

Addiev Corporate Training's *Standard License* for the use of its digital object libraries

This Standard License Agreement is made and effective on the purchase date between Addiev Corporate Training and you as the customer.

Read the information below as it covers most situations. If you have any questions about your intended use, then please contact us and we can advise you.

For simplicity, we may refer to our downloadable templates and characters or other products we offer as "objects".

1 – Determine what kind of license you need? The default is our Standard License attached with your download and articulated here:

1.1 The Addiev Standard License – for individuals and agencies wanting to use the objects in their own work and client projects. Go ahead, buy and download.

1.2 The Addiev Enterprise License – for large institutions seeking to offer and distribute objects "company-wide". If this is you, call us to arrange this purchase.

1.3 The Addiev Reseller License – for those seeking to include the objects within their own product offering (value-added content). If this is you, call us to arrange this purchase.

1.1 The Addiev Standard License

This license is ideal for independent developers, agencies, or departments within larger organizations with 1 to 25 members. The Addiev Standard License permits you to store objects locally and use them in your company and commercial work. Use them as often as you need and on as many projects as you want. This is a non-exclusive license with no expiration date and no need to credit the source – just a one-time fee and no weird subscription hook. Please read below what is allowed and not allowed regarding their use.

1.2 The Addiev Enterprise License

The Addiev Enterprise License permits organizations to store objects on an internal



network for unlimited access and use by departments and their employees for commercial work. Governments, major corporations and large academic institutions must call us to arrange an enterprise license. Ideal for those with over 25 members. If this is you, call us to arrange this purchase.

1.3 The Addiev Reseller License

The Addiev Reseller License permits organizations to incorporate Addiev objects into their offering – either as a value-added component or in the creation of new products for mass merchandising (sales of templates, eBooks, t-shirts, mugs, and so on). If this is you, call us to arrange this purchase.

2 – Know what is allowed:

You can use Addiev objects in personal, company and client work – but only you (as the customer) are allowed to store, use and work with the sources files you purchased. In other words, you can't copy and hand over libraries of Addiev objects to others (such as a sub-contractor or client) as source files or resources to work with. There is no need to credit the source. Here are some examples:

- You can use Addiev templates and objects to develop a course or presentation.
- You can use Addiev objects in the design of Facebook and Twitter ads.
- You can use Addiev objects in the design an event poster that get's printed and then posted around the city.
- You can use Addiev objects on a client's web site so long as the objects do not become associated with the client's brands.
- You can use Addiev objects in the design of promotional giveaways such as free t-shirts, pens, and mugs.
- You can modify an Addiev object's colors, apply filters and so on to help you achieve a desired look and feel for the project.
- You can modify Addiev templates as required to match the brand and to achieve the desired structure and layout.



- You can use Addiev characters in the creation and sale of a graphic novel provided it is not pornographic, denigrating of human dignity, or portraying real people.

3 – Know what is not allowed:

The easiest way to distinguish legitimate use is that they are just stage props and not identification or sales support.

- Without a reseller license, you are not allowed to provide, sub-license or sell any Addiev objects, modified or unmodified on any media.
- Without a reseller license, you are not allowed to use Addiev objects in any kind of template for sale, such as PowerPoint templates, website templates, digital brochure templates, etc. This includes on-demand and automated builders featuring tools, resources, and galleries to create things.
- You are not allowed to use Addiev objects, or parts of them, in the creation of a trademark, brand, logo or other identifier.
- You are not allowed to use an Addiev object as a personal or corporate avatar, such as those found on social media, gaming, dating sites, or otherwise.
- You are not allowed to modify Addiev characters in an effort to obfuscate their origin or to create new characters for sale.
- You are not allowed to use Addiev objects for any pornographic or unlawful purpose, to defame or violate the dignity of an individual or their right to privacy.

4 – Common questions about modifying the artwork & templates

Are we allowed to re-colour the character's clothing and add our company crest on their outfits?

Yes, but the rules above still apply. You can modify Addiev objects to better match the brand for the project that you're working on – but you can't, for example, build a whole



library of modified characters and provide it to the client as a resource to build upon. If that's the intent, call us and we can arrange a license for you to do that.

Can Addiev modify the characters for our company?

Yes, we can modify the characters – everything from outfits, to expressions, to colours and so on. Just call us to discuss your needs.

Are we allowed to modify and use your structured template for courses as our own standard?

Yes, but the rules above still apply. You can modify Addiev templates for your own shop's use but not for redistribution to others or for sale. If that's the intent, call us and we can arrange a license for you to do that.

Can we get high-resolution EPS versions of these?

Yes, you can custom order EPS files for a fee. We can create vectors from our 1500 x 2400 pixels @ 300 p/i source files. Contact us to arrange that.

If you have any question about the intended use, then please contact us. We are here to help.

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