

STANDARD USER CONTENT LICENSE

License is provided after the payment is made by the Customer.

With a Standard license, the Customer may:

- a) Reproduce up to 500,000 copies of the asset in all media, including product packaging, printed marketing materials, digital documents, or software.
- b) Include the asset in email marketing, mobile advertising, or a broadcast or digital program if the expected number of viewers is fewer than 500,000.
- c) Post the asset to a website or social media site with no limitation on views.
- d) Include the asset in some types of products, such as inside a textbook, as long as the primary value of the product is not the asset itself, and the product is not reproduced more than 500,000 times.
- e) Share the unmodified asset with employees and contractors who have contractually agreed to abide by the license terms.
- f) Transfer the license to its client or employer.

With a Standard license, the Customer may not:

- a) Distribute the stand-alone file.
- b) Create merchandise, templates, or other products for resale or distribution where the primary value of the product is associated with the asset itself. For example, the Customer can't use the asset to create a poster, t-shirt, or coffee mug that someone would buy specifically because of the asset printed on it.
- c) Transfer the license to more than one employer or client, unless separately licensed for each.
- d) Sublicense, sell or in any other way provide the asset to a third party.

Effective day : January 15,2024