

EXHIBIT A

TO THE AP'S MOTION IN LIMINE NO. 4 TO LIMIT THE OPINION TESTIMONY OF NEIL ZOLTOWSKI

**IN THE UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF NEW YORK**

SHEPARD FAIREY and OBEY GIANT ART, INC.,
Plaintiffs,

v.

THE ASSOCIATED PRESS,
Defendant and Counterclaim Plaintiff,

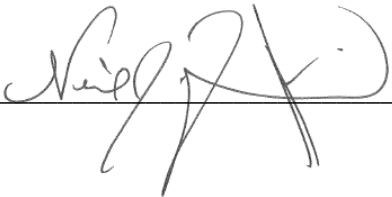
v.

SHEPARD FAIREY, OBEY GIANT ART, INC., OBEY
GIANT LLC, STUDIO NUMBER ONE, INC., and ONE 3
TWO, INC. (d/b/a OBEY CLOTHING),
Counterclaim Defendants.

Civil Action No. 1:09-cv-01123-AKH

**EXPERT REPORT OF NEIL J.
ZOLTOWSKI
(FED. R. CIV. P. 26(a)(2)(B))**

Respectfully submitted this 2nd day of November 2010:

A handwritten signature in dark ink, appearing to read "Neil J. Zoltowski", is written over a horizontal line.

Confidential – Subject to Protective Order

I. QUALIFICATIONS

1. I, Neil J. Zoltowski, am a Partner in the Boston, Massachusetts office of StoneTurn Group, LLP (“StoneTurn”). I provide financial and economic consulting services - including economic valuation of intellectual property such as patents, trade secrets, trademarks and copyrights - to counsel and client companies. I have earned the Accredited Valuation Analyst (“AVA”)¹ and Certified Forensic Financial Analyst (“CFFA”)² designations granted by the National Association of Certified Valuation Analysts (“NACVA”).³ Additionally, I have earned the Certified Licensing Professional (“CLP”)⁴ designation from the Licensing Executives Society USA and Canada, Inc. (“LES”).⁵

2. A copy of my current curriculum vitae, which summarizes my qualifications and professional experience, and, a listing of my testimony over the preceding four years and publications over the preceding ten years, is attached as **Exhibit 1**. StoneTurn charges \$450 per hour for time I spend consulting and assessing damages and time that may be spent testifying related to my damages analysis. StoneTurn’s fees are not contingent on the outcome of this matter, or on the opinions provided herein.

II. ASSIGNMENT

3. StoneTurn was retained by Caldwell Leslie & Proctor, PC (“Counsel”) to assess the economic damages, if any, assuming that Counterclaim Defendant, One 3 Two, Inc. d/b/a Obey Clothing (“One 3 Two”) is found liable for certain allegations asserted by Defendant and Counterclaim Plaintiff, the Associated Press (“AP”). I have been asked to opine as to the appropriate licensing fee for use of a photograph of then-Senator Barack Obama taken by a staff photographer of the AP in April 2006 (the “Obama Photo”) related to the alleged copyright infringement by the Counterclaim Defendants, including Shepard Fairey, Obey Giant Art, Inc., Obey Giant LLC, Studio Number One, Inc., and One 3 Two.

1 NACVA trains and certifies AVAs to perform business valuations as a service to both the consulting community and the users of their services. Through training and rigorous testing, AVAs demonstrate they are qualified to provide capable and professionally executed valuation services. NACVA’S valuation designations are the only valuation credentials accredited by the National Commission for Certifying Agencies.

2 The CFFA credential is designed to provide assurance to the legal and business communities—the primary users of financial forensics services—that the designee possesses a level of experience and knowledge deemed acceptable by NACVA to provide competent and professional financial forensic support services. (www.nacva.com)

3 NACVA, an organization comprised of more than 7,000 CPAs and other valuation and consulting professionals, supports the users of business and intangible asset valuation services and financial forensic services, including damages determinations of all kinds and fraud detection and prevention, by training and certifying financial professionals in these disciplines. (www.nacva.com)

4 The CLP program is a professional designation intended to distinguish those who have demonstrated experience, proficiency, knowledge and exposure to licensing and commercialization of intellectual property through involvement in patenting, marketing, valuation, IP law, negotiation, and intellectual asset management. (www.licensingcertification.org)

5 Established in 1965, the LES is a professional society comprised of nearly 5,000 members engaged in the transfer, use, development, manufacture and marketing of intellectual property. LES is a member society of the Licensing Executives Society International, Inc., with a worldwide membership of over 12,000 members in 30 national societies, representing over 80 countries. (<http://www.lesusacanada.org/MainNav/AboutLES.aspx>)

Specifically, my opinion and supporting analysis relates to the appropriate licensing fee for any allegedly infringing promotional material or merchandise that was given away or sold by One 3 Two. Additionally, I have been asked to evaluate certain opinions and conclusions asserted by the AP regarding an appropriate license fee for use of the Obama Photo, as put forth in the Preliminary Expert Report of Kathleen M. Kedrowski, dated October 1, 2010 (“Kedrowski Report”). I have not been retained to offer any opinion as to liability in this matter.

4. While my work on this matter is on-going, this report summarizes my current opinions given the information available to date. I may consider any additional materials, if produced, and modify or supplement my analyses and opinions as necessary.

III. INFORMATION CONSIDERED

5. I considered information from a variety of sources in the course of my work. This includes certain information provided by the parties; court filings submitted by the parties; certain deposition testimony; and other information obtained by StoneTurn from public sources. The materials I have considered are listed in **Exhibit 2**, attached hereto.

6. In connection with my anticipated trial testimony in this action, I may create, from various documents produced in this litigation, demonstrative exhibits which refer or relate to the matters discussed in this report, or in my deposition testimony. I have not yet created any such exhibits as of the date of this report.

IV. PARTIES

7. I understand that the following entities and individuals are parties named in this litigation:

Shepard Fairey

8. Shepard Fairey is an artist based in Los Angeles, California. Mr. Fairey’s work focuses on social and political subjects, frequently dealing in current events. His illustrations are created in a variety of media, including screen prints and stencil painting – and take a variety of forms including street art, commercial art and design, as well as fine art seen in galleries and museums all over the world.⁶

Obey Giant Art, Inc., Obey Giant LLC and Studio Number One, Inc. (collectively “Obey Giant”)

9. The Obey Giant entities are all California corporations located in Los Angeles, California, and owned in whole or in part by Mr. Fairey and his wife, Amanda. Obey Giant primarily distributes Mr.

