

## Guidelines for Using Misfit Designs Artwork

We all learned in Kindergarten that that we should not use other people's stuff without asking permission. This applies to artwork, too. Misfit Designs artwork is not necessarily free to use - regardless of where you see it, or how you come by it. It is our intellectual property and may only be used according to the following guidelines.

### RULES FOR USING ARTWORK ON FACEBOOK:

#### WHO MAY SHARE for free:

- **Individuals, volunteer organizations and non-profit organizations** are welcome to 'share' any image posted on the Misfit Designs Facebook page to their personal Facebook page using the 'share' button on the image.

The image must link directly back to the Misfit Designs page. If it does not, it is considered copyright infringement. We cannot police every Facebook page, but if we find out you will be asked to remove it from your page. You may also be subject to a fee for using the artwork or having your page reported to Facebook for copyright violation.

- **EVERYONE** (individuals, for-profit, volunteer or not-for-profit businesses) may 'share' our content directly from the following Facebook pages:

- EquiMed Horse Health Matters Facebook page**
- The Chronicle of the Horse Facebook page**

To share properly, visit EquiMed or The Chronicle pages and click on the 'share' button below our cartoon or humor article posts. This will link the 'share' back to these pages, which have paid to use our content. **Taking an image off these pages (by dragging it to your desktop and reposting on your Facebook page), thereby breaking the link, is not permitted.**

#### WHO IS REQUIRED TO PAY FEES:

With the exception of content shared from EquiMed or Chronicle of the Horse, **Facebook pages belonging to for-profit businesses may use Misfit Designs artwork only if:**

- a) they pay the artist's fee and
- b) they include a link back to the Misfit designs Facebook page.

The image itself does not have to link back to the Misfit Designs Facebook page, but the business must include a link in the caption or comments area.

Rules of Play, continued....

Per-image fee for for-profit business pages depends on the number of 'likes' the business has. Smaller businesses with a smaller reach pay smaller fees. **Fees start at \$25 per image.**

## **WHAT HAPPENS WHEN OUR INTELLECTUAL PROPERTY IS USED IMPROPERLY ON FACEBOOK**

When we see our artwork being used not according to our guidelines, we may:

- Ask you to remove the artwork and/or
- Send you a bill for the use of the artwork

Bills are normally sent to repeat offenders and larger, established businesses that should be acquainted with copyright law. We attempt to resolve the issue with the business prior to taking legal action.

## **RULES FOR USING ARTWORK OUTSIDE OF FACEBOOK**

Any use of Misfit Designs work outside of Facebook - on a blog, a website, a newsletter, or in print - is subject to a usage fee. **Fees vary by media type, size, and number of insertions.**

The Artist's work may not be used in any other manner, including but not limited to:

- Personal or business Blogs, websites, online forums,
- Online newsletters, bulletins or magazines
- Anyplace else online
- Any place in print, whether for entertainment, advertising, or any other purpose, whether by an individual, profit or non-profit organization
- On any advertising or on any merchandise or for sale
- Any other way you can think of that we've not mentioned.

Offenders may be asked to remove the artwork, may be sent a bill for use of the artwork, and may be subject to additional legal action including but not limited to small claims court for refusal to pay or copyright infringement charges.

If you wish to use Misfit Designs work please ask us. We're good about giving permission to share our artwork online, in certain circumstances, if you ask. We are not very good about letting you share it if you don't ask.

**If you see our work being used improperly, please bring it to our attention so that we can look in to it. And thank you on behalf of professional artists everywhere for helping us enforce our rights.**