



Urgent Artwork

Extra Commercial Use Licence

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 our work, 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 licences@urgentartwork.co.nz stating where the art will be used and how it will be distributed.

EXTRA COMMERCIAL USE LICENCE SUMMARY

This licence costs fifteen times the usual amount paid for the Elements, for example, an Element set which costs \$15.00 with the Basic

Commercial Use Licence would be \$225.00 (\$15 x 15) for an Extra Commercial Use Licence, and a smaller Element set which costs \$2 under the ECU Licence would be \$30 (\$2 x 15) for an ECU Licence. This licence is more expensive because the Extra Commercial Use Licence lets you use Urgent Artwork Element(s) 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 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 Element(s) requires an Extra Commercial Use Licence, please email us and tell us why you are unsure.

EXTRA COMMERCIAL USE LICENCE CONDITIONS

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

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

- (1) You may use the Element(s) alone or you may incorporate the Element into another work you are creating.
- (2) Unless you have our prior written consent as well as 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 or flash file on a website, in a PowerPoint presentation or Ebook, as part of software or a game you create, or in a video production, film, animation, television programme, or associated publicity material etc. However Element(s) are not to be duplicated and/or distributed on their own without Special Permission.
- (4) Your use of the Element(s) for Extra Commercial Use is limited to a single application.
- (5) Your use of the Element(s) does **not** require attribution as per the

terms of the Basic Commercial Use Licence, although you may still choose to do so.

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

(7) You may incorporate the Element(s) in a single work which is created for Resale by you or your client (provided that only the complete work is offered for sale and the terms of sale (i) require those that acquire the work to only use the Element(s) for their own personal use or in a work they are creating for a client (ii) prohibit resale of the Element(s) as a stand-alone item).

(8) If the Element(s) is used or incorporated in a work there is no restriction on the number of copies of that work that can be reproduced and distributed.

(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 Element(s).

For example: you may incorporate the Element(s) on a t-shirt that you or your client distributes commercially. An unlimited number of copies of the t-shirt may be made and sold but the Element(s) cannot be incorporated in more than one t-shirt or other work. Additionally, buyers of the t-shirt must not offer the design using the Element(s) for sale, for example on other merchandise.

EXAMPLES OF USE

The Extra Commercial Use License can be used for one of the following examples:

A single website template for sale, (commercial, personal, or non-profit website, print, flash, video etc)

A single website for a specific client without attribution,

One graphic template for sale for a blog, Twitter page, Flickr, Myspace, Bebo, or other social networking site,

A single scrapbooking layout or quick page for sale,

A single game, or avatar set or character graphics for a single commercial game, whether online, or for computers, consoles etc,

A single video, such as a tutorial, animation, training video, or other

commercial film or training material, including education material,
intended to be distributed or accessed by multiple people,
A single printed item for sale (eg, used for a book, greeting card, t-
shirt design, game, product packaging, CD, or DVD for sale)
A single piece of computer software or
Any other item which will be produced and sold to more than one user.

PROHIBITED FROM USE WITH THIS LICENCE

You must not offer, redistribute or resell **as-is** Urgent Artwork, or Artmama Element(s) either on its own or as part of any other collection of graphic or font resources or files. The original Element(s) will always remain the property of the author, and Urgent Artwork and Artmama retain their rights to be the sole means of distribution of Urgent Artwork, or Artmama Element(s).

If you have any questions or doubts about your use of Urgent Artwork, or Artmama Element(s), please contact:

licences@urgentartwork.co.nz

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TO APPLY FOR AN EXTRA COMMERCIAL USE LICENCE, GO TO
www.urgentartwork.co.nz/extracommercialapplication.htm