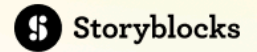


Storyblocks

Quality content,
built to scale



5 licensing questions every business should ask a stock provider before they sign

Licensing language can make or break your organization's creative agility. Before signing with any stock media provider, your organization should ask these five questions to ensure coverage, clarity, and compliance.

• • •

Your licensing checklist:

1. Who is actually covered — the individual or the organization?

Many stock licenses are written to a single user, not the company. That means coverage does not extend to the organization and it can disappear when an employee leaves. For enterprise use, the license should clearly protect the *organization* and all authorized users.

2. Are there limits on where, how, or how often content can be used?

Confirm that usage extends globally, across all channels (digital, broadcast, print, and streaming) without needing to re-license assets for each new project or campaign. Some providers restrict usage or require separate licensing every time an asset is reused, which can create unnecessary cost and downstream compliance issues as campaigns scale internationally.

3. Which use cases are explicitly included (and excluded)?

Ask for clear definitions of what's covered: paid ads, broadcast, merchandising, training content, etc. If the language is vague, you'll likely face review delays or re-licensing later.

4. What indemnification does the provider offer (and who is it extended to)?

A strong license should include formal indemnification for the business, not just the end user. This coverage protects against third-party claims over rights ownership and gives your legal team confidence that risk has been transferred appropriately. Claims can potentially result in hundreds of thousands of dollars in potential exposure, making a healthy indemnification protection a critical safeguard for enterprise organizations.

5. What happens to the assets when the agreement ends?

Some providers require takedowns or re-licensing once a subscription lapses. Others allow perpetual use for assets downloaded during the active term. Clarify this early to avoid future disputes or content removal requests.

...

How Storyblocks helps

A scalable license isn't just about legal protection, it's about operational efficiency. When these five questions have clear answers, creative, legal, and procurement can all move faster, with fewer surprises.

