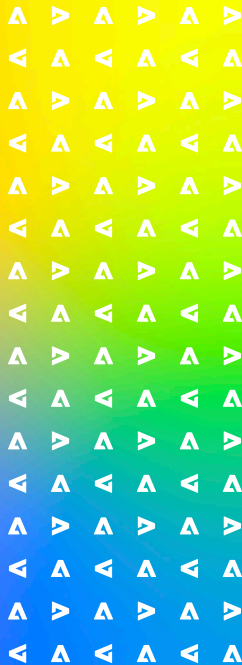




Creative Cloud Pro Edition, Firefly, Stock and Express

Alex Affonso

Regional Sales Enablement Manager and Trainer, LATAM



Agenda

- **Firefly**
 - IP Indemnification (Creative Cloud ETLA & VIP – Firefly & Stock)
 - Generative Credits
- **Creative Cloud for Teams Pro Edition**
 - New benefits with Firefly
 - Opportunity, Value Proposition
 - Sales Motion
- **Adobe Stock refresher**
 - Features and benefits
 - Licensing options
- **Adobe Express refresher**
 - Intro price update
- **Firefly Appendix**
 - Firefly Functionalities
 - Firefly IP Indemnification as of March 5th

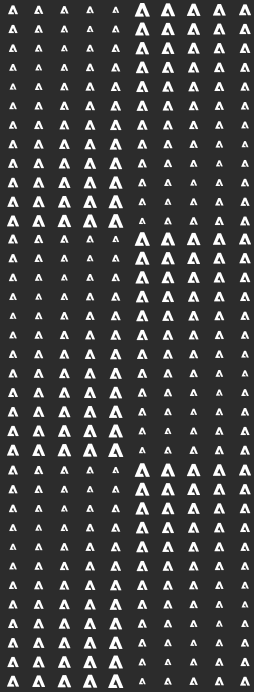


Firefly

- Indemnification (according to workflows and SKUs)
- Generative Credits
- Frequently Asked Questions



IP Indemnification Creative Cloud ETLA & VIP – Firefly & Stock



Introduction

- Organizations who are interested in using Adobe products often have questions related to legal terms.
- For proper understanding of their rights and limitations of use in the ETLA/VIP programs, they should always be directed to their organization's negotiated Sales Order and/or Adobe licensing terms:
 - Enterprise licensing hub and general terms [here](#)
 - ETLA product specific licensing terms (PSLT) [here](#)
 - VIP general terms [here](#)
 - Adobe Stock additional terms [here](#)
 - If more questions come up, email your legal contact (work with your CAM if needed)
- The goal of this enablement is to provide non-legal Adobe personnel with general information to help them address customer questions appropriately, while avoiding the appearance of giving legal advice.

Adobe strongly recommends that all Adobe customers engage their own legal counsel to help resolve any questions, since Adobe cannot approve customer use cases.

Creative Cloud IP indemnification – The Basics

What is it?

IP indemnification is a contractual concept in which **one party agrees to assume the legal defense and pay for monetary damages** in the unlikely event of certain types of claims.

It often has limitations and exclusions.

What is indemnified?

- Adobe Stock licensed assets
- Content generated by select Firefly workflows

IP indemnification is limited to certain SKUs.

What are the terms?

Each customer's ETLA IP indemnification limits will apply.
ETLA standard indemnification is a maximum of \$3M USD or 2x aggregate customer fees for the relevant order.

(Note: **VIP is \$10K max**)

Will in no event exceed US\$10,000 per each asset or output.

IP indemnification lowers business risk and enables customers to use Adobe products with greater confidence and peace of mind.

Adobe Firefly IP indemnification

- All Creative Cloud paid customers have access to Firefly functionality.
- Trained on licensed content, such as Adobe Stock and public domain content, Firefly is designed to be safe for commercial use.
- To address B2B customer concerns, IP indemnification for content generated by select Firefly workflows is currently available through certain B2B offers – this means Adobe would protect customers from third party IP claims about Firefly-generated outputs that are covered by the IP indemnity.

“If you get sued on a Firefly-generated output, we’ll step in as part of our enterprise contractual agreement and indemnify you. What are we going to indemnify? We’ll indemnify Firefly’s output if it looks like someone else’s work and is a copyright infringement because we know where we got it.”

