

# DPM PRIVATE LABEL RIGHTS (PLR) LITE LICENSE AGREEMENT

**Product:** Digital Products Mastery (DPM) – PLR (Lite Version)

**Original Creator:** Amy Southcott – Phoenix Digital Marketing Solutions

(Also known on social media as *Amy / The Digital Queen*)

**License Type:** Private Label Rights (PLR – Lite)

**Effective Date:** Date of valid purchase

## 1. GRANT OF LICENSE

This agreement grants the Licensee (purchaser) a non-exclusive, limited **Private Label Rights (PLR – Lite)** license to access, rebrand, and resell the **Digital Products Mastery (DPM)** course. The license includes permission to offer resale rights under specific conditions outlined in this agreement.

## 2. RIGHTS GRANTED

Under this PLR (Lite) license, you may:

- Access and download the complete DPM course via the Licensor's platform
- Modify, edit, and rebrand the course content for use under your own name or business
- Resell your **rebranded version**:
  - For personal use
  - With **Master Resale Rights (MRR)** at any price
  - With **Private Label Rights (PLR)** to **one buyer per calendar month**, at a **minimum price of £1250 GBP**
- Resell the **original unedited version** with **MRR**, under specific conditions (see Section 3)
- Retain 100% of revenue from all allowed sales

## 3. CONDITIONS & RESTRICTIONS

### a. Rebranded Version

- You must **visually rebrand** the course (change fonts, colours, layouts, logos, etc.) before reselling with PLR
- You may:
  - Sell your rebranded version with MRR rights at any price
  - Sell **one PLR license per calendar month**, and it must be priced at **£1250 GBP or higher**
- All resale rights (MRR/PLR) must be accompanied by a license agreement that reflects these same conditions

### b. Unedited Original Version

- You may resell the original course only with **MRR** (no PLR allowed)
- It must be sold at a **minimum price of £395 GBP**

- Course access must be fulfilled directly by the **Licensors** via the official platform
- You may not edit or rebrand this version
- You must provide each buyer with the official MRR license included by the Licensor

#### **4. LICENSE LIMITATIONS**

This license **does not grant**:

- The right to pass on PLR rights for the unedited original version
- The right to resell more than **one PLR license per month**
- The right to sell individual modules or lessons separately
- The right to present the product as originally authored by the Licensee or imply endorsement by the Licensor
- The right to use any part of the Licensor's branding, name, or likeness

#### **5. DELIVERY & SUPPORT**

- Original version access is centrally managed by the Licensor – buyers of the unedited version receive access from the Licensor's course portal
- Rebranded versions must be hosted, delivered, and supported by the Licensee
- You are responsible for issuing appropriate resale licenses to your buyers

#### **6. TERMINATION OF LICENSE**

This license is immediately voided if:

- You violate pricing conditions or resale limits
- You misrepresent your license rights or the course origin
- You distribute unlicensed or improperly branded versions
- You fail to pass on valid licensing terms to buyers

#### **7. NO WARRANTY**

The product is provided “as-is” without any guarantee of results, income, or legal fitness. The Licensor is not liable for any modifications or uses made by the Licensee.

#### **8. GOVERNING LAW**

This agreement is governed by the laws of **England and Wales**, and any disputes fall under the exclusive jurisdiction of English courts.

#### **9. PLR LICENSE COMPARISON TABLE**

Feature	PLR Lite	PLR Pro
Access to full course content	✔ Yes	✔ Yes
Rebrand and resell your version	✔ Yes	✔ Yes
Sell original version with MRR	✔ Yes (min. £395, access via Licensor)	✔ Yes (min. £395, access via Licensor)
Sell rebranded version with MRR	✔ Yes (no price limit)	✔ Yes (no price limit)
Sell rebranded version with PLR	✔ Yes (min. £1250, 1 per month)	✔ Yes (unlimited, any price)
Pass on resale rights to buyers	✔ Yes (with restrictions)	✔ Yes (no restrictions)
Must visually rebrand to sell PLR	✔ Yes	✔ Yes
Split into mini-courses or modules	✘ No	✔ Yes
Use Licensor branding or identity	✘ No	✘ No
Ideal for...	Coaches, educators, small business resellers	Agencies, course builders, professional license sellers

**By purchasing this product, you agree to the terms of this Private Label Rights (PLR – Lite) License Agreement in full.**