

Title: **Mier failure attempt to CC license as mass market consume good**

Subtitle: A creative drink for the commons

Speaker: **Fabricio**

Short: *Mier a creative commons Mate Beer that was launched in Berlin in 2012, made some waves as it tried to pave a path reserved only for software. In this presentation Fabricio, from Meta Mate, describes the ideas behind and challenges met in launching a CC NC 3.0SA drink inspired by the commons with mate.*