⁶ Amended Answer, Affirmative Defenses and Counterclaims of Plaintiffs and Counterclaim Defendants, October 16, 2009, p. 13.

Fairey's artistic works.⁷

One 3 Two

10. One 3 Two, which does business as Obey Clothing, is a California corporation located in Santa Ana, California. One 3 Two is the exclusive licensee of Obey Giant for the use of Mr. Fairey's trademarks and designs on clothing.⁸ It primarily sells men's and women's apparel and accessories based upon Mr. Fairey's designs to distributors and third-party retail stores, as well as through its own online presence.⁹

The AP

11. The AP is a New York corporation with its headquarters and principal place of business in New York, New York.¹⁰ The AP is a news organization that serves daily newspaper, radio, television and online customers with coverage in various media and news in various formats. The AP consists of various businesses, including a digital photo network, online news service, a television news service, radio network, and a commercial digital photo archive.¹¹

V. BACKGROUND AND EVENTS

12. I understand that in April 2006, then-Senator Barack Obama appeared at an event at the National Press Club related to the humanitarian crisis in the Darfur region of Africa. At this event, a photographer for the AP, Mannie Garcia, took the Obama Photo, shown below:¹²

⁷ *Amended Answer, Affirmative Defenses and Counterclaims of Plaintiffs and Counterclaim Defendants*, October 16, 2009, pp. 12-13.

⁸ *The Associated Press's First Amended Answer, Affirmative Defenses and Counterclaims*, November 11, 2009, p. 16; *Answer and Affirmative Defenses by Counterclaim Defendant One 3 Two, Inc., d/b/a Obey Clothing to the Associated Press's First Amended Answer, Affirmative Defenses and Counterclaims*, December 4, 2009, p. 5; and Deposition of Regan Donald Juncal, March 23, 2010 ("Juncal Deposition"), p. 43.

⁹ Obeyclothing.com; Deposition of Adam Van Berckelaer, March 11, 2010 ("Van Berckelaer Deposition, Vol. I"), p. 88; and Juncal Deposition, pp. 199-200. (I understand that Obey Clothing's website is operated by a separate entity, StoreFront E, but is under the same ownership as Obey Clothing.)

¹⁰ *The Associated Press's First Amended Answer, Affirmative Defenses and Counterclaims*, November 11, 2009, p. 16.

¹¹ www.onesource.com.

¹² *Amended Complaint for Declaratory Judgment and Injunctive Relief*, November 13, 2009, p. 4; and *Answer, Affirmative Defenses and Counterclaims of Defendant, The Associated Press*, March 11, 2009, pp. 42-43.



13. I understand that by the fall of 2007 Mr. Fairey had become a supporter of then-Presidential candidate Barack Obama. Subsequently, in or around January 2008, Mr. Fairey created a series of screen-print posters which included an abstracted graphic rendition of Mr. Obama gazing up and to the viewer's right, colored in a palette of red, white, and blue (the "Obama Image"). Below this graphic, in capital letters, were words such as "progress" and "hope." An example of one of Mr. Fairey's creations is shown below:¹³



14. I understand that in creating the illustration of Mr. Obama for these works, Mr. Fairey used the Obama Photo as a reference. I also understand that during and after the 2008 presidential campaign, Mr. Fairey created other works which utilized the Obama Image. These works contained the same abstracted graphic rendition; however, the works included different layouts and words, such as "Be The Change"

¹³ *Amended Complaint for Declaratory Judgment and Injunctive Relief*, November 13, 2009, pp. 3-5; and *Answer, Affirmative Defenses and Counterclaims of Defendant, The Associated Press*, March 11, 2009, pp. 42-43.

and “Yes We Did.”¹⁴

15. I understand that One 3 Two was (and continues to be) the exclusive clothing distributor of Mr. Fairey’s designs. I further understand that in or around February 2008, One 3 Two was contacted by Urban Outfitters, a third-party retail clothing store, and the parties discussed potentially applying Mr. Fairey’s Obama Image to t-shirts which would be offered for sale in Urban Outfitters’ retail stores. Subsequently, from approximately March 2008 through August 2009, One 3 Two sold a variety of styles of apparel that contained the Obama Image to Urban Outfitters, as well as other customers. Additionally, during this time, One 3 Two donated certain items containing the Obama Image, such as t-shirts, postcards, posters, flyers and window graphics, to various entities in support of Mr. Obama’s presidential campaign.¹⁵

16. I understand the AP alleges that the Obama Photo was the basis for the Obama Image, and that the inclusion of the Obama Image on certain of One 3 Two’s products constitutes direct and/or contributory copyright infringement. I also understand the AP is seeking the actual damages it has allegedly sustained (including attorneys’ fees), as well as any gains, profits and advantages obtained by One 3 Two.¹⁶

VI. OPINION AS TO THE APPROPRIATE LICENSE FEE

17. It is my understanding that a copyright owner is entitled to the following remedies for infringement of its copyright:

- actual damages and any additional profits of the infringer; or
- statutory damages.¹⁷

I understand that the recovery of actual damages specifically relates to “the actual damages suffered by him or her as a result of the infringement.”¹⁸

18. It is my understanding that the Second Circuit Court of Appeals (along with numerous other jurisdictions) has ruled that Section 504(b) of the Copyright Act¹⁹ permits a copyright owner to recover actual damages for the fair market value²⁰ of a license covering a defendant’s infringing use.²¹

14 *Amended Complaint for Declaratory Judgment and Injunctive Relief*, November 13, 2009, pp. 4-7.

15 Juncal Deposition, pp. 79-90 and Exhibit 4; and OTT 027506.

16 *The Associated Press’s First Amended Answer, Affirmative Defenses and Counterclaims*, November 11, 2009, pp. 60-61.

17 17 U.S.C. §504(a).

18 17 U.S.C. §504(b).

19 17 U.S.C. §504(b).