– Dana Rao, Executive Vice President, General Counsel and Chief Trust Officer at Adobe

Source: <https://techcrunch.com/2023/06/26/adobe-indemnity-clause-designed-to-ease-enterprise-fears-about-ai-generated-art/>

Why is Adobe Firefly IP Indemnification important?

- Generative AI is revolutionizing content creation, yet some enterprises are unsure how to safely adopt it.
- With IP indemnification, customers can **confidently use Firefly** because if something goes wrong, they can count on Adobe for the same level of support they've had for 10+ years with Stock.
- When agency customers use our tools for end client work, their **clients expect indemnification** for any IP Infringement issues that may occur when those images appear in campaigns.
- We believe **customers should have it all**: tools they can use confidently and a partner to stand behind the tools.
- Customers can be confident that **Adobe is here to support** their business in the generative AI era.

06-08-23

Adobe is so confident its Firefly generative AI won't breach copyright that it'll cover your legal bills

The offer is available only to users of its enterprise Firefly product, which launches today.

Enterprise

Adobe indemnity clause designed to ease enterprise fears about AI-generated art

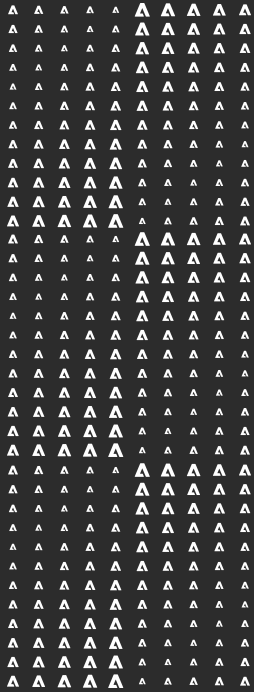
Ron Miller @ron_miller / 3:13 AM PDT • June 26, 2023

The Adobe Firefly Promise: Pioneering A New Era Of Copyright-Safe AI Imagery For Businesses

POSTED ON JUNE 19, 2023 BY DERICK PAYNE



Firefly Generative Credits

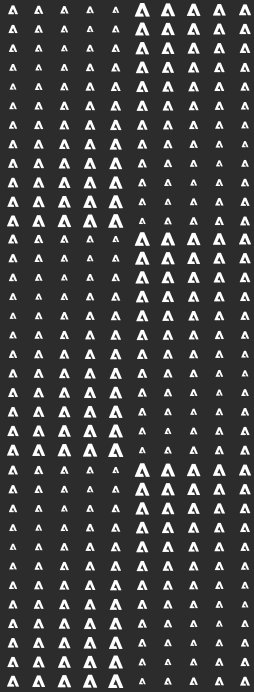


Reminder of Generative Credit Enforcement Timeline

- The following plans will begin to enforce the generative credit limit on January 17th:
 - Firefly Premium plan (CCI plan).
 - Generative Credits Add-on plans (targeted to CCI customers who have the Firefly Premium subscription)
 - *When the user exhausts their generative credits for these plans, they will be able to generate twice per day until their credits reset on their plan anniversary date. If the user attempts to generate beyond twice per day, their request will not be processed, and they will be shown a paywall providing the option to purchase the Generative Credits Add-on plan.*
- All other paid CC plans will continue to not enforce any metering limits until later in 2024.
 - Adobe will provide additional information after April 1, 2024, as to when credit limits will apply to other plan types including Teams and Enterprise.
- Firefly Premium plan is a CCI plan, there is no counterpart for Teams for Enterprise.
- The Generative Credit Add-on plan is listed on the VIP and VIP marketplace price lists in anticipation of enforcement of generative credits later in 2024. There is no need for customers to purchase these plans for Teams and Enterprise customers until enforcement begins for their plans.



Firefly Questions and Answers



Frequently Asked Questions

How do customers access IP indemnification for Firefly generated content in the ETLA buying program?

IP indemnification is currently available to ETLA customers who agree to Firefly contract terms through these offers:

- CCE Pro with Firefly (ETLA)
- CCE Pro Plus (ETLA)
- ETLA pay-up-front credits sold after 9/21 (Firefly workflows on stock.adobe.com only)
- Firefly Premium plan (CCI plan).

