



bluemooncreative

Intellectual Property Policy

Very occasionally, we lose an account. When we do, we are highly cooperative in handing over any files needed to assist in the transfer and are not precious in such circumstances about intellectual property. In the great majority of instances, the account has subsequently come back to us after a year or two. This is why we figure that, whilst our approach might have created losses for us on occasion, overall these have been more than out-weighted by the gains.

Against this background, our heads of terms in relation to IP are:

- regardless of the technical, legal position, we normally charge no more than a retrieval fee for passing over files (e.g. artwork) to our clients, for them to use as they wish;
- we do retain the right to re-use work, for example website software and structures, unless exclusivity is specifically agreed;
- we do retain certain rights over the extension of use - especially illustrations and animations - far beyond that originally envisaged. Thus, for example, if a short animation originally intended for an item of internal communication was subsequently used for a national advertising campaign, we would seek further payment.

We have never had a disagreement with a client in relation to intellectual property.

Signed

Michael Taite
Managing Director

Date: 30/09/16