WHAT IS CLAIMED IS:

1. A computer-implemented method for managing rights to computing application functionality, comprising:

under control of one or more computer systems configured with executable instructions,

provisioning at least one application virtual machine configured at least to execute at least a portion of an application, the provisioning performed at least in part by a virtual resource provider;

providing at least one user access to functionality of the application at least in part by establishing at least one communication connection from a user virtual machine that is separate from said at least one application virtual machine to at least one interface of the application, said at least one interface maintained at least in part by said at least one application virtual machine;

enforcing a condition of access to the functionality of the application, the condition of access to the functionality of the application specifying at least that the access occur through said at least one communication connection and said at least one interface of the application, the enforcing of the condition of access to the functionality of the application performed at least in part by the virtual resource provider; and

permitting data to be conveyed through said at least one communication connection for presentation to said at least one user.

2. A computer-implemented method according to Claim 1, further comprising enforcing a condition of access to said at least one application virtual machine, the condition of access to said at least one application virtual machine specifying at least that the access occur through said at least one communication connection and said at least one interface, the enforcing of the condition of access to said at least one application virtual machine performed at least in part by a control plane of the virtual resource provider.

3. A computer-implemented method according to Claim 1, wherein said at least one application virtual machine is implemented with a set of implementation resources

and access to functionality of the set of implementation resources is controlled by a control plane of the virtual resource provider.

4. A computer-implemented method according to Claim 3, wherein the set of implementation resources includes at least one of: a volatile storage device, a non-volatile storage device, a processor, a physical server, a network interface port, a network switch, and a network path.

5. A computer-implemented method according to Claim 1, wherein said at least one communication connection is implemented with a set of implementation resources and access to functionality of the set of implementation resources is controlled by a control plane of the virtual resource provider.

6. A computer-implemented method according to Claim 1, wherein providing said at least one user access to functionality of the application comprises creating at least one policy specifying the condition of access and enforcing the condition of access comprises enforcing said at least one policy with a policy enforcement component of the virtual resource provider.

7. A computer-implemented method according to Claim 1, wherein said at least one interface comprises a plurality of interface elements corresponding to a plurality of functional features of the application and the condition of access to the functionality of the application further specifies that the access corresponds to a selected subset of the plurality of interface elements.

8. A computer-implemented method according to Claim 1, wherein provisioning said at least one application virtual machine has an associated set of costs that are charged to an account associated with said at least one user.

9. A computer-implemented method according to Claim 8, wherein the set of application costs includes at least one cost corresponding to at least one application feature that is capable of being activated and deactivated.

10. A computer-implemented method according to Claim 1, further comprising:

receiving, at a control plane of the virtual resource provider, a user request to activate at least one feature of the application from said at least one user;

submitting a control plane request to activate said at least one feature to a feature configuration interface of the application, the feature configuration interface maintained at least in part by said at least one application virtual machine and inaccessible to said at least one user through said at least one communication connection;

receiving, at the control plane, confirmation that said at least one feature has been activated; and

notifying a cost tracking component of the control plane that costs associated with said at least one activated feature are to be charged to an account associated with said at least one user.

11. A computer-implemented method according to Claim 1, wherein provisioning said at least one application virtual machine has an associated set of implementation resource costs that are charged to an account associated with said at least one user.

~~12. A computer-implemented method according to Claim 1, further comprising receiving a user request to provision said at least one virtual machine, the user request specifying, at least in part, at least one capacity of at least one implementation resource to be made available to said at least one virtual machine.~~

12~~13~~. A computerized system for managing rights to computing application functionality, comprising:

a set of implementation resources configurable at least to implement a plurality of virtual resources;

a virtual resource provisioning component configured at least to provision virtual resources with the set of implementation resources responsive to provisioning requests, the virtual resources including at least one application virtual machine configured at least to execute at least a portion of an application and at least one communication connection to at least one interface of the application; and

a policy enforcement component configured at least to enforce a condition of access to functionality of the application from a user virtual machine that is separate from said at least one application virtual machine, the condition of access to the functionality of the

application specifying at least that the access occur through said at least one communication connection and said at least one interface.

1314. A computerized system according to Claim 1213, wherein the computerized system further comprises a user interface component configured at least to enable a user to submit a request to access the functionality of the application and said at least one application virtual machine is provisioned by the virtual resource provisioning component at least partly in response to the request to access the functionality of the application.

1415. A computerized system according to Claim 1213, wherein the computerized system further comprises a vendor interface component configured at least to enable an application vendor to configure said at least one application virtual machine to execute said at least a portion of the application and to configure at least one cost associated with accessing the functionality of the application.

15. A computerized system according to Claim 1, wherein the at least one interface of the application is one of a plurality of application programming interfaces provided by the at least one application virtual machine in accordance with at least one user license to the application.