How do customers access IP indemnification for Firefly generated content in the VIP program?

VIP customers can currently access IP indemnification for Firefly Text to Image outputs on stock.adobe.com using a VIP credit pack.

Frequently Asked Questions

Where should I direct customers that have questions about Firefly IP indemnification?

Share the Firefly Legal FAQ ([link](#)) and Product Description ([link](#)). If more questions come up, email your sales legal contact. If you don't know your sales legal contact, ask your Deal Desk partner.

Where can customers find their Firefly terms?

In their organization's negotiated Sales Agreement.

Is all Firefly-generated content covered by IP indemnification?

Most, but **not all** Firefly workflows are covered by IP indemnification. The current list of covered features can always be found on the Product Description page ([link](#))

Are Firefly features covered by IP indemnification while they are "in beta" prior to GA?

No.

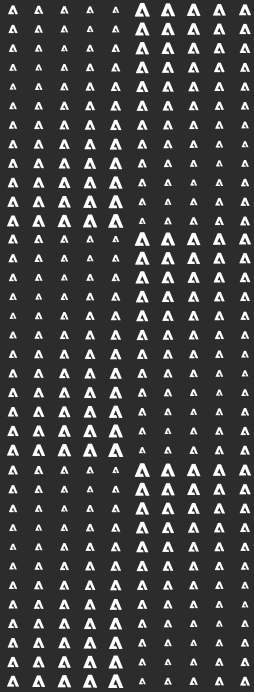


Creative Cloud for Teams Pro Edition

- New benefits with Firefly
- Opportunity and Value Proposition
- Sales Motion

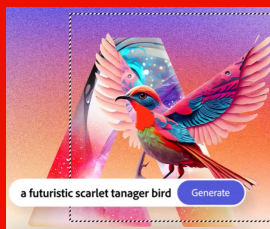


Creative Cloud new benefits with Firefly



Introducing Creative Cloud for Teams Pro Edition with Firefly

Starting Tuesday, March 5 new Adobe Firefly enhancements will be added in Creative Cloud for Teams Pro Edition plans.



Adobe Firefly

Adobe's new family of creative generative AI models to generate visual content.

- This update affects new Teams customers **upgrading to Pro Edition** and existing Teams customers already on a Pro Edition plan.
- There is **no added cost** with the addition of these new Firefly enhancements to Pro Edition plans.
- This new product release includes an **updated sales motion**, to be covered in an upcoming section.

New Firefly Benefits in Creative Cloud for Teams Pro Edition

200 Additional Firefly Generative Credits

Single Apps:

700 generative credits
(prev. 500 gen credits)

All Apps:

1,200 generative credits
(prev. 1,000 gen credits)

Firefly Indemnification

Adobe indemnifies GenAI outputs made using select Firefly powered workflows (subject to USD 10,000 cap).

Terms & conditions apply.



VIP CCT Pro Update

VIP CCT Pro will come with additional Firefly functionality including a larger allotment of generative credits and indemnification*.

- **Same Name:** Name will not be changing.
- **Same SKU:** SKU will NOT be changing.
- **Same Price:** Price will NOT be changing.
- **When:** March 5th, 2024.
- **Generative Credits:** Generative credits will increase (numbers are per month/per user).
 - SA: from 500 to 700.
 - AA: from 1,000 to 1,200.
- **Indemnification:** Indemnification for VIP "CCT Pro" will be \$10,000 per output.

*IP Indemnification is available for content generated by select Firefly workflows.

Generative Credits and Indemnification

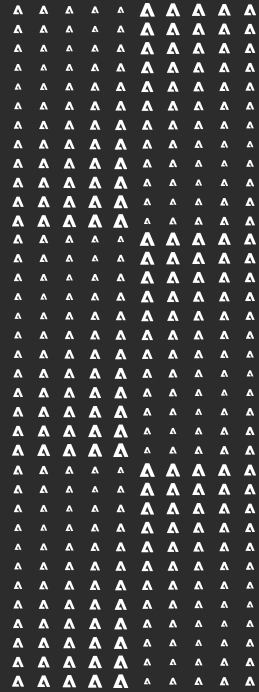
VIP Teams/Team Direct (CCT Pro) offers will receive \$10k/output indemnification and +200 generative credits with no price increase.

