

DAWNBLOOM Fan Content & Derivative Works Guidelines

Official Version

Version: V8

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Applicable brands: The seven DAWNBLOOM products

Applies to: Players, streamers, video creators, illustrators, writers, cosplay creators, communities and other unofficial creators

Our stance

We welcome genuine players of DAWNBLOOM who bring their imagination, humor, guides, stories, and aesthetics into this world. As long as they do not impersonate official sources, do not harm others, and do not engage in illegal or misleading commercial use, we hope derivative works remain free, relaxed, and enjoyable.

Legal Position

This guide constitutes a voluntary open license granted by DAWNBLOOM to fan creators, and does not limit the fair use, quotation, commentary, parody, or other statutory rights already permitted under Chinese, U.S., Japanese, or other jurisdictional laws. It also does not serve as authorization on behalf of third-party rights holders for their respective music, fonts, brands, or other materials.

1. Scope and Fundamental Principles

This guide applies to individual players, individual creators, non-official fan communities, and content creators whose primary purpose is fan-driven creation, regarding derivative works, commentary, sharing, live streaming, video production, strategy compilation, and other forms of expression based on the publicly available content of DAWNBLOOM.

It also covers unofficial commentary and fan works using the six apps' public names, official icons, product pages, published UI screenshots, and promotional visuals. Each app is an independent product; this guide grants no access to unreleased assets, source code, or user data.

As long as your activities comply with this Guide, you generally do not need to obtain prior written authorization from DAWNBLOOM for derivative works within the permitted scope. For uses exceeding the scope of this Guide—such as mass commercialization, co-branded partnerships, monetized games/mods, or brand licensing—you must obtain separate written permission.

This guide does not grant any party the right to impersonate official representatives, operate unauthorized private servers, replicate client software, sell official assets, or conduct unauthorized commercial activities under the DAWNBLOOM brand.

2. Quick Reference: What Can Be Done, What Requires Authorization

Categories	Principles	Typical Examples
Direct Creation Permitted	Non-official, personal or community-based fan content; platform revenue generation does not affect the licensing scope	Fan art, fan fiction, comics, memes, cosplay, guides, live streams, recorded videos, edits, wallpapers, desktop themes, character discussions, plot analysis, player wikis
Platform-based Revenue Generation Permitted	Creators may earn standard advertising revenue, creator incentives, membership benefits, or live-stream tipping through content platforms.	YouTube/Bilibili advertising revenue, live-stream gifts, platform creator funds, channel memberships, and similar incentives.
Prior written authorization is required.	Commercial sales, bulk production, or brand collaborations centered on the DAWNBLOOM IP.	Bulk sales of physical merchandise, paid digital asset packs, commercial co-branded initiatives, authorized exhibitions, ticketed events, paid games/mods, and enterprise advertising partnerships.
Prohibited.	Prohibited activities include impersonating official channels, compromising game security, leaking non-public content, or causing demonstrable harm to players or project interests.	Unauthorized servers, cheating software, pirated client programs, fake official websites, fraud, reverse engineering and resale, data leakage, infringing goods, explicit content involving underage or infantile characters, and hateful or illegal content

3. Fan Creations We Encourage

Subject to the restrictions in Section 8, the following creations generally fall within the scope of this guide:

- Fan art, including illustrations, comics, pixel art, hand-drawn works, 3D modeling practice, avatars, wallpapers, emoji, and other visual content;
- Fan fiction, short character stories, worldbuilding ideas, poetry, character relationship discussions, and non-official narrative developments;
- Game playthroughs, live streams, recorded videos, short-form videos, editing, mashups, voiceovers, comedic content, gameplay guides, reviews, and commentary;
- Strategy guides, data compilations, player tips, phantom beast cultivation experiences, map navigation, event explanations, player wikis, and beginner tutorials;
- Cosplay, makeup, photography, and non-commercial offline fan exhibitions;
- Player-created websites, encyclopedias, tools, calculators, or community bots—provided they use only publicly available information and officially permitted APIs, and do not bypass access controls or scrape non-public data;
- Criticism, satire, mockery, negative commentary, or alternative viewpoints regarding DAWNBLOOM, as long as such content does not involve illegal conduct, harassment, defamation, or other prohibited actions.

You can be "imperfect."

Fan-created content does not need to adhere to official artistic guidelines or depict characters exactly as in the official version. Creators are free to express their own artistic styles, interpretations, and sense of humor. We will not remove any content simply because it "doesn't look like the official version" or because its storyline deviates from established canon.

