

UFD IP 101

1. Why this Document / IP Rules Exist

UFD wins because culture stays open — not because everything gets monetized.

Memes are free.
Participation is free.
Identity is free.

But when something turns into **ongoing business**, it stops being just play — and we have to protect the story so it doesn't get farmed to death.

This framework exists to:

- Keep memes fun
- Stop extractive behavior
- Protect early contributors *and* future ones
- Make sure the loudest person doesn't get the most power
- Keep UFD culturally alive instead of legally messy

Intellectual property elements include:

- UFD
- Unicorn Fart Dust
- Dusty Character



2. Pathways: IP Use

Category 1 — Fair Use

Community members are encouraged to share and promote UFD in a supportive, organic manner. Category 1 outlines what community members are permitted to do with UFD IP without asking first.

Purpose: Participation, identity, culture, memes, fan-based spreading of lore; not granting ownership or an unrestricted license; non-infringement on UFD IP ownership rights.

Commercial intent: None

Examples:

- Memes, posts, remixes
- Profile pictures
- Fan art
- Non-monetized videos or streams
- One-off creations shared for fun

Rules:

- No sales
- No monetization or other forms of extraction
- No use for soliciting or scams
- No implication of being “official” or legally binding
- Brand-safe usage (e.g., no racism, hate speech, pornographic nature, harassment, defamation)

✅ This is **pure culture**

Category 2 — Events and Initiatives

Purpose: Engagement focused initiatives
Commercial intent: No, yet there may be transactions of money without profit.

Including, but not limited to:

- Community events
- Educational or hobby projects
- Fundraisers

Rules:

- No monetization outside of fundraising
- No prior history of soliciting or scams
- No implication of being “official” or legally binding
- Brand-safe usage (e.g., no racism, hate speech, pornographic nature, harassment, defamation, excessive violence)
- Clear “not official” disclaimer

Application Requirements:

- Submit description, intent and defined scope (what, how long)
- Submit basic content and/or samples for review
- Post-fundraisers: Proof of costs, funds raised, and donations made

🟡 Permission required (lightweight)
🟡 Time-bound or scope-bound



Category 3 — Commercial / For-Profit

“Commercial” doesn’t mean money has to be made directly. It covers any use by or for a for-profit business, even if the content is free. Commercial includes UFD IP used within business entities or products.

Purpose: Revenue generation or use by business entities

Including, but not limited to:

- Physical products
- Games / Gaming
- Children’s content
- Apps
- Cartoons or animated series
- Token integrations
- Paid content and partnerships

Rules:

- Brand-safe usage
- Always time-limited, revocable, and never exclusive or transferable
- Must include accounting transparency
- Must include contribution back to project
- Must not undermine official channels or compete with official efforts

Process Requirements:

1. Detailed proposal
2. Creative use breakdown
3. Monetization plan
4. Identity verification
5. Brand alignment review
6. Legal review
7. Licensing agreement
8. Ongoing compliance

🔴 Default position: **Not permitted without a license**
🔴 These licenses are limited and go through a stricter review process (including more stringent criteria and deeper prioritization). This helps to make the most of UFD’s limited time, energy, and resources. Please see the “Paths of Involvement” below for the 2 pathways involved in the possibility of bringing category 3 ideas to life.

3. Next Steps - Ideation or Application

i) Do you have ideas?

Share ideas, connections and research in Discord to help prioritize products and partnerships that help bring UFD to the world. It's understood that much of this commercial category will entail where the community wants to see UFD represented (e.g., UFD Jelly Bellys, plushies in larger stores, gaming, etc.).

Because making and selling physical products can be complex, using IP lets UFD reach people globally without having to manufacture, store, ship, or sell items directly. It's a powerful way to turn creative ideas into real-world presence while generating royalties for UFD.

ii) Are you seeking to apply?

To request an application for categories 2 or 3, please message @unicornfartdust on X or send a message in the idea section of Discord. While ideas submitted may be great, not all applications will be prioritized at a given time or approved. Everything that goes through formal licensing requires volunteer Duster time, resources, and ongoing oversight.

These policies remain subject to change and revision.
As more use cases arise, changes may be made to the above criteria and existing use circumstances may change.
New versions will make the old ones obsolete or void.
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