

# GmCat Open Brand License

Community Use, Commercial Rights, and Artifact Alignment

## Purpose

The GmCat Open Brand License explains how the community may create with GmCat, how commercial usage rights are unlocked, and what standards protect the ecosystem.

GmCat is built around open culture, fixed artifacts, and living lore. The goal is to encourage creativity while protecting the meaning, safety, and long-term integrity of the GmCat brand.

This document is intended as a public creative-use framework, not formal legal advice.

## Core Principle

Everyone can participate. Holders can commercialize. Contributors can be recognized.

In simpler terms: non-commercial culture is open but commercial usage requires artifact alignment.

## 1. Open Community Use

GmCat culture remains open to everyone. A person does not need to hold Greeting Artifacts to participate in public GmCat culture in non-commercial ways.

Everyone May	Examples
Create non-commercial fan art	Drawings, edits, profile pictures, memes, wallpapers, and social posts.
Share GmCat culture	Daily gm posts, kindness posts, community memes, and public conversations.
Write or remix lore	Short stories, character ideas, location concepts, rituals, and community mythology.
Participate in public spaces	Public events, open community challenges, public discussions, and community celebrations.

## 2. Commercial Usage Rights

Commercial usage includes selling, licensing, monetizing, or using GmCat-inspired content in connection with paid products, services, merchandise, media, sponsorships, or business activities.

Commercial usage rights begin at the designated creator-rights tier: Whisker Flame Paw, beginning at 7,777 GmCat Greeting Artifacts. These rights may include approved small-batch commercial usage such as stickers, prints, shirts, mugs, comics, digital works, local event goods, or creator-owned GmCat-inspired products.

Higher tiers may be eligible for expanded commercial collaboration, larger creative campaigns, lore-based product lines, co-branded opportunities, or ecosystem sponsorships, subject to community standards and approval where required.

## 3. Commercial Tier Guide

Tier	Commercial Rights
Stray Kitty to Artifact Paw	Open non-commercial participation only. May submit work and participate in culture, but commercial usage is not included by default.
Whisker Flame Paw	Starting point for small-batch commercial usage rights, subject to this license and community standards.
Lore Keeper Paw	Potential expanded lore-based commercial projects, story products, comics, and themed creative releases.
Council of Paws	Potential larger creator campaigns, community-sponsored goods, and approved co-branded opportunities.
Genesis Guardian	Potential major collaborations, ecosystem sponsorships, and large-scale brand initiatives, subject to review.

## 4. Always Allowed Under This Framework

- Non-commercial fan art, memes, edits, remixes, stories, and public community content.
- Community discussion, public lore ideas, and open cultural participation.
- Creative submissions to GmCat community challenges, review windows, or public lore activities.
- Sharing GmCat culture in good faith without claiming official endorsement.

## 5. Commercial Use Requirements

- The creator must meet the required Greeting Artifact tier for the intended commercial use.
- The use must follow GmCat community standards and the spirit of open culture.
- The creator must not falsely imply official endorsement, partnership, or company authorization unless explicitly approved.
- The creator must not use GmCat in connection with scams, hate, exploitation, misleading financial claims, or harmful conduct.
- The creator should clearly identify creator-made products as independent community creations unless officially approved as GmCat-branded collaborations.

## 6. Not Allowed

- False claims of official endorsement or official partnership.
- Scams, phishing, impersonation, or misleading financial promotions.
- Hateful, abusive, exploitative, or discriminatory uses.
- Guaranteed value, guaranteed return, or investment-promise claims about GmCat Greeting Artifacts.
- Attempts to claim ownership of GmCat, the full brand, or the community culture.
- Mass corporate-controlled licensing without community approval.
- Any use that damages the reputation, safety, or integrity of the GmCat ecosystem.

## 7. Attribution and Labeling

Attribution is encouraged for transformative works and creator-made projects. Commercial products should avoid confusing buyers into believing the product is an official GmCat release unless that status has been granted through an approved community process.

Suggested label for independent commercial projects: "Independent community-made GmCat-inspired creation. Not an original GmCat release."

## 8. Revocation and Community Protection

Commercial usage rights should be understood as permission-based cultural rights. If a creator violates the license, harms the community, misleads users, or damages the ecosystem, GmCat stewards or authorized community processes may revoke access to official programs, recognition, collaboration opportunities, or commercial permission layers.

## 9. No Corporate Ownership or Financial Promise

Greeting Artifacts do not represent corporate ownership, equity, shares, revenue rights, or guaranteed financial returns. Commercial usage rights are cultural participation rights tied to artifact alignment and community standards.

## Important Note

This license framework describes community participation, creative use, commercial eligibility, and brand standards. It does not promise financial returns, guarantee future value, or represent equity ownership in a company. It should be reviewed by legal counsel before being treated as a binding legal document.