

STANDARD AND EXTENDED LICENSE AGREEMENT

DEFINITIONS

File: Vector image or photo available for sale on this website.

Resale Items: Item you plan on distributing in a money-making enterprise (resale of web templates, icons, books, T-shirts, calendars, etc.).

Free Distribution Items: Items that will be distributed to a wide audience, but not in a money-making endeavor.

DISTINCTION BETWEEN “SECONDARY ROLE” AND “CENTRAL FOCUS”

The value the File adds to the item being produced is what determines how much the File affects a customer decision to choose a particular item.

A **secondary role:** A File playing a secondary role is incidental to the item, and does not add significant value to the item.

A **central focus:** A File playing a key role in an item, where the File increases the intrinsic value of the item, or greatly influences customer purchasing decisions.

GENERAL USAGE

Each File on the found on this website can be purchased under a Standard License. We also offer extended licenses. For information on our extended licenses please contact us directly. By purchasing a File under a standard license the buyer obtains a non-exclusive, non-transferable global right to use the File within the scope of the purchased license, for an unlimited number of times.

Follow these simple rules at all times to choose the appropriate license:

1. If a File is used to create an item NEITHER for Resale NOR for Free Distribution, the Standard License is always appropriate.
2. If a File is used to create an item for Resale or for Free Distribution:
 - If the File plays a “secondary role” in the item, the Standard License is appropriate;
 - If the File plays a “central focus” in the item, an Extended License is more appropriate (in that case, or if you’re not sure, please contact us directly).

Copies or Impressions (Quantity)	Unlimited
Electronic/Online Use (Quantity)	Unlimited
File Size Limit for Online Use	1600 x 1200 pixels
The development of products (excluding free or for redistribution works) where the item is not the “central focus”	Permitted
The development of free products free or products for resale/redistribution (where the item is not the “central focus”	Permitted
The development of free products free or products for resale/redistribution (where the item IS of “central focus”	NOT Permitted

1. THE STANDARD LICENSE

The Standard License allows the use of the purchased File for the creation of different kinds of items (except Items for Resale or Items for Free Distribution, where the File plays a major role in the item and adds value to it).

Use of a purchased File according to the terms of the Standard License:

Examples of permitted use:

- **Digital use:** articles or publications appearing on websites, blogs, etc; such as in wallpapers; ad banners; screen savers; software; e-cards or custom e-mails; e-books; multi-media presentations (such as Flash, Powerpoint, etc.); movies, television advertising or video use; unofficial logos, etc.
- **Printed use:** magazine and/or newspapers publications and advertising; ad materials in printed format; book covers or interior illustrations, business cards; flyers; posters; DVD or CD jackets; wrappers, product packaging and product labels; stationery products such as notebooks, pens, pencils, charms; calendars; glasses/mugs; T-shirts, sweatshirts, other clothing items, etc.

2. THE EXTENDED LICENSE (PLEASE [CONTACT ME DIRECTLY FOR EXTENDED LICENSE OPTIONS & PRICING.](#))

COPYRIGHT NOTICE

If a File in question is reproduced in a mass media format (such as on a website or blog, in a newspaper or magazine, or on TV), a copyright notice must accompany the file where it appears. This notice must include the copyright symbol followed by "Design Essentials Inc."

EDITORIAL USE ONLY

Files that are marked "Editorial Use Only" are considered to be sold under a limited Standard License, and are prohibited for commercial/profit-bearing enterprise and advertising. In some situations these Files may contain images of individuals without accompanying Model Releases, famous trademarks, private property, and other protected elements for which Design Essentials Inc. may not currently have rights to use in commercial or advertising enterprises.

Examples of permitted uses of "Editorial Use Only" Files:

- Publishing: magazines, newspapers etc.; publications, columns, articles, etc., appearing on websites or forums or blogs; articles in reference books, non-commercial presentations, television productions; personal use.

Examples of prohibited uses of "Editorial Use Only" Files:

- Any profit-bearing commercial enterprise; advertising or marketing, commercial products, trademark promotions.

FILE OWNERSHIP

By purchasing a File the buyer receives a non-exclusive license for an unlimited period of time on an unlimited territory, without the permission or right to sublicense or grant use of the File to third parties, and allows use of the File in the development of any item type. However, the original author/creator of the File does not abdicate ownership or intellectual property rights to said File. All other rights to the File, including ownership and other intellectual property rights, remain with Design Essentials Inc. and/or the original File developer.

USAGE THAT IS CONSIDERED PROHIBITED

Under NO circumstances can Files be used for the following purposes:

- Offering a purchased File available for free downloads;
- Creating circumstances where the File may be extracted from a product;
- To resell or give away to third parties a sublicense or rights to the File;

- To allow third parties access to the File for additional usage;
- To post one of our unmodified Files in e-format that is larger than 1600 x 1200 pixels (for images) and 640 x 480 pixels (for videos);
- Using a purchased file to develop an official logo, company name, or trademark;
- For uses in pornographic publishing of any kind;
- For any purposes know to be illegal;
- For email SPAM or traditional SPAM mailings;
- In items or products used to promote any kind of hate speech;
- For the use, demonstration, and posting of materials in such a way that reflects poorly on our product/company.

If you have questions not answered here, please don't hesitate to [contact](#) me for additional clarity. You may also contact me for extended use license pricing options.