

Copyright

All media content produced under the services provided by Loveday Marketing Ltd. (hereinafter referred to as the "Owner"), remains the Intellectual Property of the same, and can be assigned, licensed, and/or sold only at the express wish of the Owner.

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By entering into an agreement to purchase items from the Owner, which begins upon confirmation of payment for the same, the User also agrees to all terms and conditions of use under the following clauses for all License Agreements and IP Ownership Agreements.

Licenses & Ownership

- 1. Personal Use License Agreement**
- 2. Package Commercial Use License Agreement**
- 3. Intellectual Property Ownership Agreement**

Personal Use License Agreement

All Standard items purchased for the given purchase price through Loveday Marketing Ltd., their websites, affiliates, and staff shall be subject to a Personal Use License.

For every item you purchase, Loveday Marketing Ltd. grants you a personal, non-commercial license for a single user, which is non-exclusive, non-transferable and revocable. It applies throughout the world and is subject to the standards and restrictions set out in the Personal Use License Agreement.

If you would like to use the item for business use, this is possible with our Commercial Use License, which is also available for our items on upgrade.

Notice:

All items have been created by Loveday Marketing Ltd. or our own in-house designers, and we own the intellectual property rights to them. We warrant to the best of our knowledge and belief that:

- a. We own the intellectual property rights to all items and that your use of such in accordance with this Personal Use License is lawful.
- b. Our items do not incorporate material which infringes the intellectual property rights or privacy rights of anyone else.
- c. Loveday Marketing Ltd. has no liability for any use of our items which breach the terms of this License Agreement

The license holder hereby indemnifies Loveday Marketing Ltd. from all liability for any form of copyright infringement that may be discovered to have occurred previously, now, or in the future.

Purchase of a Personal License Agreement is a complete and irrevocable agreement to comply with the terms of the license.

Package Commercial Use License Agreement

All Packages purchased for the given price through Loveday Marketing Ltd., their websites, affiliates, and staff shall be subject to a Package Commercial Use License. Such license is valid for use for the following Packages, including but not limited to:

1. Branding Package

For every Package you purchase, we grant you a commercial license for a single user, which is non-exclusive, non-transferable and revocable. It applies throughout the world and is subject to the standards and restrictions set out in the Commercial Use License Agreement.

Notice:

All Packages have been created by Loveday Marketing Ltd. or our own in-house designers, and we own the intellectual property rights to them. We warrant to the best of our knowledge and belief that:

- a. We own the intellectual property rights to all Packages and that your use of such in accordance with this Commercial Use License is lawful.
- b. Our Packages do not incorporate material which infringes the intellectual property rights or privacy rights of anyone else.
- c. Loveday Marketing Ltd. has no liability for any use of our Packages which breach the terms of this License.

The license holder hereby indemnifies Loveday Marketing Ltd. from all liability for any form of copyright infringement that may be discovered to have occurred previously, now, or in the future.

Purchase of a Commercial License Agreement is a complete and irrevocable agreement to comply with the terms of the license.

Intellectual Property Ownership Agreement

All media purchased for the given "Ownership" price through Loveday Marketing Ltd., their websites, affiliates, and staff shall be given with complete and agreed Ownership of Intellectual Property Rights.

For every media "Ownership" you purchase, we grant you a full and complete ownership of the associated media, its source files, and all associated licenses that may or may not be applicable, under standard copyright sale. It applies throughout the world and is subject to the standards and restrictions set out in the Intellectual Property Ownership Agreement.

The copyright owner is granted exclusive rights:

- a. Reproduction rights, which is the right to make copies of a copyrighted work
- b. Distribution rights, which is the right to sell or otherwise distribute copies to the public
- c. The right to create adaptations, also known as "derivative works", which are new works based on the copyrighted work
- d. Performance and display rights
- e. All responsibility for ownership and rights to the copyrighted work

The copyright owner is the only entity who may exercise these rights with regard to a protected work, particularly for commercial gain, unless rights have been transferred.

Notice:

All media has been created by Loveday Marketing Ltd. or our own in-house designers, and we own the intellectual property rights to them. We warrant to the best of our knowledge and belief that:

- a. We own the intellectual property rights to all media and that our sale of such in accordance with this Intellectual Property Ownership Agreement is lawful.
- b. Our media does not incorporate material which infringes the intellectual property rights or privacy rights of anyone else.
- c. Loveday Marketing Ltd. has no liability for any use of our media which breach the terms of any Agreement.

The User hereby indemnifies Loveday Marketing Ltd. from all liability for any form of copyright infringement that may be discovered to have occurred previously, now, or in the future.

Purchase of full rights of ownership is a complete and irrevocable agreement to the terms of the sale.