



**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**
- **I have minimum pricing, so am excluding sites like [www.craftsuprint.com](http://www.craftsuprint.com) for License B**
- 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.**
- 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.**
- 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.**
- Anni Arts does not intend to play design police, but all creations have to be submitted for quality control 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 licensee section 2) the Anni Arts vendor marketplace 3) your own sites with the Anni Arts pay button under License A and elsewhere as allowed under License B.
- 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 OPTION A: License for Downloadable Printable E-Crafts:**  
3D MUG TEMPLATE and 'LATTE SPOON'

- A **once-off payment for the template**
- **License fee is incurred per sale**
- **NO Yearly License fee needed under Option A**
- 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 and a great way to get started, as it is "pay-as-you-go" for use of the license. You can upgrade at any time when you're ready!
- **An unlimited amount** of new e-craft sets using the templates can be created
- There are **two compulsory** and **one optional** sales method with **License A**:

**1) 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 with **License A**, 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) 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 **Card Making World** 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**.

**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.
- With License A 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 the E-Craft Licensee creations for a 50% split in revenue between licensee and licensor. **No other ways for selling downloads with License A other than the above**

### **LICENSE OPTION B: License for Downloadable Printable E-Crafts:**

3DMUG TEMPLATE and 'LATTE SPOON' (with TEA PACKET, GIFT CARD ENVELOPE, TAGS)

A mix of a **Yearly License fee** for the selling on **unrestricted CRAFT venues** that sell **printable downloads** (no revenue sharing providing yearly license is paid up), plus **"per-sale" revenue sharing** on two compulsory sites (where all licensee printables from both License A and B can be showcased)

- A **once-off payment** is paid for the **blank template**
- A **yearly** fee is paid for the **license** for the ongoing use of the template
- The license is a **subscription** and can be paid **yearly** (\$20) or **monthly** (\$2.50)
- **An unlimited amount** of new sets using pictorial elements can be created with the blank templates and sold as printable craft downloads.
- Licensees can sell their downloads **on any personal sites**, Squidoo, blogs etc. or any multi-user **craft** site, providing that the annual license is renewed (yearly or small monthly payments). Multi-user sites **must** be **CRAFT** sites that sell **printable downloads**.
- No selling on Amazon, Ebay, or similar commercial sites or as CD /CD compilations.

#### **In addition:**

A "per-sale" revenue share from compulsory sites below:

- 1) Compulsory listing on Card Making World/The Printable Craft Shop** (see A1 above)
- 2) Compulsory listing on Anni Arts** (see A2 above)

Additional **optional** "per-sale" revenue sharing from options below:

**3) Bonus Optional listing of E-Craft Licensee creations in the vendor's marketplace** of the merchant provider for Anni Arts for a 50% split in revenue between licensee and licensor - for additional exposure, possible sales and for the search engines

**4) As an additional optional choice** - if you haven't got payment and auto fulfillment systems for your personal sites or blogs, the Anni Arts pay button is a handy way to use the Anni Arts merchant services without having to set up your own payment systems. Anni Arts pays premium fees for the fulfillment of files that a printable crafts business requires. **Licensees can thus make use of my existing auto-download delivery service.** The same 50%/50% split in revenue applies.

## **PERSONAL PAGES**

Each Craft-E-Licensee will get a personal page to list all venues where licensed items are sold, as well as up-to-date contact info.

You will have an unsubscribe button on your Personal Page to cancel License A or B. Your subscriptions will be cancelled for the monthly fees or be repaid for the remaining months on the yearly plan. All commercial use of the Anni Arts templates must then stop and items removed from all sites. There is No refund for the template.

Contact me with questions if you need clarification.

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

