WHAT DOES ROYALTY FREE MEAN? HOW AND WHERE CAN I USE MALESTOCK PHOTOS? ARE THERE ANY RESTRICTIONS?

BRIEFLY: If you wish you to use our image(s) for illustration purposes in the press, for publicity/advertising, web sites, in business documents, as screen savers for your cellular phone etc., the royalty free licence is sufficient.

If you wish to integrate our image(s) into an item or a service destinated to be sold or distributed, eg. postcards or greeting cards, posters, calendars etc. you need our extened licence.

IN DETAIL:

Most important PERMITTED uses

- **Ü** Malestockphoto grants you a personal, non-exclusive, non-transferable, right to use and reproduce images in the following ways:
- **Ü** On web sites, provided that no Image is displayed at a resolution greater than 800 x 600 pixels;
- **ü** As toolbar skins, screensavers and mobile phone "wallpaper" for your own personal, non-commercial use, not for resale, download or distribution.
- **ü** As prints, posters, calendars (i.e. a hardcopy) and other reproductions for your own personal, non-commercial use and display, not for resale, download or distribution;
- **ü** As a single hand painted reproduction (not as a printed reproduction) on canvas or other material to be used as decoration and not resold;
- **ü** In coordination with opt-in email marketing. However, Images cannot be used in connection with unsolicited email or linked from unsolicited email and no Image may be reproduced.
- **ü** On letterhead and business cards, pamphlets, brochures, catalogs and on pop up and/or panel displays for use in conventions and trade shows
- **ü** In the artwork for the packaging
- **Ü** Incorporated into software as a background image or splash screen, provided that the Image or any digital files containing the Image cannot be unincorporated from the software.
- **ü** In multimedia presentations and incorporated into film and video for television and/or internet broadcast, and theatrical display.
- **ü** In multimedia presentations and incorporated into film and video for distribution and/or sale in the home video market.
- **ü** As CD or DVD cover art and/or artwork.
- **ü** As part of editorial or advertising copy in magazines, newspapers, books, book covers, textbooks, editorials and directories.
- **ü** In eBooks, including multi seat license electronic textbooks.
- **ü** As advertising posters for use in promoting the sale of other products (as opposed to promoting the sale of the prints, posters, etc. containing the Images).
- **ü** In the event that you create a derivative work based on or incorporating one or more Images, all rights in and to such Images shall continue to be owned by Malestockphoto),

- subject to your rights to use such Image(s) pursuant to the terms and limitations set forth herein.
- **ü** Customer may have the content reproduced by subcontractors of customer for preparation of a final product, provided that such subcontractors fully agree with the terms and conditions of this agreement.

Most important NOT permitted uses

- L Customer may not sublicense, sell, assign, convey or transfer this agreement or any of its rights under this agreement.
- make the content available or accessible by persons other than authorized users;
- L sell, license or distribute any end product containing the content in a way that a third party may download, extract or access the content as a **standalone file**;
- L include the content in an electronic **template**, eg. website templates, Flash templates etc.
- L use the content to induce or involving the sale, license or other distribution of "on demand" products, eg. :
 - calendars, postcards, greeting cards, e-cards;
 - posters, mugs, t-shirts, caps and similar items;
- L Content shall not be incorporated into a logo, trademark or service mark.
- Content may not be repurposed for use in any mobile-directed web sites or **mobile applications** created for viewing of content on mobile devices, eg. download of screensavers, wallpapers etc.
- **L** Defamatory or otherwise unlawful use of content is strictly prohibited.
- L The content must not be used for religious or political propaganda.