	Direct	VIP Teams & Teams Direct		VIP Enterprise		ETLA			
Offer	CCI	CCT	CCT Pro	CCE	CCE Pro	CCE	CCE Pro	CCE Pro w FF	CCE Pro Plus
Gen Credits (SA/AA)	500/1,000	500/1,000	700/1,200	25/25	500/1,000	25/25	500/1,000	700/1,200	700/3,000
Firefly IP Indemnification			\$10k/ Output					\$3M or 2X fees paid	\$3M or 2X fees paid
Unlimited Standard Assets			✓	✓	✓		✓	✓	✓
Unlimited Premium Assets									✓

The generation limits are per person and not pooled across accounts. / Firefly CC app functionality only available in Ps & Ai, so single app users must have those apps. / Free users will have a hard cap limit. Soft limit with throttled performance once Generative Credit limit is reached.



Creative Cloud Pro Edition Opportunity and Value Proposition



One Platform, Infinite Possibilities

AI-powered, integrated creative tools to quickly and cost-effectively deliver engaging content at scale.

Industry-leading apps

20+ creative apps including Photoshop, Illustrator, and Adobe Express

NEW: Generative AI

Adobe Firefly-powered features inside creative apps with IP indemnification*



Connected services

Cloud solutions and enterprise-level services

Creative Assets

Unlimited access to Adobe Stock standard assets inside creative app.

*Opportunity to obtain an IP indemnity from Adobe for content generated by select Firefly-powered workflows under certain Adobe offers. Terms will apply.

Current Organizational Challenges

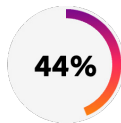
The demand for content is expected to grow between 5x and 20x over the next two years.

Unlock Competitive Advantage by Transforming Your Approach

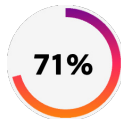
Success demands a revolutionary shift in collaboration, creation, and operational strategies for organizations.

Scale Smarter to Streamline for Success

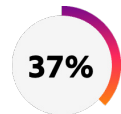
Time and money are lost to disconnected systems and inefficient tools. Businesses must adopt smarter, swifter, and more innovative scaling solutions to thrive.



44% of creatives spend more than half of their time on **repetitive tasks**, such as resizing assets.



71% of creatives face **challenges with project management and collaboration**, preventing a focus on creativity.



37% of marketers say **creative approvals** set back their projects by an average of three to four days.

Creative Cloud Pro Edition Value Proposition

Creative Cloud Pro Edition solves content production needs by bringing together best-in-class creative solutions on an integrated platform for all creative work.

Jumpstart Creative Ideation

- **Quickly create and edit high-quality content** with Text to Image and Generative Expand
- **Unlimited downloads of Adobe standard stock** - limitless creativity – no need to keep track of quota and downloads
- **200 additional Firefly generative credits** allow users to create higher volume of content in less time

Boost creative productivity

- **Maximize creative output** by saving time with Generative Fill (Photoshop) and Text to Vector Graphic (Illustrator), and Adobe Stock integrated into Adobe's creative apps
- **Unlimited downloads of Adobe Stock standard assets** allows users to automatically have access to the assets they need — no more wasting time seeking or managing purchase approvals

Create with Confidence

- Adobe Firefly is designed to be **commercially safe** and reinforced with **IP indemnification (USD10k limit)**. Terms apply.
- Adobe **does not include** your Creative Cloud content in generative AI training datasets
- With Adobe Stock's perpetual, worldwide license, utilize your assets—generative outputs and premade content— from print to social media

Creative Cloud Pro Edition needs to be tailored for three audiences

Marketing/ Creative Head

Job Title

- VP Marketing, Chief Content Officer, Chief Brand officer, Creative Director, CMO

Pain Points

- Marketing teams rely on others to create visual assets since they lack the tools do to it themselves
- Budget constraints/ need to see ROI
- Risks of using GenAI/ unsure about future need for Stock

Solutions & Use Cases

- Use Firefly text-to-image to create personalized content for campaigns, or generative expand to create variations and sizes of an asset in one-click for variety of marketing channels including social and web
- Confidence that Stock & Gen AI content is safe to use, plus indemnification benefit
- Time & cost savings by bringing together Gen AI, Stock and CC in one platform



