



Urgent Artwork

Basic Commercial Use Licence

COMMERCIAL USE OF URGENT ARTWORK SUMMARY

Any Urgent Artwork, or artwork sold at Artmama is sold on the condition that it is for limited commercial use; you must have either a Basic Commercial Use Licence which has certain requirements, or an Extra Commercial Use Licence which allows you to use the artwork one time only in something that will be sold to more than one buyer.

BASIC COMMERCIAL USE LICENCE SUMMARY

If you have purchased Urgent Artwork at artmama.co.nz (please email us: licences@urgentartwork.co.nz if you have not bought these at artmama.co.nz or do not have the BCU Licence), you will have a Basic Commercial Use Licence enclosed with your zipped files. These state that you may use these products commercially provided that you follow the Basic Commercial Use Licence conditions for using Urgent Artwork and you are not selling more than **one** copy of what you are producing with Urgent Artwork elements, eg, for a client: **one** website or brochure (if the brochure will be mass produced, **and** is distributed for free). If your products will be sold to multiple people, you will need a Extra Commercial Use Licence. If you are unsure whether or not your usage of the product requires an Extra Commercial Use Licence, please email us stating where the art will be used and how it will be distributed.

EXTRA COMMERCIAL USE LICENCE SUMMARY

This license is more expensive because the Extra Commercial Use Licence lets you use Urgent Artwork elements for something that will be sold many times, eg, in a magazine for sale, a web template for sale, on a t-shirt or poster for sale or a a DVD, CD or game for sale,

(examples of items intended to be sold many times).

If you are unsure whether or not your usage of the Urgent Artwork elements requires an Extra Commercial Use Licence, please email us and tell us your why you are unsure.

BASIC COMMERCIAL USE LICENCE CONDITIONS

The Basic Commercial Use Licence grants you, the Buyer a non-exclusive, non transferrable right to make use of Urgent Artwork art elements that you have bought (the Elements).

Your use of the Element(s), under the Basic Commercial Use Licence, is subject to the following conditions:

(1) You may use the Element(s) alone or you may incorporate the Element(s) into another work you are creating.

(2) Unless you have our prior written consent by way of an Extra Commercial Use Licence, you must not directly or indirectly licence, sub-licence, sell or resell the Element(s) or offer to do any of these things. All of these things are referred to as Resale.

(3) You may use the Element(s) in a printed format or display the Element(s) in a digital format, such as a graphic file, but Element(s) are not to be duplicated and/or redistributed on their own without Special Permission.

(4) Your use of the Element(s) is **not** limited to a single application providing each application has correctly attributed the Element(s).

(5) Your use of the Element(s) requires correct attribution as follows: (NB If you wish to forego these conditions, you may do so by applying for an Extra Commercial Use Licence or email licences@urgentartwork.co.nz for a Special Permission exemption stating why you should be exempt from these conditions.)

CORRECT ATTRIBUTION:

- Credit should be given to the designer of the Element(s) by way of a web link to urgentartwork.co.nz **or** attribution to Julesart, Urgent Artwork, or Artmama, for example:

Some Art Elements from urgentartwork.co.nz ;

- Registration of the use of the Element(s), stating where the

Element(s) will be used and by whom to licences@urgentartwork.co.nz ;
- Provide a hard copy of the publication or copy of the digital file to
Urgent Artwork
PO Box 30048
St Martins
Christchurch 8246
NEW ZEALAND

or email a link to the graphic to licences@urgentartwork.co.nz.

(6) You may use the Element(s) in a work which you are creating for your own purposes or for specific clients.

(7) You must not incorporate the Element(s) in a work which is created for Resale by you or your client.

(8) If the Element(s) are used or incorporated in a work there is no restriction on the number of copies of that work that can be reproduced and distributed (provided the copies are not for Resale).

(9) Notwithstanding the restriction on Resale, if you acquire the Element(s) on behalf of your client you may recoup from your client the cost of acquiring the Product.

For example: you may incorporate the Element(s) in artwork, such as graphic design, in a newsletter you design for your client. An unlimited number of copies of the newsletter incorporating the Element(s) may be made but the newsletters must be distributed to recipients at no charge to the recipient.

EXAMPLES OF USE

The Basic Commercial Use License can be used for any of the following examples:

Websites, (commercial, personal, or non-profit)

Websites for clients,

Blogs, Twitter pages, Flickr, Myspace, Bebo, or other social networking site,

Scrapbooking for personal use,

Free games, or avatars or character graphics,

Videos, such as tutorials, animations, training videos, or videos for

YouTube or other online video services,
Design projects for yourself or clients, such as business cards,
stationery, posters, free training or other manuals, brochures, flyers,
PowerPoint presentation or talk etc

PROHIBITED FROM USE WITH THIS LICENCE

You must not offer the item using Urgent Artwork or Artmama Element(s) for Resale either on its own or as part of a project. In other words, you can use the Element(s) in a website for a client, but not in a web template that is on sale. You can use the Element(s) in a film, but not in a film on a DVD that you sell. You can use the Element(s) on a t-shirt, but not on a t-shirt that is sold.

If at any time an item that uses Julesart, Urgent Artwork, or Artmama Element(s) that you have bought becomes available for Resale, you must contact licences@urgentartwork.co.nz to purchase an Extra Commercial Use Licence.

Any questions regarding this Licence can be emailed to
licences@urgentartwork.co.nz
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Christchurch 8246
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