4. Platform Revenue, Donations, and Creator Incentives

Creators are permitted to earn revenue through standard platform mechanisms, without being required to obtain commercial authorization simply because their content generates income. Typical permitted revenue streams include:

- Advertising revenue, creator funds, and traffic-based incentives on video or social media platforms;
- Donations, gifts, or platform shares from live streaming platforms;
- Channel memberships, subscriptions, or similar forms of support for consistent content creation;
- Sponsored content that appears alongside fan content but does not mislead the public into believing that DAWNBLOOM endorses or sponsors the commercial activity.

If the primary revenue model fundamentally shifts to "selling the DAWNBLOOM IP itself," such as mass-selling character merchandise, selling officially licensed modified products, charging for game asset bundles, or conducting commercial activities under the name of DAWNBLOOM, such income shall not fall within the scope of ordinary creator earnings permitted under this section and shall require prior written authorization.

5. How Official Assets May Be Used

5.1 Screenshots, Recordings, and Public Promotion Materials

You may use game screenshots, game recordings, and officially published promotional images, posters, announcements, and promotional materials from the official website that have not been separately marked with usage restrictions, in fan-created content, comments, guides, live streams, videos, social media posts, and player community forums. The license to republish official website content also applies to the "Legal Notices and Communications."

Published app icons, product art, and UI screenshots may identify the product discussed in commentary or tutorials. Keep attribution clear and do not impersonate official installers, updates, or support pages.

User-generated content may be cropped, resized, subtitled, formatted, filtered, composited, and otherwise edited reasonably for adaptive creation; however, no editing or modification shall be used to fabricate official announcements, falsely represent official positions, invent product information, or create other "official evidence" that could mislead the public.

5.2 Logos and Branding

You may use the name "DAWNBLOOM" or the official logo on fan pages, guides, video covers, or community posts to indicate the content theme, but you should avoid leading ordinary users to believe that your account, website, product, or event is officially affiliated with the game.

SHANGHAI LUMIREALM CREATIVE MEDIA CO., LTD., as the official operator of DAWNBLOOM, reserves the right to monitor and manage all such usage to ensure compliance with the Terms of Use and Player Rules & Enforcement Policy.

If the logo is prominently displayed on a page, or if the account name, domain, or store name is highly similar to the official, it is recommended to clearly label "non-official" or "fan-made" to avoid confusion. No domain, social media handle, or commercial identifier should be registered or used that could cause confusion with the official identity.

Official-source status should be verified through dawnbloom.net and the official entry points identified in the Official Channels & Anti-Fraud Notice. Fan content must not use a confusingly similar domain, account name, or identifier to imply official status, authorization, or endorsement.

5.3 Game Music, Sound Effects, and Video Assets

In normal game live-streaming, recording, editing, and guide video content, game music and sound effects accompanying the gameplay may generally be used. However, this guide does not grant permission to extract game music, sound effects, or video assets individually and redistribute them as music albums, asset libraries, ringtones, paid downloads, or other standalone content.

If any music, fonts, video, or other materials are actually owned by third parties and subject to separate licensing restrictions, their use shall be governed by the terms of the respective third-party rights holders.

6. AI-Assisted Creation

AI-assisted creation permitted by these Guidelines does not mean that DAWNBLOOM AI provides image or office document generation services. Text outputs from DAWNBLOOM AI do not alter the boundaries of rights under these Guidelines concerning official materials, trademarks, third-party content, commercial use or player works. Generated content must not be presented as officially authorized or as unverified game facts.

We permit players to use generative AI, image tools, video tools, voice tools, or other automated creation tools to assist in producing DAWNBLOOM fan content, provided the following boundaries are observed:

- AI-generated content must retain a "non-official" status and shall not fabricate official announcements, GM chat logs, customer service responses, probability-based notifications, penalty decisions, or any other materials that could be mistaken for genuine official information;
- You must not use AI to create scams, phishing, impersonation of official entities, malicious personal attacks, pornographic content involving minors or infantile characters, or any other illegal or harmful material.
- You must not obtain unpublished game art, source code, internal design documents, or backend data through unauthorized access, data scraping, or data leaks for use in AI training or content generation.
- When using third-party AI services, you are responsible for complying with their respective terms of service and for any potential intellectual property rights issues arising from the use of protected materials, character likenesses, voices, or trademarks.
- AI is one of many creative tools. The official will not automatically deem content in violation simply because it was created using AI, nor will it automatically grant additional legal rights simply because the work was hand-drawn.

7. Creator's Rights to Their Own Work

You retain legal rights to any original expressions you add to your fan-created works. DAWNBLOOM will not claim ownership of your original content—such as a fan art piece, guide, or video—merely because you created or publicly shared it.