**IP Indemnification is available for content generated by select Firefly workflows.*

Creative Cloud Pro Edition needs to be tailored for three audiences

Creative Pros

Job Title

Graphic Designer, Art Director, Illustrator

Pain Points

- Changing existing creative workflows or use of 3rd party tools
- Need organization approval to change/ upgrade to new software

Solutions & Use Cases

- Use Firefly within Creative Cloud apps to jumpstart ideation with text to image prompts, and then add your unique creative touch to make something extraordinary
- Use unlimited Stock to find the perfect asset, iterate as needed and expand the downloaded asset with Firefly to meet project requirements



**IP Indemnification is available for content generated by select Firefly workflows.*

Creative Cloud Pro Edition needs to be tailored for three audiences

IT Admins

Job Title

IT Manager / Director, System Manager, Director of Technology

Pain Points

- Cost of using multiple vendors
- Risk of improper licensing and security
- Flat or decreasing budgets

Solutions & Use Cases

- Flexibility to create anything the business needs with unlimited access to Stock and integrated FF workflows to expand/adapt downloaded assets to additional sizes
- Cost savings by bringing together Gen AI, Stock and Creative Cloud in one platform



**IP Indemnification is available for content generated by select Firefly workflows.*

Firefly unlocks endless creative possibilities



Text to Image



Generative Expand



Text to Vector



Style Match



Generative Fill



Text Effects

2-8x

Increase in creative capacity

Based on evaluation by Independent Analyst

*IP Indemnification is available for content generated by select Firefly workflows.

Master Customer Conversations



Introduce Creative Cloud Pro Edition with Firefly

Firefly is Adobe's latest AI technology integrated into Creative Cloud Pro Edition.



Understand Customer Needs

Ask discovery questions to understand the customer's creative projects and challenges.

Listen actively to identify opportunities where Firefly can add value.



Pitch to target audience with tailored solutions to their needs

Highlight the 3 value props of Creative Cloud Pro Edition with Firefly.

Show additional proof points with use cases.



Close and summarize with value

Summarize how Creative Cloud Pro Edition with Firefly has cutting-edge GenAI technology that helps customers transform their creative work and stay ahead of competition.

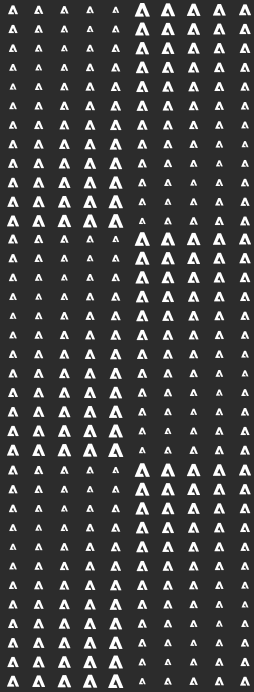


Call to Action

Close the deal, or if customer wants to learn more: offer a demo or one-pager provided.



Creative Cloud Pro Edition Sales Motion



Creative Cloud for Teams Pro Edition Sales Motion Overview

Goal: Drive upsell to Creative Cloud Pro Edition and provide customers with additional Adobe Firefly and Stock value.

1

Lead with Creative Cloud for Teams Pro Edition

Creative Cloud for Teams Pro Edition is now the default offer for Creative Cloud for Teams customers.

2

Drive Firefly Adoption

Create additional product value and stickiness.

Lead with Creative Cloud for Teams Pro Edition at Renewal

Update to the Creative Cloud for Teams Pro Edition Sales Motion

We've streamlined the renewal process by setting Creative Cloud for Teams Pro Edition as the proposed default SKU to facilitate the quote and deal completion process.

