni-bremen.de

Open licenses – the solution



"Anyone can use my work
without asking.

For free.

Conditions apply."

felix.magin@suub.uni-bremen.de

Open licenses – how?

Write your own license?

Plan ahead:

- every use case
- every jurisdiction

...not recommended

Use preexisting system?

GNU General Public License

EU Public License

Open Data Commons

MIT License

Datenlizenz Deutschland

Creative Commons

felix.magin@suub.uni-bremen.de

Creative Commons – the “classics”

Recommended:

- versatile
- widely known
- easy to communicate

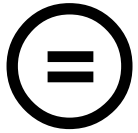
felix.magin@suub.uni-bremen.de

Creative Commons – 4 modules

Modular approach:

BY – who is the creator?

NC – non-commercial



ND – no derivatives

SA – share alike

felix.magin@suub.uni-bremen.de

Creative Commons – 6 licenses

	CC BY	CC BY NC
	CC BY ND	CC BY NC ND
	CC BY SA	CC BY NC SA

felix.magin@suub.uni-bremen.de

Creative Commons – ND / SA

ND – no derivatives

- you may use and share my original work
- don't share any adaptations of my work

SA – share alike

- you may use, share and adapt my original work
- but only if you allow anyone to do the same with your adaptation

felix.magin@suub.uni-bremen.de

Creative Commons – NC

NC – non-commercial

- you may use, share and adapt my original work
- don't make any profit of my work

- Sounds fair, right?
- Maybe, but…

What exactly is allowed?

felix.magin@suub.uni-bremen.de

Creative Commons – NC: definition

What exactly is allowed?

Forbidden are uses

- “primarily intended for or directed toward commercial advantage or monetary compensation”

Let’s see if it’s clear now!

felix.magin@suub.uni-bremen.de

Creative Commons – NC: conclusion

Conclusion

CC BY-NC isn’t as clear as it seems.

Recommendation: Avoid it if possible.

felix.magin@suub.uni-bremen.de

CC Signals – why?

- AI use of my content?
- It’s contested whether copyright even applies
- What can we do?

- CC Signals

felix.magin@suub.uni-bremen.de

CC Signals – how?

- Work in progress
- Idea:
- No strict interdiction/permission

- Rather: Codes of conduct
  - pleas / recommendations

felix.magin@suub.uni-bremen.de

CC Signals – modules?

- **Credit**
  - (give appropriate credit to the source)
- **Direct contribution**
  - contribute directly to the source (money or other)
- **Ecosystem contribution**
  - contribute to the source's ecosystem
- **Open**
  - share your results (code / datasets)

felix.magin@suub.uni-bremen.de

CC Signals – future?

September 2026: Blog post

- AI ecosystem developed faster than CC signals
- Proposed modules might not work

- Future shape to be seen

felix.magin@suub.uni-bremen.de

Questions / Discussion

What remained unclear?

Do you feel comfortable to use other people's work now?

felix.magin@suub.uni-bremen.de