

## The P-Tn COPYRIGHT 'SHORT STORY'

All imagery created by P-Tn / ERIC BERNDT is protected by U.S. Federal Copyright Law and may not be reproduced in any form without express written permission from the photographer. Specific, non-transferable usage rights may be granted to the original client/purchaser of this imagery. P-Tn requires\* photo-credit [© [www.P-Tn.com](http://www.P-Tn.com)] and requests three copies of all published materials, plus email notification of website or internet posting, along with the URL.

### IMPORTANT P-Tn FUNDAMENTALS for IMAGERY USAGE RIGHTS

P-Tn has always complied with the basic requirements of U.S. Copyright Law.

All of our photography over the last thirty years is protected; our copyright policy has been consistent, and it is generally more accommodating than other professional photographers. We faithfully place our company name, the date of photography, and the copyright emblem, on all of our prints, slides, negatives, and digital files. However, professional photography is protected under copyright even if this information is not directly applied to images. With the purchase of prints or digital files from P-Tn, we typically grant our clients the right to use those images freely in any activities which they require for marketing and promotion of their business. In certain situations [usually when an advertising agency is involved], these rights are limited to a period of time or region of the country, or for a specific type of use. It is the *sole responsibility of our client* to obtain [through P-Tn or directly from the subject] properly executed model and/or property releases, and to insure that appropriate permission for the use of images is secured, and that they are used accordingly.

In transferring rights to clients, P-Tn has always required that a copyright notice in the form of a photo-credit be included with all reproductions of our original imagery – regardless of format or media; this includes web site posting, in-house publishing, advertising, editorial, and all other marketing or publishing applications.

\*Firms publishing P-Tn images without including a photo-credit / copyright will incur additional fees.

When a third party desires to use images, P-Tn must be contacted directly to arrange for permission and direct billing for prints, digital files, and usage fees. Specific additional rights must be legally transferred before the image can be reproduced; we will contact the Original Client-Purchaser for authorization before doing so.

Digital files released to clients are intended for marketing and editorial publication, desktop publishing, web posting, and economical computer print-outs for reports. All photographic-quality prints from P-Tn images [8x10 +] are to be produced only through P-Tn, using original negatives / digital files from our archives.

### P-Tn PHOTO-CREDIT REQUIREMENTS

Copyright ownership on all imagery is retained by P-Tn / ERIC BERNDT (P-Tn / Photo-Technique).

P-Tn photo-credit must appear in one of these forms; omission will incur additional P-Tn usage fees.

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### U.S. FEDERAL COPYRIGHT LAW

**Copyright is a matter of United States Law, mandated through the Federal Copyright Act of 1976, plus the international Berne Convention of 1989, and the Uruguay Round Agreement Act of 1994.**

1. Copyright becomes effective at the instant the photographer (author) trips the camera shutter; before the film or digital file is ever processed - regardless of whether any prints are ever made.
2. Copyright remains in effect throughout the entire lifetime of the photographer, plus SEVENTY years.
3. Copyright and/or usage rights may be transferred only through a photographer-signed legal document.
4. The purchase of photographic prints, computer files, or even negatives and slides, does not automatically include the purchase or transfer of copyrights, or reproduction permission, or other usage rights.
5. Any reproduction of copyrighted materials without properly documented permission from the copyright owner constitutes a violation of Federal Law.

You are invited to contact P-Tn and request a copy of our document entitled;

### **IMAGERY COPYRIGHT OWNERSHIP - USAGE RIGHTS - REPRODUCTION RESTRICTIONS**

which is considered a part of our ownership agreement ... if you have any questions, please contact P-Tn.



P-Tn / Photo-Technique

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