

## Sample Image Files

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### You may

- use the PhotoLib® images on one computer
- copy PhotoLib® images from CD-ROM to your hard disk
- print PhotoLib® images
- include PhotoLib® images in presentations and multi-media
- provide a third party with a service (for example prepare a presentation for your customer) which includes a PhotoLib® image.

### You must

- fulfill the obligations applying to individual images as defined by the Usage Code for the image

### You should

- adhere to the ethical guidelines described below

### You may not

- copy PhotoLib® images
- install PhotoLib® on two or more computers at the same time
- use PhotoLib® images to create products which are sold (posters, calendars, books, or similar)

## Usage Code

The description for each PhotoLib® image in the corresponding Windows Cardfile (in the CARDFILE directory) contains one or several Usage Codes. The Usage Code indicates how you may use the image and recommendations on use:

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The main limitation is (as for all PhotoLib® images) that you may not use the image to create a final product which is sold (poster, book, calendar, T-shirt or similar).

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- P** (Purpose) This image was supplied by a company or organization for a specific purpose. This applies primarily to photographs supplied by tourist organizations. These images are intended to promote tourism in the respective country. You should use the images for that purpose.  
Do not use these images out of context for a different purpose.
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- S** The Kagem license agreement applies with the addition that the image may not be used as "Clip-Art". This means that you may not manipulate or distort the image or parts of the image to create a substantially different image.

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Some PhotoLib® photographs contain images of products, product names or company names. These may be trademarks or registered trademarks. For example if you search for "Times Square" you will find many trademarks: Coca Cola, Canon and many more. If you use such a photograph for example in your advertisement the trademark holder may object. If you are in doubt discuss the matter with your advertising agency, lawyer and the company in question.

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## **CELEBRITY CLEARING**

Famous People may object if you use their face in an advertisement or similar. There is no such thing as a general "model release" for famous people. If you would like to use the celebrity photo anyway you should assure that you get the OK from the person in question.  
PhotoLib® contains very few celebrity photos. Michael Andretti (the race car driver) is one of the few examples.

All information about the photographs such as photographers name, model released or not, reference numbers etc. have been provided to Kagemma by the originator of the photographs. Kagemma has applied utmost care to attach this information correctly to each photograph in the PhotoLib® library. Please advise us if you should find any incorrect or doubtful information. In any case the license agreements and limited warranty applies.

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You should respect the work of art licensed to you.

### **Do not**

- make unauthorized copies
- use the images or parts thereof for pornographic publications
- use the images or parts thereof for any criminal purpose
- use the images or parts thereof for any product violating copyrights
- do not violate the license agreement

### **You should**

- if you provide your customers with a service including a PhotoLib® image you must inform your customer that the final product may not be sold.
- if you want to substantially alter, modify or distort a photo or parts of a photograph you should include a credit text in the new image:  
"Based on a photograph from ....."  
Such modifications are not allowed for Usage Code S.

# License Agreements

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