



Standard vs. Extended license



Effective from July 16, 2019



ITEM	STANDARD LICENSE	EXTENDED LICENSE
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ITEMS FOR PRINT





	Outdoor advertising (banner, panel, billboard, light box, etc.)	Prohibited	Unlimited
	Indoor advertising (POS materials, advertising or information leaflet, flyer, wobblers, stopper, giveaway, window dressing, etc.)	Up to 10K	Unlimited
	Advertising in a newspaper or magazine	Up to 25K	Unlimited
	Product packaging (pizza box, TV set packaging, etc.)	Up to 10K	Unlimited
	Gift wrapping (except for resale or distribution)	Up to 2K	Unlimited
	Gift wrapping for resale or distribution	Prohibited	Allowed
	Label (on a bottle of drink, cream jar, shampoo, etc.)	Up to 10K	Unlimited
	Product wrapping (for candies, chewing gum, etc.)	Up to 10K	Unlimited
	Cover or illustration of a book, magazine or newspaper	Up to 2K	Unlimited
	Book, magazine or any other printed media for resale or distribution	Up to 2K	Unlimited
	CD/DVD cover or print (incl. for resale or distribution)	Up to 2K	Unlimited
	Business card	Up to 5K	Unlimited







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	Poster or postcard (except for resale or distribution)	Up to 2K	Unlimited
	Poster or postcard for resale or distribution	Prohibited	Allowed
	Calendar (except for resale or distribution)	Up to 2K	Unlimited
	Calendar for resale or distribution	Prohibited	Allowed
	Folder (except for resale or distribution)	Up to 2K	Unlimited
	Folder for resale or distribution	Prohibited	Allowed
	Notebook or diary (except for resale or distribution)	Up to 2K	Unlimited
	Notebook or diary for resale or distribution	Prohibited	Allowed
	Sticker (except for resale or distribution)	Up to 2K	Unlimited
	Sticker for resale or distribution	Prohibited	Allowed
	Pen or pencil (except for resale or distribution)	Up to 2K	Unlimited
	Pen or pencil for resale or distribution	Prohibited	Allowed
	Other stationery (except for resale or distribution)	Up to 2K	Unlimited
	Other stationery for resale or distribution	Prohibited	Allowed



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	Interior design (except for resale or distribution)	Up to 20	Unlimited
	Interior design for resale or distribution	Prohibited	Allowed
	Artwork or masterpiece of art (except for resale or distribution)	Up to 20	Unlimited
	Artwork or masterpiece of art for resale or distribution	Prohibited	Allowed
	T-shirt or some other item of clothing (except for resale or distribution)	Up to 500	Unlimited
	T-shirt or some other item of clothing for resale or distribution	Prohibited	Allowed
	Board game or entertainment product (except for resale or distribution)	Up to 2K	Unlimited
	Board game or entertainment product for resale or distribution	Prohibited	Allowed
	Cup, mug or glass (except for resale or distribution)	Up to 500	Unlimited
	Cup, mug or glass for resale or distribution	Prohibited	Allowed
	Mouse pad (except for resale or distribution)	Up to 20	Unlimited
	Mouse pad for resale or distribution	Prohibited	Allowed
	Playing cards (except for resale or distribution)	Up to 500	Unlimited
	Playing cards for resale or distribution	Prohibited	Allowed

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	Keychain (except for resale or distribution)	Up to 500	Unlimited
	Keychain for resale or distribution	Prohibited	Allowed
	Promotional items for sale or distribution	Prohibited	Allowed

ITEMS FOR WEB OR DIGITAL USE

	Online advertising	Allowed up to 200K impressions	Unlimited
	Publication on website or blog (in articles or news for illustrative purposes only)	Allowed	Unlimited
	Online advertising banner (except for resale or distribution of banner templates)	Allowed	Unlimited
	Banner template for online advertising for resale or distribution	Prohibited	Allowed
	Website or webpage design (except for resale or distribution of website templates)	Allowed	Unlimited
	Website design for resale or distribution	Prohibited	Allowed
	Desktop wallpaper (except for resale or distribution)	Allowed	Unlimited
	Desktop wallpaper for resale or distribution	Prohibited	Allowed
	Screensaver (except for resale or distribution)	Allowed	Unlimited

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	Screensaver for resale or distribution	Prohibited	Allowed
	Software for a PC or mobile device (except for resale or distribution)	Allowed	Unlimited
	Software for a PC or mobile device for resale or distribution	Allowed (only if file plays minor role)	Allowed
	E-card or e-mail template (except for resale or distribution)	Allowed	Unlimited
	E-card or e-mail template for resale or distribution	Prohibited	Allowed
	E-book (except for resale or distribution)	Allowed	Unlimited
	E-book for resale or distribution	Allowed	Unlimited
	PowerPoint, Flash and other presentations (except for resale or distribution)	Allowed	Unlimited
	PowerPoint, Flash and other presentation template for resale or distribution	Prohibited	Allowed
	Television TVC, Film or video clip (except for resale or distribution)	Allowed only if production cost is up to 1 lacs	Unlimited
	Film or video clip for resale or distribution	Prohibited	Allowed
	Any other digital design (except for resale or distribution)	Allowed	Unlimited
	Any other digital design for resale or distribution	Prohibited	Allowed

ITEM		STANDARD LICENSE	EXTENDED LICENSE
	Any other template for resale or distribution	Prohibited	Allowed
	Logo or emblem that will NOT be officially registered as a trademark or service mark	Allowed	Unlimited
	Logo or emblem that will be officially registered as a trademark or service mark	Prohibited	Prohibited