



WHAT? STUDIO

Plugin Licensing Terms & Guidelines

Software licensing terms for What? Studio plugins, free tools, bundle access, usage rights, updates and support.

[Website](#) - [Email](#) - [Instagram](#) - [TikTok](#) - [YouTube](#) - [Gumroad](#)

Version	1.0 - October 2026
Applies to	All What? Studio plugins and free software utilities
Studio	What? Studio
Website	https://www.whatstudio.digital/
Contact	hello@whatstudio.digital



1. Purpose of this document

These Plugin Licensing Terms & Guidelines explain how What? Studio software may be installed, used and shared. The terms apply to purchased plugins and free plugins or utilities, unless a separate written agreement explicitly replaces them.

2. License types

- **Single User License:** One named user may install and use the software on up to two devices for their own work. Both devices must be used by the same licensed person.
- **Studio License:** Covers up to five people within one organization. It is intended for collaborative in-house use by that organization.
- **Larger organizations:** For more than five users, multiple teams, or custom deployment needs, contact hello@whatstudio.digital for individual licensing terms.
- **Common terms:** These license conditions are the same across all What? Studio plugins. Product availability and included features may differ by product.

3. Perpetual access and updates

Each license is a one-time purchase, with perpetual use of the purchased version and no mandatory subscription. The purchased version includes lifetime free updates to that version. Any separately sold edition or new major product is not automatically included unless expressly offered with the purchase.

4. Commercial use

Licensed users may create an unlimited number of personal, freelance and commercial projects using What? Studio software. Finished videos, animations, designs and other original work made with the tools may be delivered to customers or published commercially. License limits apply to who uses the software, not to how many projects they complete.

5. Full Bundle licensing

The What? Studio Full Bundle is available for Single User licensing only. It covers the included existing plugins and future What? Studio plugins, subject to the specific bundle offer. Separate products, services and other offerings are not included by default. Organizations wishing to obtain bundle-style access must request custom terms at hello@whatstudio.digital.

6. Free plugins and utilities

Free What? Studio software may be used for personal, freelance and commercial work under the same user/device rules and the same restrictions on transfer, redistribution and modification of the distributed software. A free download does not grant ownership of the source code or permission to republish the plugin.



7. Software ownership and restrictions

- What? Studio retains ownership of its plugin code, interfaces, branding, documentation and distribution packages. Purchasing or downloading a license gives usage rights, not ownership of the software.
- You may not sell, repackage, publish, upload, sublicense or redistribute plugins, installers, source code, activation credentials or licensed copies to third parties.
- License transfers to another individual or organization are not permitted. Each new user or organization must obtain their own license.
- You may not represent the software as your own product or include the plugin itself in products, templates or bundles distributed to others.

8. Installation and devices

Single User licenses allow installation on up to two devices for the same person. A Studio license covers up to five people in the same organization; device use must be associated with those licensed users. For additional users or an unusual deployment, contact the studio for written custom terms.

9. Downloads, activation and access

Purchases and downloads are generally supplied through the product page or purchase library. Users are responsible for safeguarding their purchase access and license details. Availability of specific activation methods, supported host versions and installation steps is stated on each product page or in its documentation.

10. Refunds and cancellations

Refunds and disputes are handled in accordance with Gumroad policies and applicable law. Nothing in these terms is intended to override mandatory consumer protections. For order-specific issues, contact the original sales platform or hello@whatstudio.digital.

11. Support and compatibility

What? Studio may provide bug fixes, documentation, installation help and product updates. Software functionality may depend on Adobe After Effects versions, operating systems, third-party services and other dependencies. Users should review each product page for current compatibility and requirements.

12. Third-party rights

Fonts, music, images, external services and other third-party assets used with the plugins may have their own licenses. The software license does not transfer ownership of any third-party assets, or provide rights outside those granted by their respective owners.

13. Responsibility and limitations

Users should test plugins and saved projects before production delivery and keep appropriate backups. What? Studio does not guarantee specific commercial outcomes or uninterrupted compatibility with future third-party updates. Any limitation of liability is subject to applicable law and mandatory consumer rights.



14. Changes to licensing terms

What? Studio may publish updated versions of these guidelines. The license terms supplied or agreed at the time of purchase remain applicable unless the customer and studio agree otherwise in writing, or applicable law requires a different result.

15. Questions and custom licenses

For Studio licensing above five people, organization-wide bundle access, special deployment needs, or questions about permitted usage, please contact hello@whatstudio.digital.

16. License confirmation

By purchasing, downloading, installing or using What? Studio software, the user acknowledges these terms to the extent permitted by applicable law. Any written custom license agreement takes precedence where it explicitly differs from these general terms.

WHAT? STUDIO

Website: whatstudio.digital

Support and licensing: hello@whatstudio.digital