

# CC0 NFTs: The New Kind Of Non-Fungible Tokens To Scale A Brand's Reach

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NFTs were complimented as the solution to intellectual property and digital ownership issues. However, CC0 NFT, a new kind of NFT, has entered the market recently, and they have started to gain the trust of creators. Let us dive into the blog to discover various exciting information about CC0 NFTs.

## What Is A CC0 NFT?

Digital ownership and IP protection were the major principles behind this NFT type during their initial launch. CC0 NFT is to NFT creators as an open software is to developers. Various projects, including CryptoPunks and Bored Ape Yacht Club, have got benefitted from those who hold CC0 NFTs, claiming the ownership of the IP to their artwork. A good [NFT marketplace development services company](#) will help you utilize the full potential of CC0 NFTs.

NFT holders can create multiple revenue streams for themselves by enabling creators, enterprises, and brands to utilize their NFT artworks for a preferred fee. These parties can use the NFT token images as a brand-building tool if they have the approval of NFT holders. Lately, a movement known as CC0 NFT has taken the NFT world by storm. This token is inspired by the “Creative Commons Zero” licensing standard. Using this model, creators can surrender their rights to their art, enabling others to use them freely to create more art, products, or brands above and beyond.

## **How CC0 NFTs gained Popularity?**

“Nouns” is the first NFT project that adopted this CC0 licensing model. Later, many NFT projects, including Cryptoteddies, Loot, and Moonbirds, started to do the same. This gave NFT derivatives more freedom in getting inspiration from CC0 NFT art collections. If you don’t know, derivative NFTs are those that are drawn from the inspiration of a parent NFT collection. However, this also involves commercial implications for the token holders and teams who make fundamental business decisions for the NFT community.

## **What is the importance of a CC0 NFT team?**

Like any other business model, CC0 also has some challenges, especially for individual NFT holders who are willing to monetize their ownership rights on NFTs. CC0 allows very transparent use of the NFT brand and art by eliminating the IP friction points. Yet, some NFT holders of leading communities own their PFP NFTs to monetize the IP of the NFTs.

The NFT community consists of artists and creators exploring different ways to create and monetize their products, content, and platforms. For this purpose, many offer frameworks for creators to work and collaborate with brands and get monetization.

## **Future Of CC0 NFT tokens**

The last few years have witnessed an economic shift for artists and creators. NFTs have shown how brands can get monetized, depending on a small community to

produce the distribution ability for the brand. Another essential building block for NFTs to scale their impression is by using interoperability. For example, Ethereum and Solana NFT collections are different, requiring interoperability across platforms to be agonistic to the infrastructure where they have been created.

Finally, as the days go on, the infrastructural and collaboration layers of the community get more refined. CC0 NFTs will place the first brick to build a solid foundation to scale a brand's reach beyond a small community of 1000 NFT holders. You can develop this kind of advanced NFT for your organization with the help of an expert [NFT token development](#) company.

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