

IT PAYS TO PROTECT



If your app has ORIGINAL code, text, video, graphics or music, THEN...

You have a work PROTECTED by copyright law and can prevent unauthorized access and uses of your app

If your app USES 3rd Party code, text, video, graphics or music, THEN...

You must get PERMISSION or a LICENSE to use copyrighted works

Copyright Law protects original works of authorship- like mobile apps-by giving creators rights to control online access, reproduction, distribution and adaptations

Before you launch your app on a platform, how will you MAKE money-

- Cost per download?
- Ad revenue?
- In-App purchase?
- Subscription?



Mobile App Economy-
It is a \$1.7 TRILLION ecosystem. App store model + cloud gives small biz access to international markets

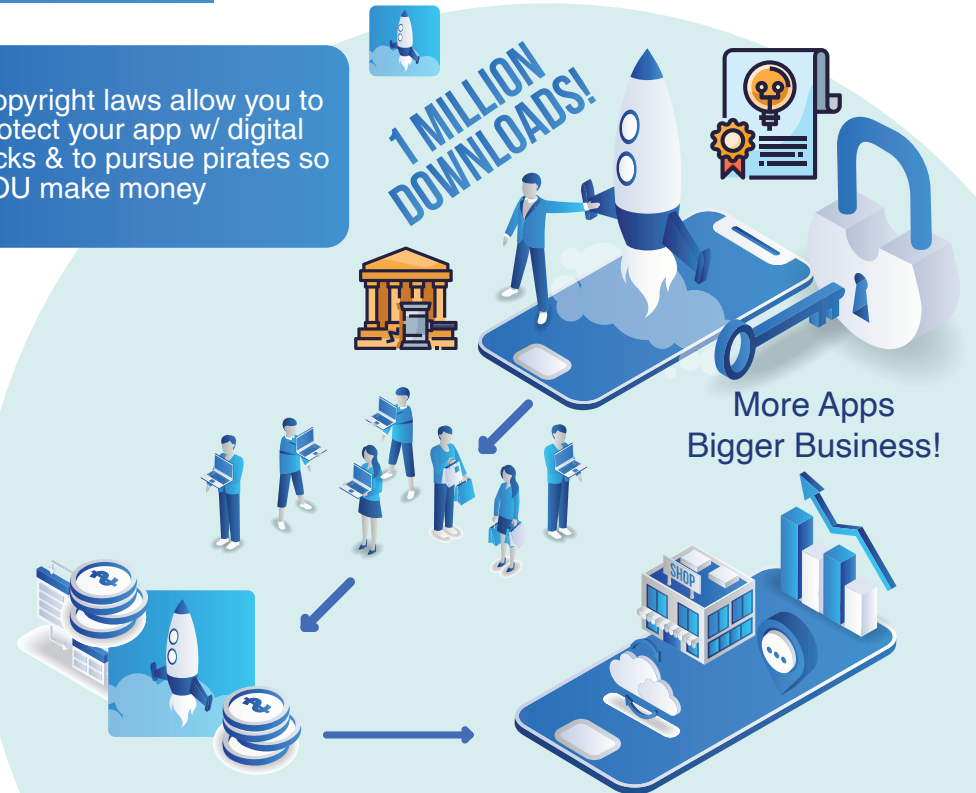
App Developers Losing \$3-4 Billion Annually Thanks To 14 Billion Pirated Apps

LAUNCH YOUR APP- NOW WHAT

App Piracy is real and can cost you lots of \$\$ App Devs lose \$3-4 BILLION annually due to pirated apps-usually on 3rd party app stores

OR

Copyright laws allow you to protect your app w/ digital locks & to pursue pirates so YOU make money



When you PROTECT your mobile app, It PAYS and your BIZ grows!