20 Fair market value has been defined as “the price at which the property would change hands between a willing buyer and a willing seller, neither being under any compulsion to buy or to sell and both having reasonable knowledge of relevant facts.”

19. In this matter, I understand the AP has asserted that it has suffered damages due to Counterclaim Defendants' use of the Obama Photo without compensating it for that use. I have been asked by Counsel to assess the appropriate licensing fee for use of the Obama Photo under the assumption that the Counterclaim Defendants are found to infringe the AP's copyright for that image. This section outlines my opinion as to the appropriate licensing fee for use of the Obama Photo related to any promotional material or merchandise that was given away or sold by One 3 Two.

AP's Licensing Practices for its Images

20. I understand that the AP licenses two types of images – rights managed and royalty-free. Rights-managed images are high-quality products with the structure of the license and the amount of the fee based on the specific use. The fee is calculated from several factors such as print run, size, placement, duration of use, and geographic distribution.²² Any images in which the AP owns the copyright would be considered a rights managed image and licensed under that framework. In contrast, royalty-free images can be used multiple times for multiple projects without paying additional fees and pricing is not based on the specific use but solely on the size of the product needed.²³

21. I understand that AP's licensing practices for its images are in line with its competitors in the industry. In fact, I understand that AP hired Farah DeGrave, currently its Manager for Sales Operations, in October 2006 from Getty Images, one of AP's largest competitors in the market for licensing images, to specifically look at how AP was licensing and pricing its images.²⁴ As part of her work developing the image licensing program, a pricing guide was developed to assist sales representatives with pricing images within industry standards.²⁵ I also understand that AP sales representatives may even utilize the Getty Images website to assist with pricing if for some reason they are unable to access the AP's pricing guide (*e.g.*, at a client site).²⁶

22. I understand that the AP has tried to push a royalty based license (*i.e.*, a running royalty) on

United States v. Cartwright, 411 U.S. 546, 551 (1973) citing the United States Treasury Regulations (Treas. Reg. 20.2031-1 (b)). A similar definition exists in the Internal Revenue Service Revenue Rulings (IRS Rev. Rul. 59-60).

21 "...The decisions of this and other courts support the view that the owner's actual damages may include in appropriate cases the reasonable license fee on which a willing buyer and a willing seller would have agreed for the use taken by the infringer." (*On Davis v. the Gap, Inc.* 246 F.3d 167 (2nd Cir. 2001) citing a number of additional case decisions.)

22 I understand that the AP's pricing framework for individual images is not demand based. That is, prices do not rise for an individual image if there is increased demand for that specific individual image. (Deposition of Farah DeGrave, March 23, 2010 ("DeGrave Deposition"), pp. 156-157.)

23 DeGrave Deposition, pp. 27-30, 57-59, 156-157 and Exhibit 3.

24 DeGrave Deposition, pp. 13, 64-65, 103-108.

25 I understand the pricing guide was created in the 2008 / 2009 timeframe and specifically sets "standard" prices for images based upon certain criteria. (DeGrave Deposition, pp. 64-67, 83-84, 113, 131.) The pricing guides I have reviewed appear to relate to publishing and editorial use across various mediums (*e.g.*, books, magazines, internet, television), as well as use in museum displays. (Deposition of Kenneth J. Dale, March 26, 2010 ("Dale Deposition"), Exhibits 8 and 9.)

26 DeGrave Deposition, p. 133, 138-139.

derivative work²⁷ merchandising deals.²⁸ However, I have seen no information to support that the AP has ever entered into a licensing agreement with a royalty based structure. Rather, the information I have reviewed demonstrates that AP has typically utilized a fixed flat fee or lump sum approach to licensing its images.

Relevant Licensing Transactions

23. In this section, I discuss relevant licensing transactions related to the use of images from the AP (including the Obama Photo) and Getty Images for various purposes. These licenses are also summarized in **Exhibit 3**.

24. Since the National Press Club event in April 2006 at which the Obama Photo was taken, the AP has licensed a number of images that were shot at the event, including the Obama Photo.²⁹ As of March 30, 2010, images from the April 2006 National Press Club event were downloaded 393 times for revenue totaling \$13,447³⁰ at individual license fees ranging from \$35 to \$1,100 depending on the use.

25. In May 2007, Swindle Magazine, a pop culture and lifestyle publication,³¹ and the AP entered into a license for use of an image of American scholar Dr. W.E.B. Du Bois talking with Dr. Kwame Nkrumah at the World Peace Conference in Ghana. This agreement specified a payment of \$150 for one time non-exclusive, editorial use as a ¼ page inside Swindle magazine, with a circulation of 80,000 copies only.³²

26. In August 2007, Time Out Chicago, a media source for arts, entertainment and culture in the city of Chicago,³³ and the AP entered into a license for use of the Obama Photo.³⁴ The agreement specified a payment of \$100 for “U.S. English language rights” and “non-exclusive one time editorial use only” in a feature spot.³⁵

27. In August 2007, Time Out Chicago and the AP entered into another license for use of a photograph of television host Willie Revillame. The agreement specified a payment of \$75 for “U.S.

27 “A ‘derivative work’ is a work based upon one or more preexisting works, such as a translation, musical arrangement, dramatization, fictionalization, motion picture version, sound recording, art reproduction, abridgment, condensation, or any other form in which a work may be recast, transformed, or adapted. A work consisting of editorial revisions, annotations, elaborations, or other modifications which, as a whole, represent an original work of authorship, is a ‘derivative work.’” (17 U.S.C. §101.) I understand that the Obama Image would be considered a derivative work of the Obama Photo.

28 DeGrave Deposition, pp. 115-116 and Exhibit 12.

29 Deposition of Jim Gerberich, March 31, 2010 (“Gerberich Deposition”), p. 99.

30 Gerberich Deposition, Exhibits 23-A.

31 <http://swindlemagazine.com>.

32 FAIREY 86621-22.

33 <http://chicago.timeout.com>.

