

Julio Jimenez Studio – Licensing & Usage

Effective Date: 2026

This Licensing & Usage document explains how image rights typically work for commercial product photography delivered by Julio Jimenez Studio (the “Studio”). Specific projects may include additional or different terms in a written proposal, invoice, or agreement.

1. What You’re Paying For

Your project fee covers production (planning, lighting, shooting, and post-production editing) and delivery of final images in the formats and quantities specified in your agreement.

2. License to Use Final Delivered Images

Unless otherwise agreed in writing, the Studio grants the client a non-exclusive, non-transferable license to use the final delivered images for the client’s own brand and product marketing.

Common permitted uses include:

- Website and e-commerce listings (e.g., Shopify, Amazon, Etsy).
- Social media and email marketing.
- Digital advertising and promotional graphics.
- Lookbooks and standard marketing materials.

3. Uses Not Included (Unless Agreed)

The following are not included unless specifically agreed in writing:

- Resale or redistribution of images to third parties (affiliates, distributors, marketplaces, or partners).
- Transfer of the license to another entity (including after acquisition, merger, or rebrand).
- White-labeling or claiming Studio work as another party’s authorship.
- Stock licensing, or licensing images as standalone assets unrelated to the client’s products.

4. Editing, Cropping, and Modifications

Clients may crop or resize images and add standard design overlays. Please avoid edits that materially change color accuracy or misrepresent the product for e-commerce listings. If you need alternate crops or retouch variations, request them—this generally produces the best results.

5. Portfolio Use by the Studio

Unless confidentiality is agreed upon in advance, the Studio may display delivered work in portfolios, case studies, and marketing materials (website, social media, proposals). If you have a product launch date, the Studio can hold public sharing until that date when notified in writing.

6. Copyright and Buyouts

The Studio retains copyright ownership of all imagery unless a written buyout or exclusive license is purchased. If you need exclusivity, broad paid media rights, or multi-brand usage, ask for a custom licensing quote.

Questions

For licensing questions or to request expanded usage, contact: info@juliojimenezstudio.com