Simultaneously, the underlying intellectual property rights—including characters, worldbuilding, art, logos, music, and storylines—of DAWNBLOOM remain the exclusive property of their respective rights holders. The use of original work elements in fan content is governed by this Guide and applicable laws, and such use does not confer ownership of the original work or exclusive licensing rights. DAWNBLOOM

7.1 Official Forwarding and Display

If you publicly release fan-created works and actively @, submit, or send them to the official DAWNBLOOM account, or participate in officially designated fan events marked as "works may be displayed or shared," you agree that the official may reproduce, link, or display such works for community visibility and promotional purposes, without exclusivity and without requiring royalty payments, provided that the core expressive content remains unchanged. Where reasonably feasible, we will retain the creator's attribution or source information.

If the official wishes to use your work for commercial purposes such as paid advertising, commercial products, packaging, in-game official assets, or any use beyond standard community sharing, such use shall require separate authorization from you.

8. Prohibited Uses

The following actions fall outside the scope of this guide and may trigger content removal, enforcement under the Player Rules & Enforcement Policy, platform complaints, intellectual property claims, or legal liability:

Third-party news articles and images, sites visited by users, mail content, and provider or Apple, Google, and Microsoft marks are not materials DAWNBLOOM can license for reuse under this guide.

- Impersonating DAWNBLOOM official accounts, GMs, customer service, developers, partners, or media, or fabricating "official authorization," "internal information," or "official events."
- Creating, operating, promoting, or assisting in the operation of unauthorized private servers, pirated client software, cracked versions, cheating tools, cheat utilities, unlicensed servers, or tools that bypass payment or account security mechanisms;
- Extract, batch retrieve, repack, and sell/distribute official original assets—including source code, original artwork, animation engineering files, music and sound effect source files, internal data, and unpublished materials—from client applications, servers, websites, or other channels;
- Disclosing non-public storylines, internal test materials, probabilities, exploit procedures, account data, backend information, or any other information obtained through confidentiality testing, error exposure, attacks, or unauthorized channels;
- Using the DAWNBLOOM IP for fraud, phishing, illegal fundraising, gambling, black-market activities, account or virtual item fraud, or any other illegal transactions;
- Producing explicit pornographic or exploitative content, especially content that sexually objectifies or inappropriately depicts minors or characters with childlike appearances;

- Using the DAWNBLOOM IP as a vector to spread hate speech, threats of violence, harassment targeting real individuals or groups, or engaging in any other clearly illegal or infringing conduct;
- Registering domain names, social media accounts, applications, stores, or organizational names that are highly similar to official ones and operating in a manner that causes confusion with the official brand;
- Using official logos, characters, artwork, or other materials for bulk commercial goods, packaging, corporate promotions, paid services, or brand collaborations without authorization;

9. Commercial merchandise, ticketing events, and authorized collaborations

This guide currently does not automatically grant permission for commercial merchandise sales or bulk production primarily valued around the DAWNBLOOM IP, including but not limited to clothing, badges, acrylic items, dolls, printed materials, card sets, digital asset packs, paid wallpaper packs, premium emoji packs, NFT/blockchain items, and other sellable goods.

Personal use, or the creation of small quantities of non-commercial commemorative items gifted freely to friends, generally does not require commercial authorization; however, written permission must be obtained prior to engaging in public orders, continuous sales, mass production, crowdfunding, or operating through a storefront.

For commercial brand collaborations, offline ticketing events, paid exhibitions, corporate marketing, themed stores, or officially licensed merchandise, authorization requests must be submitted through legal or business channels.

10. Modders, plugins, tools, wikis, and community projects

If DAWNBLOOM shall later provide official modding interfaces, APIs, or developer tools, such provision shall be governed by the corresponding developer terms. Prior to such provision, this guide expressly prohibits any modification of the client, code injection, circumvention of anti-cheat mechanisms, reverse engineering of protected interfaces, alteration of network protocols, or any other actions that may affect the fairness and security of the game.

Players may establish non-official wikis, guide websites, databases, event calendars, public data calculators, or community bots, provided they use publicly available data, comply with access frequency and API usage rules, do not scrape personal information, do not circumvent technical restrictions, do not impact server stability, and clearly indicate their non-official status.

Any tool capable of automating gameplay, accessing non-public data, cheating, bulk harvesting, automated trading, spying on other players' information, or circumventing normal game mechanics may simultaneously violate the "Player Rules & Enforcement Policy."

11. "Official noticed" does not equal official authorization

Official likes, forwards, comments, saves, follows, or engages in friendly interactions within the community indicate only community engagement and do not constitute commercial licensing, exclusive licensing, partnership, or official certification.

If written authorization is required, only written confirmation from an officially authorized channel of DAWNBLOOM and capable of verifying the scope of authorization shall be valid.

12. Content removal, appeals, and protection for good-faith creators

We aim to resolve goodwill fan-created content issues through communication first. If a piece of content inadvertently crosses brand usage boundaries, we typically request modifications, additions of "non-official" disclaimers, or cessation of specific commercial uses, rather than immediately treating ordinary fans as malicious infringers.