34 DeGrave Deposition, pp. 143-144 and Exhibit 16.

35 DeGrave Deposition, Exhibit 16.

English language rights” and “non-exclusive one time editorial use only.”³⁶

28. In December 2007, Swindle Magazine, and the AP entered into a license for use of an image of Coup leader Joseph Desire-Mobutu in Leopoldville, Congo. This agreement specified a payment of \$175 for one time, non-exclusive, editorial use inside Swindle magazine, with a circulation of 80,000 copies only.³⁷

29. In January 2008, Obama for America³⁸ and the AP entered into license agreement for one-time, non-exclusive rights to a photo of President Obama during a campaign stop in Iowa for use in up to 5,000 retail posters for a sum of \$550.³⁹

30. In February 2008, Black Dog & Leventhal, a publisher based in New York,⁴⁰ and the AP entered into a license that specified a payment of \$3,000 for “world rights all languages” for use of 72 images of Barack Obama in the biography titled: “Hopes and Dreams: The Story of Barack Obama”⁴¹ – or approximately \$42 per image on average.

31. In July 2008, Obama for America and the AP entered into a license agreement for one-time, non-exclusive rights to a photo of President Obama during a campaign stop in Iowa for editorial use as the cover to the book “Change We Can Believe In” for a sum of \$1,875. For an additional amount totaling \$1,406.25 (or 75% of the original fee), it appears that world distribution rights for use of the image in up to 300,000 book prints in all languages were also granted. The license also granted substantial advertising and promotional rights including: “the right to use, publish, and reproduce the Photograph, in whole or in part, in composite or distorted form, color or character, throughout the world, for the full term of copyright thereof, in any and all transmission, now known or hereinafter developed, in connection with the publication of the Book, [CHANGE WE CAN BELIEVE IN], all edition, derivations and subsidiary uses of the Book, the advertising, publicity and promotion of the Book, and any Obama for America campaign-related uses.”⁴²

32. In August 2008, Obama for America and the AP entered into a license agreement for one-time, non-exclusive rights to a photo of President Obama speaking in Moscow for editorial use in the interior of up to 300,000 “Change We Can Believe In” book prints, including world rights and all languages, for a

36 DeGrave Deposition, Exhibit 6.

37 FAIREY 87113-34.

38 Obama for America, the predecessor of Organizing for America, is an organization that supported Barack Obama during the 2008 presidential campaign. (www.barackobama.com)

39 AP 0010683-84.

40 www.blackdogandleventhal.com.

41 DeGrave Deposition, Exhibit 17.

42 AP 0010699-702.

sum of \$300.⁴³

33. In October 2008, Flashbags, a maker of handmade bags based in Burlington, Vermont,⁴⁴ and the AP entered into a license agreement for use of an image of President Obama waving to the crowd following his address at a rally in Wisconsin. The agreement specified a payment of \$525 for a “non promotional bag design, up to 5000 pieces, 1 year production rights granted, no additional rights granted.”⁴⁵

34. In December 2008, Obey Giant Art and the AP entered into a license agreement for use of a photograph of a Palestinian woman peering from a balcony (“Palestinian Woman Photo”). The agreement consisted of two licensing components:⁴⁶

- Payment of \$590 for “one time non-editorial usage, up to 5000 t-shirts, 1 year distribution only, no additional rights granted”⁴⁷; and
- Payment of \$387 for “one time non-editorial usage, up to 500 pieces for use on limited edition illustrated prints, up to 5 years distribution, no additional rights granted.”

35. In March 2009, Obey Giant Art and Getty Images entered into a license agreement for use of an image of Johnny Cash. The agreement specified a payment of \$510 for non-exclusive U.S. rights to use the image in up to 500 full sized retail posters over a 1 year period.⁴⁸

36. In the June/July 2009 timeframe, Rolling Stone magazine and the AP entered into a license for rights to a photograph of President Obama that specified a payment of \$350 for non-exclusive, one-time editorial use as a derivative work for the cover of Rolling Stone magazine’s domestic and foreign editions. I also understand the AP quoted a price of \$250 for domestic rights only.⁴⁹ I understand the AP’s pricing for the use of the photo was based in part on the Rolling Stone’s circulation and on the use of the photo to create a derivative work. I also understand the price would have been higher had Rolling Stone used the photo “as is / untouched.”⁵⁰

37. In July 2009, Flashbags and the AP entered into a license for use of a photograph of Michael

43 AP 0010703-04.

44 <http://flashbagsonline.com>.

45 AP 0002615-16.

46 DeGrave Deposition, Exhibit 13.

47 I understand the AP quoted a price of \$550.00 for rights up to 1,000 t-shirts and \$590.00 for rights up to 5,000 t-shirts. I understand the AP’s representative who testified on this topic stated that this pricing “looks fine” and was “appropriate”. (DeGrave Deposition, pp. 126-128 and Exhibit 13.)

48 FAIREY 118153-55.

49 DeGrave Deposition, Exhibits 8-10.

50 FAIREY 106661-62.

Jackson. The agreement specified a payment of \$525 for a “non promotional bag design, up to 2500 pieces, 1 year production rights granted, no additional rights granted.”⁵¹

38. In September 2009, New York magazine and the AP entered into a license for rights to the Obama Photo that specified a payment of \$850 for non-exclusive, one-time editorial use as a derivative work for a full page cover of New York magazine. The license also provided for rights to use the Obama Photo as a full page on the interior of the magazine for \$350.⁵²

39. In December 2009, Obey Giant Art and Getty Images entered into a license agreement for use of an image of John Lennon and Yoko Ono at London's Heathrow Airport. The agreement specified a payment of \$480 for non-exclusive U.S. rights to use the image in up to 500 full sized retail posters over a 2 year period.⁵³

40. Also, I understand that the AP also entered into an agreement with Soup Kitchen International, Inc. (the restaurant owned by the gentleman referred to as the “Soup Nazi” in the Seinfeld sitcom) in April 2006 for a license fee of \$30,000 for “all industry, exclusive rights to Soup Kitchen International, Inc., its subsidiaries and affiliates for all advertising media rights, in perpetuity, predicated to first date of appearance.” The AP retained rights to license the photo for editorial use only and could not grant permission for any commercial purposes other than those granted to Soup Kitchen International, Inc.⁵⁴

41. The agreements discussed above demonstrate that the AP licenses its images on a fixed fee or lump sum basis. Based on the information I have reviewed, including the information cited in the Kedrowski Report that has been produced in this litigation, there is no evidence to support that the AP has ever entered into a royalty based license for use of its images.

