

## Changes in Windows 8 Retail License

With the release of Windows 8, Microsoft is offering a simple upgrade license, a departure from the Windows 7 Retail License that includes the full package product license and an upgrade license.

With the Windows 8 upgrade license, you:

- Can upgrade a current PC from a prior version of Windows to Windows 8 or Windows 8 Pro.
- Can keep all your settings, files, and preferences when you upgrade
- Can get customer support directly from Microsoft
- Do not have any downgrade rights
- Can display the retail packaging on the shelf

## Changes in Windows 8 System Builder License

The OEM System Builder License is still the license that system builders and resellers will use on machines that they build and sell. However, with Windows 8 it now has a new usage right: the Personal Use license. With the Personal Use License, end users can buy an OEM System Builder License and use it on a machine they self-build, or as an operating system installed on its own partition in a dual-boot configuration, or in a virtual machine.

- End users (Do it Yourself) who wish to use System Builder product for the above purposes will have to accept the Personal Use License from <http://personaluselicense.windows.com> website in place of System Builder License. Under the terms of the Personal Use License, the licensor is Microsoft instead of the System Builder, and support from Microsoft is not included. In addition, the following key licensing terms will apply to the end user:

System Builder product may only be used:

- As the operating system on a PC you build for personal use OR
- As an operating system running in either a local virtual machine or as additional operating system in a separate partition

System Builder product may not be used:

- As an upgrade license to an existing underlying Windows operating system
- To legalize from a non-genuine Windows operating system
- To license more than five copies of the software (in total) for commercial use

With the Windows 8 System Builder product, you:

- Can do only clean installs for new PCs (no upgrades)
- Will not be able to keep settings, files, or user preferences as it is a clean install
- Should not display on retail shelf as there's no retail packaging
- Will not be able to get customer support from Microsoft directly
- Can downgrade Windows 8 Pro to up to two prior versions

## Windows 8 Downgrade Rights

- Downgrade rights are only available for licenses obtained through OEM or VL and do not apply to the Windows 8 upgrade license
- OEM downgrade rights apply to Windows 8 Pro and allows for downgrades up to two prior versions
- Software Assurance through VL (Open L, Select etc.) provides the most flexibility, allowing downgrades to prior versions of Enterprise Edition

Version Downgrading to	OEM Preinstall	Volume Licensing (VL)	
	Windows 8 Pro	Windows 8 Pro upgrade without Software Assurance	Windows 8 Enterprise <b>with</b> Software Assurance
Windows 7 / Vista Enterprise			✓
Window 7 Professional	✓	✓	✓
Windows Vista Business	✓	✓	✓