LICENCE AGREEMENT

- J. Walter Thompson : advertising America -

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and

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In consideration of the mutual promises contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Definitions

Authorised users include:

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(2) national, regional and state libraries; academic specialist libraries mainly financed by public funding (excl. project funds);

(3) research institutions financed by public funding (excl. project funds);

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3.

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"Licence Fee" includes:

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The material listed in Appendix A, including corresponding metadata, supplementary content and digital objects.

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"Metadata" includes:

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"Secure Authentication" includes:

Method to identify Authorised Users as defined in Appendix D.

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(3) prohibit reproduction or distribution of Licensed Materials that violates applicable law;

(4) contain a reservation for the Licensor of all Intellectual Property and other rights in the Licensed Materials; and

(5) Set out the limitations on access and use of the Licensed Materials as set forth in this Agreement, (collectively, the "Terms of Use"). The Licensee shall provide a copy of such Terms of Use to the Licensor should this be requested by the Licensor.

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