Nature of the License Agreements between the Parties for Use of the Obama Photo

42. I understand that the AP licenses its rights managed images on an “a la carte” basis related to “use.” As a result, the parties would have likely entered into multiple licenses (at various times) for each particular use of the Obama Photo, given that Shepard Fairey and One 3 Two may not have known all of the planned uses of the Obama Image at the time of its creation in or around January 2008.⁵⁵ These licenses would have been priced based on the following considerations and criteria:

51 DeGrave Deposition, Exhibit 11.

52 AP 0002744-45.

53 MCCORMACK 0000934-35.

54 AP 0002636. This license fee is the largest amount I have seen based on the information I have reviewed. Given the considerations and criteria of the transaction (i.e., exclusive use, full advertising media rights, no other commercial uses granted), this would serve as an upper bound for any licensing transaction between the parties for use of the Obama Photo. However, I understand the parties in this instance were only seeking non-exclusive rights related to the sales and giveaways of certain promotional merchandise for a limited period of time.

55 DeGrave Deposition, pp. 36, 132, 137-138, 147-148, 198-200.

- Non-editorial use – *i.e.*, commercial rights for promotional and merchandising use;
- Non-exclusive rights;
- Rights for use as a derivative work – *i.e.*, the Obama Image;
- U.S. English language rights;
- Rights to unit volumes based on the amounts that I understand One 3 Two created of apparel and print material (to sell, advertise or to use as giveaways) which contained the Obama Image
 - T-Shirts totaling 236,625 units;⁵⁶
 - Full-page magazine advertisement in each of the publications below;
 - Nylon Guys Magazine⁵⁷
 - YRB Magazine⁵⁸
 - Complex Magazine⁵⁹
 - Antenna Magazine⁶⁰
 - Flyers from Alloy Media and Marketing (which I have estimated at approximately 90,000 units) for which the production costs were \$5,700;⁶¹
 - Postcards from Integrity Print for the Democratic National Convention totaling 30,000 units;⁶²
 - Obama Hope Posters from Heinz Weber, Inc. totaling 70,000 units;⁶³ and
 - Window graphics from Monster Media totaling 17 units.⁶⁴
- Rights for distribution over certain durations of time

56 OTT 027506. (I understand that an increase in the amount of units will increase the price of a license. See DeGrave Deposition, pp. 102, 108-109, 113 and Dale Deposition, Exhibits 8 and 9.)

57 OTT 000051-53.

58 OTT 000068.

59 OTT 000069-72.

60 OTT 000083-86.

61 OTT 000087-88.

62 OTT 000054-55.

63 OTT 000057-59. (I understand the posters were related to (and created for purposes of) sales and giveaways of t-shirts containing the Obama Image as well as for promotional purposes related to the Obama presidential campaign.)

64 OTT 000060-65, 76-78 and 79-82. (I understand the window displays were related to (and created for purposes of) sales and giveaways of t-shirts containing the Obama Image.)

- T-Shirts/Posters/Window Displays: The Obama Image was created in February 2008 and merchandise containing the Obama Image was sold or given away during the period March 2008 - August 2009.
- Magazine Advertisements: Each of the magazines in which advertisements were placed are distributed as follows –
 - Antenna Magazine – Quarterly (4 issues per year)
 - Nylon Guys Magazine – Bi-Monthly (6 issues per year)
 - YRB Magazine – Bi-Monthly (6 issues per year)
 - Complex Magazine – Bi-Monthly (6 issues per year)
- Postcards/Flyers: The Obama Image was created in February 2008 and I understand these materials were utilized during the presidential campaign culminating in the inauguration of President Obama in January 2009.

Relative Negotiating Positions of the Parties

43. As discussed, the AP has typically utilized a fixed flat fee or lump sum approach based on the specific use when licensing its images. In this instance, the licenses would employ a similar license structure. This is consistent with the numerous licenses entered into by the AP for the Obama Photo as well as additional photos of President Obama and other images, as discussed in detail above. Additionally, such a structure is consistent with the AP's pricing guides and the testimony proffered by Ms. DeGrave regarding the AP's licensing practices. Further, Ms. DeGrave testified that she was brought in to bring the AP's licensing practices in line with the industry based on her experience at Getty Images, one of AP's largest competitors in the market for licensing images. In fact, as Ms. DeGrave testified, the AP even utilizes the Getty Images website to assist with pricing if the AP pricing guide is inaccessible to the AP's sales representatives at that particular time. I have also previously summarized (above) certain licensing transactions involving Getty Images and each of these utilized a fixed fee structure. Moreover, the Getty Images website allows a user to review its catalog of images and obtain the fixed fee price for the use of an image under various conditions and criteria.⁶⁵ Based on this information, the AP would have entered into fixed fee licensing arrangements with Shepard Fairey (and One 3 Two) based on its typical licensing practices.

44. In contrast, Shepard Fairey and One 3 Two would have had information, based on their prior experience and licenses with the AP, as to the AP's licensing practices for its images. Additionally,

⁶⁵ www.gettyimages.com.

Shepard Fairey and One 3 Two certainly would have been able to research the licensing practices of others in the industry. With this information, Mr. Fairey and One 3 Two would have understood that the AP (as well as others in the industry) licenses images using a fixed fee structure based on the type and extent of use. Additionally, Mr. Fairey and One 3 Two could have easily sought to use a different photo on which Mr. Fairey could have based his artwork for these designs. I understand Mr. Fairey identified the Obama Photo as a “suitable” image for use on this project through searches on Google Images over a two day period in late January 2008.⁶⁶ I have seen no information to suggest that the Obama Photo has been determined to be the sole image from which Mr. Fairey had to base his artwork, and I understand Mr. Fairey and One 3 Two could have easily located another “suitable” image for this project. Based on this information, Mr. Fairey and One 3 Two would have been unwilling to enter into a license agreement at a high fixed-fee dollar amount or under a structure that incorporated some type of running royalty requirement.