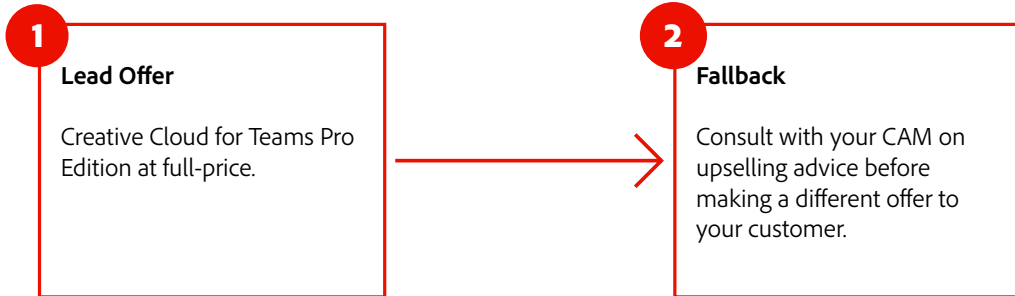
The update is applicable to:

- Renewing VIP Creative Cloud for Teams customers
- All countries
- Update live on March 5th, 2024

The addition of more generative credits and Firefly IP Indemnification adds value to Creative Cloud Pro Edition making it easier to upsell customers to Creative Cloud Pro Edition. Selling at full-price also means immediate profit for sellers.

Primary Sales Motion – Renewal Attach

Goal: Drive upsell to Creative Cloud Pro Edition and provide customers with additional Adobe Firefly and Stock value.



When: Drive upsell 90 days prior to a customer's renewal date

Target Audience: New and renewing VIP customers

Selling partners affected: Resellers

Note: The inclusion of Firefly enhancements will not alter the Creative Cloud for Teams Pro Edition SKU's name, which will remain the same on pricelists

Frequently Asked Questions

What are generative credits and do they roll over to the next month?

Generative credits are consumed when the user submits a prompt to the generative AI feature (whether text or media). No additional generative credits are consumed when the user downloads the generated images to their desktop or canvas. Generative credits reset monthly without rollover.

Will our business be protected from copyright issues?

Firefly is designed to be commercially safe. It is trained on licensed content, such as Adobe Stock, and public domain content where copyright has expired. Generative outputs made from select Firefly features come with IP indemnification (USD10k). Terms and conditions apply.

What if my customer does not want Creative Cloud Pro Edition?

The Creative Cloud for Teams Pro Edition is the lead offer and should always be pursued, similarly to the Creative Cloud for Enterprise to Creative Cloud for Enterprise Pro Edition sales motion. If the customer doesn't want Creative Cloud for Teams Pro Edition, contact your CAM prior making a different offer.

What about Creative Cloud for Enterprise Pro Edition in VIP?

Additional Firefly benefits to be added to Creative Cloud Enterprise Pro Edition in VIP and ETLA in upcoming weeks.

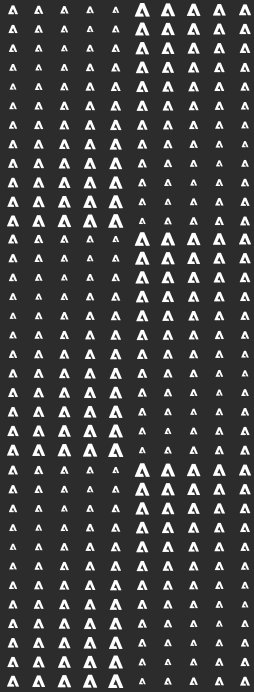
The logo consists of the letters 'St' in white, bold, sans-serif font, enclosed within a dark blue rounded square. The background of the slide is a vibrant, multi-colored gradient transitioning from red on the left to yellow and green on the right, with purple and blue tones at the bottom.

Adobe Stock refresher

- Features and benefits
- Licesing options

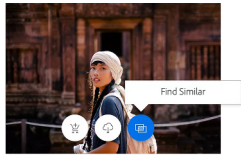
St

Adobe Stock features and benefits



Adobe Stock augments your creativity with a library of 375M+ assets

Quickly elevate projects with unlimited, high-quality digital assets inside creative apps



Diverse content

Enhance brand storytelling with unlimited access to authentic, royalty-free photos, videos, music, and more inside creative apps.

AI-powered search

Get **better, faster** search results powered by Adobe Sensei, our AI and machine learning engine, and advanced visual filters.

