The introduction of digital technologies has significantly challenged intellectual property law systems. One of the most troubling phenomenon that took place is the attack on the public domain. The public domain has been traditionally perceived as a major foundation for further creation and development and thus as something that should be preserved and enlarged. Unfortunately, the introduction of information technologies changed this reality such that fewer works now become part of the public domain. Legal scholarship to date has focused on ways to remedy this phenomenon. Major solutions that have been proposed vary and range from tailored patches for specific problems to reforms of the intellectual property law system itself. However, some solutions have been overlooked. This Essay introduces a new approach to handling the problem of the public domain, suggesting some innovative ways that would allow effective dedication of materials to the public domain as well as some alternative ways to enrich it. In particular, this Essay will demonstrate the advantages of the suggested solutions by looking at open access and creative commons licenses. In this Essay I argue that our default rules concerning copyright law should be changed in a way that corresponds to social norms. Social norms, reflected in sharing and extensive infringement of copyrighted materials, suggest that we switch to a regime under which expressive materials are unprotectable unless protection is claimed. Additionally, I argue that a model of gradual dedication to the public domain should be adopted to better reflect social norms. Rather than adopting default rules under which everything is free for use by all, even for the creation of derivative works, the default rule should be one under which materials are dedicated to the public domain and effectively owned by the public subject to some use restrictions for a set period of time. During that period use should be subject to clear prohibitions on creating subsequent works using such materials unless that work is also dedicated similarly to the public domain. This will bring about a new dynamism of giving, better reflect social norms, avoid the complexities of licensing, encourage reliance on innovative business models, and bring about further enrichment of the public domain.