45. Additionally, while I understand that One 3 Two did enter into certain licenses that included fees as a percent of revenue (e.g., Al Rockoff, Martha Cooper),⁶⁷ these licenses are not instructive as to the appropriate licensing fee between the AP and Shepard Fairey / One 3 Two in this instance as they are not representative of the AP’s typical licensing practices and procedures for its images. As discussed, based on the information reviewed, including the information cited in the Kedrowski Report that has been produced in this litigation, there is no evidence to support that the AP has ever entered into a royalty based license for use of its images. Therefore, the AP’s license agreements (as detailed above), including agreements with Shepard Fairey (among many others), provide the most relevant and useful information in the determination of the appropriate license structure between these parties related to these particular uses.

Appropriate Licensing Fees for Use of the Obama Photo

46. I understand that if the Counterclaim Defendants had contacted AP and provided specific information (such as the considerations and criteria outlined in the section above) based on the usage of the Obama Photo, AP “would have gone to [its] price book and come up with a price.”⁶⁸ Based on the analysis and information outlined above, it is my opinion that the parties would have entered into fixed fee (or lump sum) licenses at various times for each particular use of the Obama Photo, given that Shepard Fairey and One 3 Two likely would not have known all of the planned uses of the Obama Image

⁶⁶ Deposition of Frank Shepard Fairey, March 18, 2010 (“Fairey Deposition, Vol. III”), pp. 683-684, and 794.

⁶⁷ Deposition of Christopher Broders (“Broders Deposition”), March 16, 2010, pp. 145-147, 163-164, Exhibit 10 and Exhibit 13.

⁶⁸ DeGrave Deposition, pp. 202, 207.

at the time of its creation in or around January 2008.⁶⁹

47. As previously discussed, the pricing guides I have reviewed appear to relate to publishing and editorial use across various mediums (*e.g.*, books, magazines, internet, television) and use in museum displays.⁷⁰ I have utilized these pricing guides to assist in the determination of the relative price ranges the AP would have charged for the various uses of the Obama Photo as detailed above.⁷¹ A copy of the pricing guide I utilized is attached as **Exhibit 4** to this report. In addition, I have also utilized certain relevant license agreements (outlined above) and the Getty Images website⁷² to assist in this determination.⁷³

- **T-Shirts**

The parties would have entered into license agreements for the Obama Photo based on the considerations and criteria above for rights to produce up to 250,000 t-shirts. The parties would have likely entered into an initial license (“Initial T-Shirt License”) for rights to create a nominal amount of t-shirts (*e.g.*, 5,000) and then would have entered into a subsequent license (“Subsequent T-Shirt License”) for rights to create the additional units.

The licenses entered into between the parties would have been similar to the license entered into between the AP and Obey Giant Art for rights to the Palestinian Woman Photo, as both were for non-editorial use and both related to the creation of a derivative work that was to be included on t-shirts. Additionally, the Initial T-Shirt License would have been for rights to create a similar number of units. However, the Subsequent T-Shirt License would differ from the Palestinian Woman Photo license based upon (i) the rights granted for the duration of distribution (*i.e.*, 1 year for the Palestinian Woman Photo versus an assumed 2 years for the Subsequent T-Shirt License) and (ii) the rights granted as to the number of units (*i.e.*, 5,000 units for the

69 It should also be noted that a fixed flat fee or lump sum approach is consistent with the expert opinion of John Jarosz, as discussed in his report dated October 1, 2010 (“Jarosz Report”), which he issued on behalf of Mr. Fairey and Obey Giant in this matter.

70 Dale Deposition, Exhibits 8 and 9.

71 I have utilized the pricing guide produced as Exhibit 8 to the Dale Deposition for purposes of my analysis. This pricing guide appears to be the most recent version based on the file name and the pricing within the guide as compared with Exhibit 9 to the Dale Deposition.

72 I have utilized the current pricing from Getty Images website for purposes of this analysis under the assumption that Getty Images’ pricing has not changed materially since the time period when the parties would have entered into these license agreements. The Getty Images agreements discussed above (*i.e.*, Johnny Cash, John Lennon) provide support for this assumption. Additionally, a search of the Getty Images website under the considerations and criteria similar to the Palestinian Woman license results in the exact same price of \$590 (see footnote 74).

73 As previously discussed, I understand that AP sales representatives may utilize the Getty Images website to assist with pricing if for some reason they are unable to access the AP’s pricing guide. (DeGrave Deposition, pp. 133, 138-139.)

Palestinian Woman Photo license versus ~230,000 units for the Subsequent T-Shirt License).

Based upon my analysis regarding the appropriate license fee related to the Initial T-Shirt License, it is my opinion that the license fee would have been priced similarly to the Palestinian Woman Photo license, or at \$590.⁷⁴

I analyzed the pricing for the Subsequent T-Shirt License fee in two ways.

First, using the AP pricing guide available (as shown in **Exhibit 4**), I quantified the maximum incremental dollar increases by unit threshold amounts from 5,000 units up to 250,000 units.⁷⁵ In other words, based on the AP pricing guide, I ascertained the highest possible increase in a license fee for an increase in total units created from the 5,000 unit threshold (*i.e.*, the amount for the initial license) to the 250,000 unit threshold (*i.e.*, the amount necessary under a subsequent license for the remaining t-shirts), which resulted in \$720, as specified below.

UNITS (up to)	5K	→	250K
Highest Cost Increase = \$ 720			

I applied this \$720 highest possible cost increase to the \$590 price paid under the Palestinian Woman Photo license given the similarities between the two licenses – *i.e.*, the Subsequent T-Shirt License and the Palestinian Woman Photo license. This resulted in an amount totaling \$1,310.⁷⁶

Next, I also analyzed the pricing for the Subsequent T-Shirt License fee using the AP pricing guide to assess a comparable license fee for the t-shirts. I was unable to identify a comparable category based on the AP pricing guide. However, I reviewed the AP's pricing guide to determine the maximum fee that could be identified within

74 I also utilized the Getty Images website to assess the price of a license under the considerations and criteria similar to the Palestinian Woman license – *i.e.*, one year, non-exclusive U.S. rights to make up to 5,000 t-shirts for retail use to promote political views. For this exercise, I performed a search for “president” under Getty’s rights managed creative stock image gallery. I chose two separate photos – one of Former President George W. Bush (Image #82111091) and one of Former President Bill Clinton (Image #200126557-001). This exercise resulted in the exact same price as the fee for the Palestinian Woman license of \$590, as shown in **Exhibit 5-A**. This also provides additional support regarding the similarities between the licensing programs for both the AP and Getty Images. (www.gettyimages.com)