For content involving fraud, unauthorized servers, illegal activities, pirated materials, serious infringement, sexualization of minors, unauthorized disclosure of confidential information, or other clearly illegal or high-risk behaviors, the official may directly take platform reporting, deletion requests, suspension of authorization, player penalties, or legal actions without prior friendly notice.

If you believe the official has incorrectly assessed your fan-created work, you may submit a written explanation via legal or copyright channels, including the creative context, intended use, profitability, and relevant links. We will conduct a review.

13. Relationship between this guide and regional laws

This guide constitutes an active, open licensing framework and does not supersede applicable laws. Legal standards regarding derivative works, fair use, right of reversal, trademark confusion, and consumer protection vary significantly across jurisdictions.

Under Chinese Copyright Law, authors and relevant rights holders are protected in regards to rights such as reproduction, adaptation, and information network dissemination; the scope of fan-created content is primarily governed by the permissions outlined in this guide and by explicit legal exceptions.

In the United States, even if a use falls outside the scope permitted by this guide, it may still constitute fair use under specific factual circumstances; the U.S. Copyright Office has explicitly stated that fair use must be evaluated on a case-by-case basis, considering factors such as the purpose and character of the use, the nature of the copyrighted work, the amount used, and the effect on the potential market, and no fixed percentage rule applies.

In Japan, the Cultural Affairs Agency has explicitly stated that fan art and other derivative works, if constituting derivative works of the original work, generally involve the original rights holder's rights such as reproduction rights and adaptation rights, thereby underscoring the importance of guidelines issued by rights holders regarding derivative works. This guide serves as the publicly available licensing boundary established by DAWNBLOOM for fan content.

Statutory rights are preserved. If applicable laws permit you to comment, quote, use reasonably, parody, or otherwise legally utilize content without requiring prior authorization from DAWNBLOOM, this guide does not require you to relinquish such rights.

14. Guide Updates and Existing Works

We may update this guide as the game content, platform rules, and legal environment evolve. Significant changes will be announced on the official website with updated version numbers and dates.

For fan content that were reasonably produced and publicly shared under the previous version of the guidelines, and which were compliant with the rules at the time, we generally will not retroactively address them merely because the guidelines have since been updated. However, if continued dissemination may lead

to illegal activities, fraud, safety risks, serious infringement of rights, or other circumstances requiring official intervention, the official may still require the cessation or modification of such content.

15. Contact and Authorization Requests

Legal, copyright, and privacy inquiries: legal@dawnbloom.net; media and business partnership inquiries: contact@dawnbloom.net; general player support: support@dawnbloom.net

Official website: <https://dawnbloom.net>

Operator / website service provider: 上海追光智创文化传媒有限公司 (English public-facing name: SHANGHAI LUMIREALM CREATIVE MEDIA CO., LTD.)

Operations Address / Official Contact Address: 中国 (上海) 自由贸易试验区临港新片区天骄路 336 号 3 幢 218 室 (Room 218, Building 3, No. 336 Tianjiao Road, Lin-gang Special Area of the China (Shanghai) Pilot Free Trade Zone, China)

Appendix A: A Quick Decision-Making Table for Players

You decide what to do.	Whether prior authorization is required.	Notes or additional remarks.
Post a fan art image on social media.	No.	You may use your own artistic style and creative interpretations.
Create guides, wikis, or data compilations.	No.	Content may only use publicly available data and must not bypass APIs or harvest personal information.
Earn platform advertising revenue through live-streaming, recording, or editing.	No.	Normal platform revenue is permitted.
Use in-game screenshots as video covers.	No.	No forgery of official announcements or misleading public statements is permitted.
Use the Logo as an identifier for a "non-official guide website"	Generally not required	Must prominently indicate as non-official to avoid official confusion.
Limited self-made commemorative items given to friends	Generally not required	Must not publicly solicit orders or engage in continuous sales.
Public sale of character badges, dolls, or clothing	Required	Falls under commercial merchandise.
Selling paid digital asset packs or wallpaper bundles	Required	The value of the product must derive from the IP itself.
Generate AI-generated DAWNBLOOM fan art	No.	Comply with Section 6: do not impersonate official sources or create harmful content.
Create private servers, cheating tools, or cracked client software	Prohibited.	Does not fall under authorized general fan-created content.
Upload official music separately as an OST compilation	Prohibited	Audio from gameplay in normal live-streams is exempt.

You decide what to do.	Whether prior authorization is required.	Notes or additional remarks.
Use official materials to create a fake official website or fake customer service	Prohibited.	May involve risks of fraud, trademark infringement, and unfair competition.