

Question-Answer with Emma-Jane MacKinnon-Lee

CC0 vs Copy Left. What's your take?

Vitalik recently wrote some thoughts on this, and I've been reflecting a lot on the nuance. Personally, I lean hard into CC0. Not just as a "license", but as a full rejection of the copyright regime entirely. CC0 isn't a tweak to the old system, it's a refusal to even acknowledge it. No gatekeeping. No slow bureaucratic permission loops. Just: here it is, take it, build on it, let's move.

For fashion, CC0 makes total sense. The work I do, and what we ship through the protocol, is rooted in streetpunk energy. It's not about permission, it's about presence. Posting it raw. Leaving it there. Copy-left, even at its most generous, still enforces a frame. And that frame doesn't align when your whole goal is erasure-resistance through irreverence.

That said, copy-left does hit different when it comes to infrastructure, especially compute. Releasing base models, tooling, device specs, LLM scaffolding... without some kind of viral openness baked in, you're basically handing your work to a corporate repo that'll wrap it, close it, and sell it back to the market you were trying to liberate. So for that layer, where technical leverage is the moat, copy-left makes more sense. It's protection against re-centralisation. And that matters.