75 Dale Deposition, Exhibit 8. (See line item for Editorial Book Front Cover, Wrap Around, Electronic Included.)

76 As stated in the Jarosz Report, “analysis of the AP pricing guides indicates that the price for the highest volume license differs from the price for the lowest volume usage in any given application by a factor of less than three.” (See Jarosz Report, p. 32 and Tab 13) Applying a multiplier of three (based on Mr. Jarosz’s analysis) would result in a license fee totaling \$1,770 (*i.e.*, \$590 x 3).

the guide for *any* use of an image for up to 250,000 units. This exercise resulted in an amount totaling \$2,030, which would represent the maximum license fee based on the information available. This payment amount relates to the use of an image as a wrap-around, front cover on an editorial book for up to 250,000 units, based on the license category selected.⁷⁷

Lastly, I utilized the Getty Images website⁷⁸ to assess the price of a license for an image⁷⁹ under the considerations and criteria similar to this license – *i.e.*, non-exclusive U.S. rights to make up to 250,000 t-shirts for retail use to promote political views.⁸⁰ This exercise resulted in a price of \$1,435, as shown in **Exhibit 5**.

Based upon my analysis regarding the appropriate license fee related to the Subsequent T-Shirt License, it is my opinion that the fee would have ranged from \$1,310 to \$2,030 and would have likely been \$1,435.

- **Advertisements (Magazines)**

One 3 Two paid approximately \$22,000 for advertisements in four magazines that contained the Obama Image. The parties would have likely entered into one license for the Obama Photo given the relatively brief time period between the published advertisements. The license would have been based on the considerations and criteria detailed previously for rights to produce a full-page advertisement for use in the magazines (as listed below).⁸¹

- **Antenna Magazine** – Antenna magazine is a nationally distributed men’s gear guide and lifestyle magazine located in New York, New York.⁸²
- **Nylon Guys Magazine** – Nylon Guys magazine, published by Nylon Holding, Inc., is an independent magazine based in New York, New York that focuses on fashion, music and lifestyle. It is distributed nationally, primarily to an 18 to 35

77 Dale Deposition, Exhibit 8. See line item for Editorial Book Front Cover, Wrap Around, Electronic Included, Up to 250,000 Units.

78 It is my understanding that the Getty Image’s website will provide prices for use of its creative images. However, I understand one must contact a Getty Images sales representative for license rights to its editorial images.

79 I performed a search for “president” under Getty’s rights managed creative stock image gallery. I chose two separate photos – one of Former President George W. Bush (Image #82111091) and one of Former President Bill Clinton (Image #200126557-001) for this exercise. (www.gettyimages.com)

80 The Getty Image’s website does not allow for pricing at a tier of up to 250,000 units for this type of use, but only at tiers of 100,000 units and 500,000 units. I utilized the 500,000 unit tier and assumed a two year duration of use for purposes of this analysis.

81 Broders Deposition, pp. 212-215.

82 Broders Deposition, p. 214; and www.antennamag.com.

year-old demographic.⁸³

- **YRB Magazine** – YRB, or Yellow Rat Bastard, owns retail stores located New York, New York. They also produce an associated magazine under the same name which is distributed nationally.⁸⁴
- **Complex Magazine** – Complex magazine, part of the Complex Media Network, is a nationally distributed men's lifestyle magazine based out of New York, New York.⁸⁵

As discussed previously, Rolling Stone Magazine paid \$350 to the AP for rights to a photograph of President Obama⁸⁶ and New York magazine paid \$850 for rights to the Obama Photo. Both were for non-exclusive, one-time editorial use as a derivative work for the cover of each magazine.⁸⁷ Additionally, New York magazine (as part of its license with the AP) did pay \$350 for rights to use the Obama Photo as a full page on the interior of the magazine.⁸⁸

The Rolling Stone magazine and New York magazine licenses are comparable because the license in this instance would be for a derivative work (*i.e.*, the Obama Image), interior placement, and domestic distribution rights. In contrast, the license would not be for a cover shot or editorial use (but rather would be placed as an advertisement on the interior of the magazine), and none of the magazines were as widely circulated as either Rolling Stone or New York magazine.⁸⁹

It is my opinion that the license fees paid by Rolling Stone and New York magazine under these licenses serve as a reasonable guide for the license fee that would have been paid in this instance for rights to publish a full-page advertisement in each of the

⁸³ Broders Deposition, p. 213; and www.nylonguysmag.com.

⁸⁴ Broders Deposition, p. 213; and www.yrbnyc.com.

⁸⁵ Broders Deposition, p. 213; and www.complex.com.

⁸⁶ Rolling Stone's license granted rights for the magazine's domestic and foreign editions and I understand the AP quoted a price of \$250 for domestic rights only. (DeGrave Deposition, Exhibits 8-10.)

⁸⁷ I understand the AP's pricing for the Rolling Stone's use of the photo was based in part on the Rolling Stone's circulation and on the use of the photo to create a derivative work. I also understand the price would have been higher had Rolling Stone used the photo "as is / untouched." (FAIREY 106661-62.)

⁸⁸ It is unclear if these rights were for use to create a derivative work. (AP 0002744-45.) However, I understand that use of the photo "as is / untouched" would command a higher fee. (FAIREY 106661-62.)