Integrated workflows

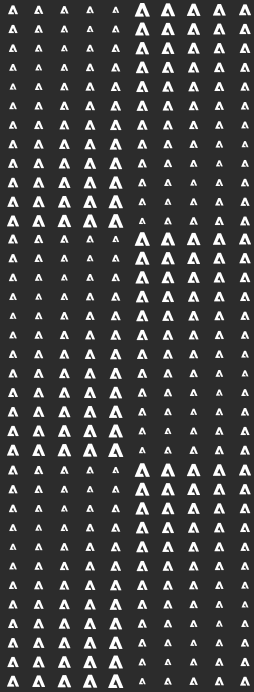
Deep integration with creative apps streamlines workflows and can drive up to **10x efficiency gains** over working with common stock services.

Worry-free licensing

Protect your organization and preserve creativity with enterprise-grade licensing and IP indemnification on all assets.

St

Adobe Stock licensing options



Battlecard: CCE Pro ETLA vs CCE Pro VIP vs CCT Pro

	CCE Pro ETLA	CCE Pro VIP	CCT Pro
Entitlement	Entire organization worldwide, including affiliates	One legal entity, no affiliates**	One legal entity, no affiliates
Eligibility Requirement	All creative seats required. Contact BU for agency eligibility.	All creative seats required. EDU not eligible. Contact BU for agency eligibility.	100% of CC seats required. 5+ CC seats (Acrobat seats Excluded). EDU not eligible. Contact BU for agency eligibility.
Usage and sharing within customer organization	Unlimited employees and contractors within the entire organization worldwide, including affiliates	Users within the same legal entity **	Users within the same legal entity
Use Pro asset in a client project (for example, an agency doing work for a client)	No, CCE Pro assets cannot be used in client projects. Pro customer would need to use Stock credits.	No, CCE Pro assets cannot be used in client projects. The Pro customer would need to use Stock credits.	No, CCT Pro assets cannot be used in client projects. Pro customer would need to use credits.
Assets included	All standard assets	All standard assets	All standard assets
Integration with PPT and Google Slides	Yes	Yes	Yes
Bulk licensing	Yes	Yes	X
License record and references	No*	No*	X
AEM integration	No*	No*	X
API service account access	No*	No*	X
Unwatermarked HD previews	No*	No*	X
Enterprise Reporting	Yes	Yes	X
Create groups/profiles for Stock access	Yes	Yes	X
Limit access to asset types by profile	Yes	Yes	X
License history	Yes – can be filtered and exported as csv	Yes – can be filtered and exported as csv	Web view only
Credits available for purchase	Yes (enterprise credits)	Yes (enterprise credit packs)	Yes
ID Types supported	Adobe ID, Business ID, Federated ID (SSO) and Enterprise ID	Adobe ID, Business ID, Federated ID (SSO) and Enterprise ID	Adobe ID / Business ID
Onboarding	Yes	Yes	Self-serve onboarding only, no CSM.
Live technical support 24/7/365	Yes, can create tickets in console.	Yes, can create tickets in console	Yes
Terms and Conditions	Stock PSLT (negotiable)	Stock Additional Terms (AT)**	Stock Additional Terms (AT) (non-negotiable)
License Type	Extended	Extended	Enhanced
Highest-level indemnification	Yes	US \$10K maximum**	US \$10K maximum



*Available when customer also has Stock credits with this option activated. **Use VIP Custom to add affiliates and/or increase indemnification.

Frequently Asked Questions

How long are credit packs valid?

Credit packs are valid for 12 months from the date of purchase, independent of the contract anniversary date.

Are credit packs prorated based on the contract date?

No. Enterprise credit packs are valid for 12 months from the date of purchase, independent of the contract anniversary date. There is no prorating of credit packs.

Can customers use assets on behalf of a client with enterprise credit packs?

Yes. Client use is permitted with enterprise credit packs – refer to section 6. B within the stock terms [here](#).

Can customers use assets on behalf of a client with the CCT or CCE Pro (VIP)?

No. Pro customer would need to purchase a credit pack.

I mostly do client work, why would I want to purchase the Pro Edition?

You will still have unlimited stock for any of your internal work, as well as high-res images for any customer pitches.

Note: *But when the final pitch is selected by the customer, any of those assets need to be licensed again and they should be purchased using credits from a Stock Credit Pack purchase.*



Adobe Express refresher

- Intro price update

Adobe Express for VIP Enterprise Offer

Adobe introduced the VIP Enterprise Adobe Express SKU in June 2023 at an introductory price.

