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Commercial software means that there is some sort of commercial activity surrounding that software.  It could be a business that develops it and charges money for distribution, support, documentation, customization, etc.  Commercial software is not necessarily proprietary software and proprietary software is not necessarily commercial software.  Proprietary software means that you do not have the right to copy, modify, and redistribute that software.    See: http://en.wikipedia.org/wiki/Proprietary\_software

Does the license allow someone to sell a copy of Joomla!?

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How does the treatment of templates differ from the treatment of components, modules, and plugins?

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