

IMSI Guidelines for Photo, Clip Art and Font Usage

(aka "The Legal Stuff")

Welcome to the world of MasterClips clip art! And what an ever-expanding world it is! In the last few years, clip art usage has increased dramatically. It seems like customers are always finding fresh and exciting new ways to use clip art. Improvements in desktop publishing, color printing and Internet access have allowed non-artists to produce professional-looking documents and web pages simply by including high-quality images from their MasterClips collections.

But with all these new abilities have come a multitude of new issues, particularly about how to use licensed or third party artwork. To shed some light on the legal issues surrounding clip art usage, the MasterClips team has assembled this guide to provide answers to commonly asked questions about copyrights and licensing, and to help our customers avoid problems before they start. Please take a few minutes to familiarize yourself with these common usage questions before using your MasterClips collection.

May I let someone borrow or copy my CDs?

If a friend or co-worker sees your MasterClips collection and LOVES it (and this happens a lot), please refer them to IMSI Direct Sales at 800-833-8082, so they can purchase their own registered copy. Sharing or copying software is considered software piracy and is a violation of your Program License Agreement.

Besides, being a Registered User has advantages. The Program License Agreement and all the legal rights granted under its terms *only* apply to *Registered Users*. In addition, owning a registered copy of MasterClips means you receive Complete Documentation, Free Tech Support, and Special Upgrade Offers. As the old saying goes, "Membership has its privileges."

Am I allowed to make a copy of my MasterClips CDs for my own personal use?

Yes, if you have the ability to make copies of CDs, you can make a single, archival back-up copy of MasterClips. The copy has to remain in support of a single use program on a single machine to stay within the terms of your Program License Agreement.

Is it OK for my department to buy one copy of MasterClips and let everyone in the department share it?

Nope, that's considered software piracy, too. MasterClips is a single-user product and loading it on several machines is a violation of the terms of your Program License Agreement.

Even if it *was* allowed, trying to share a copy of MasterClips is a big PAIN! To search or browse through the entire collection easily, the user must have all the CDs in his or her possession. When several people try to share one copy of MasterClips, the CDs are constantly passed around from one machine to another. This often results in the loss or damage of the CDs, which makes the product useless.

The best solution to accommodate multiple users is to get a MasterClips Site License. This allows from as few as 5, to as many as 100 users to have MasterClips loaded on their machines (with their own copies of the CDs and the documentation). It's easy, it's convenient, and most importantly, it's LEGAL. To obtain a Site License for your company, call IMSI's Corporate Sales at 415-257-3000, option 2.

Why is software piracy such a big deal?

Small software companies like IMSI depend on the income generated by the sales of licensed software to continue to develop and produce new, high-quality software products. Without this revenue, IMSI can't provide improved software or offer it to our customers at affordable prices. In other words, quality goes down and prices go up.

To provide its customers with the most distinctive, updated and diverse clip art collections possible, MasterClips searches the world for unique image collections, as well as commissioning art that is created exclusively for MasterClips. The revenue from the sales of our licensed software allows us to pass these images on to you for a fraction of our original cost.

The goal of IMSI and MasterClips is to provide the highest quality clip art at the lowest possible price. Software piracy is the biggest obstacle in achieving that goal. So for us (and the rest of the software industry) it a very BIG deal! Please help yourself and us by wiping out software piracy. Always purchase licensed software, take advantage of being a Registered User, and follow the terms of your Program License Agreement.

Other than software piracy (which I would never do) is there anything else I'm not allowed to do with my new clip art?

Many of the photo, clip art and font images in this product are either licensed from or owned by third-party sources. Although you are allowed to use, modify and publish images in a wide variety of ways, there are some restrictions that apply in certain areas. (To make the learning process easier, we have provided English translation examples for all the legal jargon.)

You are not permitted to do any of the following:

(Translation: These are the big No-Nos)

1. Sell or redistribute the photos, clip art or fonts as stock photography, clip art or fonts.
(Translation: If you had plans to start a company called "Bob's Clip Art Land" using MasterClips images, you're out of luck.)
2. Use any of the photo or clip art images related to identifiable individuals or entities for any commercial purpose or in a manner which implies endorsement of or association with any product, service or entity.
(Translation: You can't use a MasterClips photo to imply that a dead rock star is actually alive and eating at your fried chicken stand.)
3. Use specific government, company or person's names, initials and emblems for any commercial purposes or to express or imply endorsement or sponsorship of any commercial product, service or activity.
(Translation: Don't use a copy of the United States Presidential Seal to start your own post office.)
4. Create obscene or scandalous works, as defined by the Federal Government at the time the work is created, using photo, clip art or font images or any modification of photo, clip art or font images.
(Translation: These translations are funny; child pornography is not. Don't even think about it.)
5. Use the photo, clip art or font images in electronic format, including on-line/multimedia applications, unless all of these conditions are met:
(Translation: The Internet may be the new frontier, but if you want to avoid being chased by an angry posse, be sure you follow a few simple rules.)
 - a) The images are incorporate for viewing purposes only;
(Translation: Remember those "Read-Only" tabs on floppy disks? Same principle.)
 - b) The images do not comprise a large portion of the content of the application;
(Translation: Come up with at least a few original ideas. Sheesh!)
 - c) No permission is given to download and save images for any reason; and
(Translation: Avoid phrases like "Feel free to download the entire contents of my web site.")
 - d) The application is not a product which is similar to or competes with any of the features of any IMSI product.
(Translation: No matters how cool you think it sounds, naming your new radar software "MasterBlips" is not a good idea.)