Launched June 15th

Base Offer

USD \$14.99/seat/month

Customers will renew at base offer price

33% OFF

Default Enterprise VIP Promo

USD \$9.99/seat/mo

- *No standard volume discounting*
- *3-year VIP contracts will have the intro price for 1st year*

Promo Extended to 6.14.24

Notes:

- Full premium value of Express + business-grade admin control
- Generative credits: 250 per user/month
- Commercial & Gov

Adobe Express for VIP Teams Offer

Adobe is launching the VIP Teams Adobe Express SKU at an introductory price.

Launched October 10th

Base Offer

USD \$12.99/seat/month

Customers will renew at base offer price

50% OFF

Default Teams Promo

USD \$6.49/seat/mo

- *No standard volume discounting*
- *3-year VIP contracts will have the intro price for 1st year*

Promo Ends 6.28.24

Notes:

- Full premium value of Express + business-grade admin control
- Generative credits: 250 per user/month
- Promo pricing available October 10th 2023 – June 28th 2024
- Commercial & Gov
- VIP Teams SKU currently on unpublished pricelist
- VIP Teams SKU will be on the published pricelists starting 11.1.23

















Firefly Appendix

- Firefly Functionalities
- Generative Credits and Indemnification

Firefly Functionalities

β Public/Private Beta

Feature	Text to Image	Generative Fill	Text Effects	Generative Recolor	Generative Expand	Text to Vector Graphic	Text to Template
Description	Create unique images from a text prompt and apply style presets.	Use a brush to remove objects, or paint in new ones from text descriptions.	Apply styles or textures to text with a text prompt.	Generate color variations of your vector artwork from a detailed text description.	Generate color variations of your vector artwork from a detailed text description.	Use a simple text prompt to generate scalable, fully editable vector graphics.	Generate editable templates from a description.
Example							
Where to Find It							
Additional	Firefly Image 2 Model no longer in Beta				Generative Expand (Ps) Expand Image (stock.adobe.com)	Might also see this referred to as "Vector Model"	Might also see this referred to as "Design Model"

Firefly IP Indemnification as of March 5th

● Firefly functionality accessible with no IP indemnification

● Firefly functionality accessible with IP indemnification

Surface	Application	Firefly functionality	VIP			ETLA			
			Credit Packs	CCT Pro ²	CCE Pro	ETLA Credits ¹	CCE Pro	CCE Pro w/Firefly	CCE Pro Plus
Firefly web app	Firefly.adobe.com	Text to Image	●	●	●	●	●	●	●
		Text Effects	●	●	●	●	●	●	●
		Generative Fill	●	●	●	●	●	●	●
		<i>Generative Recolor – no indemnity</i>	●	●	●	●	●	●	●
Adobe Express	Adobe Express	Text to Image		●	●		●	●	●
		Text Effects		●	●		●	●	●
Creative Apps	Photoshop (Ps)	Generative Fill		●	●		●	●	●
		Generative Expand		●	●		●	●	●
	Illustrator (Ai)	<i>Generative Recolor – no indemnity</i>		●	●		●	●	●
Adobe Stock	Stock.adobe.com	Text to Image Downloads	●	●	●	●	●	●	●
		Expand Image	●	●	●	●	●	●	●

¹ETLA Credits (after 9.21.23) / ²CCT Pro with IP indemnification available starting on March 5, 2024.

Resources

CCT to CCT Pro Migration Guide, Firefly FAQs and VIP T&Cs

How to migrate users from Creative Cloud for teams to Creative Cloud for teams - Pro Edition

<https://helpx.adobe.com/stock/help/stock-cct-pro-migration.html>

Frequently asked questions about Firefly legal aspects

<https://www.adobe.com/content/dam/cc/us/en/products/sensei/sensei-genai/firefly-enterprise/Firefly-Legal-FAQs-Enterprise-Customers-2023-09-13.pdf>

Frequently asked questions about generative credits

<https://helpx.adobe.com/firefly/using/generative-credits-faq.html>

Firefly IP Indemnification

<https://helpx.adobe.com/legal/product-descriptions/adobe-firefly.html>

Firefly for enterprise website

<https://www.adobe.com/creativecloud/business/enterprise/firefly.html>

VIP Terms and Conditions

<https://www.adobe.com/howtobuy/buying-programs/vip-terms.html>



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