



**GENERAL LICENSE STRUCTURE FOR ANNI ARTS PREMIUM TAB TEMPLATES®
3D MUG TEMPLATE and 'LATTE SPOON'**

INCLUDES TEA PACKET, GIFT CARD ENVELOPE, TAGS and **BONUS TRAY**
LICENSEES GET ADDITIONAL INSTRUCTIONS WITH THEIR LICENSED TEMPLATE/S

- **NOTE! This license for using my blank templates is NOT for handmade crafts! It is different to the license for handmade items included with printables with Anni Arts graphics**
- **I am excluding handmade crafts from the Premium Tab Templates till further notice**
- **There are required pricing guidelines**
- **Licensees have to have a Paypal account to receive their monthly fees!**

- Licensees must be **familiar with the creation of printable crafts** – you will receive the templates in a variety of graphic formats with clear instructions and requirements, but **NO software training is given for the creation of printables.**

- Licensees who want to produce their creations as cutting file versions, have to be familiar with the creation of printable crafts for **cutting files**. Cutting file versions also have to have **motifs on them**.

- You can create downloads for **hand cutting or for cutting machines** (or both). The layouts for the two types differ, so please purchase either (or combo with both)
- All sets created for downloadable crafts **must have graphics/motifs on them** – whether created for hand or machine cutting. No blank templates may be sold.

- The graphics must be **pictorial** and cannot only consist of geometric patterns such as stripes, dots, blocks etc. There must be a picture/s, flower/s, character/s, object/s involved and can be a combination of single elements, borders and repeats.

- The graphics must be created/drawn/painted by the licensee **OR** be legitimate purchased graphics and used as per the specs for those graphics. **NO sub-standard free clip art**. If you use quality clip art, there must be no commercial use restrictions. New sets must be **downloadable e-crafts**.

- You may create sets with BW line art for coloring/colouring. There can be **two mug designs per set** with items that have line art pictures.

- You may use **royalty-free vintage graphics** – it's a great way for non-illustrators and artists to create super printables. They must, however, be of excellent quality.

- Your graphics must include a page with a **repeat design** of one or more of your pictorial elements. (Thus a background page.)

- **Your motifs need not be exclusive**, but the **items from the set** may not be included in any other collections created by the licensee.

- Anni Arts does not intend to play design police, but all creations have to be submitted for viewing by Anni first and for uploading by Anni to the compulsory sites. (This is also so I can showcase **all** licensee printables in one venue.)
- The licensed templates must be used for the creation of **at least one** new download set within **two months of purchase**. (Remember you can create unlimited sets.)
- NOTE: **Restrictions apply on Card Making World/ The Printable Crafts Shop** regarding computer-generated fantasy art that **resembles game graphics**, as that genre is not accepted. If you are a creator of game-like fantasy art, you can still sell in 1) the Anni Arts on-site licensee section 2) the Anni Arts vendor marketplace 3) your own sites with the Anni Arts pay button.
- At present no items may be added to the basic set. Further releases may follow.
- I leave it to each licensee to decide if *customers who buy the downloadable printables may sell physical items* made from your set (as under Anni Arts' TOU.)
- Pages must be set up in **letter size** as well as in **A4 size** in separate zipped sets.
- Graphics must be in **either PDF or JPG** format. PDFs must be made in a graphics program like Photoshop and not with software intended for the making of E-books.

LICENSE for Downloadable Printable E-Crafts:

3D MUG TEMPLATE, 'LATTE SPOON', TEA PACKET, GIFT ENVELOPE, TAGS, BONUS TRAY

- A **once-off payment for the template**
- **License fee is incurred per sale**
- **NO Yearly License fee**
- Restrictions apply as to where and how items are sold
- Each sale is tracked wherever they are sold
- Revenue is shared for each sale between licensee and licensor
- This is a very cost-effective option as it is "pay-as-you-go" for use of the license
- **An unlimited amount** of new e-craft sets using the templates can be created
- There are **two compulsory** and **one optional** sales method for the licensed sets

1) Compulsory listing on Anni Arts or new dedicated site (updates to follow soon)

- I will start a whole new sub-section (or new site) especially for Anni Arts Licensees.
- I will be starting and heavily promoting a whole new sub-section (or brand new site) especially for Anni Arts Licensees.
- Revenue will be divided **50%/50%** between licensor and licensee.
- Anni Arts, however, is a branded site and not associated with non-Anni Arts products, so a multi-user section/or site for the licensees still needs to be established.

That is why I have partnered with **The Printable Craft shop** (part of **Card Making World** (see below) to get big exposure for Craft-E Licensees straight off the bat. No need to wait for the Anni Arts licensee section or site to get established before getting great exposure in **The Printable Craft shop**. See below.

2) Compulsory listing in The Printable Craft Shop (part of Card Making World)

<http://www.printable-craftshop.com> and <http://www.card-making-world.com>

- Anni Arts is partnering with **Card Making World** - a quality, much visited multi-user craft site. **The Printable Craft Shop** is part of Card Making World and I have arranged for Anni Arts Craft-E-Licensees to showcase and sell their creations in The Printable Craft shop. The high traffic to the site will give excellent exposure for licensees.
- Printables by Craft-E-Licensees will be listed under **Anni Arts Licensees**, but licensees

can use their own name, brand and preview design.

- Craft-E-Licensee printables will be sent to Anni Arts and then uploaded to Card Making World by Anni Arts, but licensees must prepare all descriptions and previews.
- This is the ONLY large multi-user site where Craft-E-Licensees can sell their downloads, because a three-way splitting of revenue between Card making World, Anni Arts and the Craft-E-Licensee is possible.
- Revenue from each sale from The Printable Craft Shop/Card Making World will be **40% for the licensee, 25% for Card Making World 35% for Anni Arts** (licensor). Payments by Anni Arts at the beginning of each month. **First payments are due after two months**, which is standard procedure on craft sites.

2) 3) Optional selling with the Anni Arts payment button

- The licensee can sell the electronic downloads **wherever the Anni Arts payment button can be installed** with the HTML code snippet.
- It can be on their own site, blog, Squidoo etc. The sale gets tracked so the licensee and Anni Arts will split the revenue. The licensee will be provided with the codes
- The revenue split is 50%/50% between Anni Arts and the Craft-E-licensee.
- The Anni Arts pay button is the ONLY way the licensee can sell on sites other than above options 1) and 2)
- **The Anni Arts pay button allows the use of the Anni Arts auto-fulfillment services.**

4) Bonus Optional listing added in the marketplace of the Anni Arts merchant provider of E-Craft Licensee creations for a 50% split in revenue between licensee and licensor.

No other ways for selling downloads other than the above

PERSONAL PAGES

Each Craft-E-Licensee will get listed with all venues where licensed items are sold. Anni Arts will need up-to-date contact info for licensees.

There is No refund for the template. Make sure you choose hand cut or machine cut files or both.

Contact me with questions if you need clarification.

<http://www.anniarts.com/contact-anniarts.html>

or from the new Anni Arts Crafts Site

<http://www.anniartscrafts.com/contact.html>