⁸⁹ I understand Rolling Stone magazine has a circulation that has ranged from 1.4 million in 2008 to more than 1.5 million as of mid-2010. ("A Magazine Back on a Roll," New York Times, Jeremy W. Peters, June 27, 2010.) In addition, I understand New York magazine's circulation was slightly higher than 400,000 in 2008 and 2009. In contrast, for example, I understand the circulation for "Nylon" totaled 165,587 in 2009. It is unclear if this circulation relates to all of the magazines published by Nylon Holding, Inc. or for one specific magazine published by Nylon Holding, Inc. (Magazine Publishers of America, Fact Sheet of Average Circulation 2009.)

four magazines listed below. I have assumed that the parties would have likely entered into one agreement covering the entire circulation,⁹⁰ given the relatively brief time period between the published advertisements. Since Rolling Stone magazine's circulation is greater than 1.5 million and New York magazine's circulation is greater than 400,000, it is plausible that a license fee ranging from \$250 to \$850 may be appropriate to cover a license for the entirety of the circulation for all four magazines combined. However, I understand that a "promotional" license would increase the cost of the license as compared to a license for editorial use.⁹¹ Therefore, I have applied this range of license fees to each of the four magazine advertisements to quantify an upper bound under this component of the pricing analysis – *i.e.*, \$1,000 (4 x \$250) based on the Rolling Stone license for domestic rights to \$1,400 (4 x \$350) based on the New York magazine license for interior page rights, and no more than \$3,400 (4 x \$850) based on the New York magazine license for cover page rights.

I also analyzed the pricing for the license fee in two additional ways.

First, I utilized the AP pricing guide (as shown in **Exhibit 4**) to assess a comparable license fee for the magazine advertisements. Based on the AP pricing guide, I identified a license fee of \$690 for the total circulation of the four magazines. Once again, I have assumed that the parties would have entered into one license to cover the advertisements in all of the magazines.⁹² This payment amount relates to the best comparable category identified in the pricing guide – *i.e.*, the use of an image as a full-size page in the interior of a magazine with rights to distribute a volume of units totaling up to 1 million (*i.e.*, the tier volume which would assumedly cover the combined circulation of the four magazines) and including rights for electronic distribution.⁹³ However, I understand that a "promotional" license would increase the cost of the license as compared to a license for editorial use.⁹⁴ Therefore, I have applied a license fee to each of the four magazine advertisements using the AP

90 I understand Getty Images licenses on this basis – *i.e.*, as "the sum of each publication's circulation multiplied by insertions." (www.gettyimages.com.) Given that the AP appears to have modeled its pricing structure after the Getty Images' pricing structure, it is reasonable to assume that the AP would license rights in a similar fashion.

91 DeGrave Deposition, p. 100.

92 As stated, I understand Getty Images licenses on this basis – *i.e.*, as "the sum of each publication's circulation multiplied by insertions." (www.gettyimages.com.)

93 Dale Deposition, Exhibit 8. See amount for Editorial – Magazine Interior, Full Size, Electronic Included, Up to 1 Million Units.

94 DeGrave Deposition, p. 100.

pricing guide under the same category (and under the assumption that each magazine had a circulation similar to Nylon of less than 250,000)⁹⁵ to quantify an upper bound under this component of the pricing analysis – *i.e.*, \$560 for each magazine, or \$2,240 in total.

Second, I utilized the Getty Images website to assess the price of a license for an image⁹⁶ under the considerations and criteria similar to this license – *i.e.*, non-exclusive use of an image as a full-size page advertisement to promote political views with rights to distribute a volume of units totaling up to 1 million (*i.e.*, the tier volume which would assumedly cover the combined circulation of the four magazines) in the U.S.⁹⁷ This exercise resulted in a price of \$2,215, as shown in **Exhibit 6**. This payment amount relates to a “promotional” license covering the total circulation of the four magazines.⁹⁸

Based upon my analysis, it is my opinion that the appropriate license fee related to the magazine advertisements would have ranged from \$690 to \$3,400 and would have likely been \$2,215.

- **Flyers and Postcards**

One 3 Two paid \$1,950 to Integrity Print Group for the printing of 30,000 postcards which contained the Obama Image.⁹⁹ One 3 Two paid \$5,700 to Alloy Marketing for the production of flyers which contained the Obama Image.¹⁰⁰

I have assumed the Obama Image would have been reproduced as the entire postcard and/or flyer and, without information as to the number of flyers that were distributed, I have also assumed that the cost to produce a flyer containing the Obama Image was similar to the cost to produce a postcard. Based on this assumption, the total flyers produced would equal approximately 90,000 units (*i.e.*, \$5,700 divided by \$0.065 per unit). I have been provided with information to support that 30,000 postcards were

95 Dale Deposition, Exhibit 8. See amount for Editorial – Magazine Interior, Full Size, Electronic Included, Up to 250,000 Units.

96 I performed a search for “president” under Getty’s rights managed creative stock image gallery. I chose two separate photos – one of Former President George W. Bush (Image #82111091) and one of Former President Bill Clinton (Image #200126557-001) for this exercise. (www.gettyimages.com)

97 I assumed a one year duration for purposes of this analysis. However, it is likely that a six month period would cover the approximate time period that the advertisements would have run in all four magazines. The incremental difference in pricing based on this criterion is \$145. See **Exhibit 6-A**. (www.gettyimages.com.)

98 I understand Getty Images licenses on this basis – *i.e.*, as “the sum of each publication’s circulation multiplied by insertions.” (www.gettyimages.com.)

99 OTT 000054-55.

100 OTT 000087-88; and Broders Deposition, pp. 237-240.

produced.¹⁰¹ As a result, the parties would have negotiated for either one license for approximately 120,000 units or separate licenses for 30,000 and 90,000 units, respectively. I understand that the postcards were created in August 2008 for the Democratic National Convention, while the flyers were created for distribution in October/November 2008.¹⁰² As a result, Shepard Fairey and One 3 Two may, or may not, have known the total volume of the printed materials that were planned to be created.

Therefore, I analyzed the pricing as a single license for the entirety of the printed materials and as two separate licenses for the postcards and the flyers in two distinct ways.

First, I analyzed the pricing for the license fee using the AP pricing guide (as shown in **Exhibit 4**) to assess a comparable license fee for postcards and flyers. I have assumed that the AP would have licensed the flyers and postcards collectively in a similar fashion as compared with the way Getty Images licenses these types of printed materials.¹⁰³ I was unable to identify a comparable category based on the AP pricing guide. However, I assumed that the following category would be the best comparable in this instance – *i.e.*, the use of an image as a full-size magazine cover with rights to produce and distribute up to 250,000 units and without rights for electronic distribution. Based on the AP pricing guide, I identified a license fee of \$740.¹⁰⁴ However, if the parties entered into separate licenses for the flyers (~90,000 units) and the postcards (30,000 units), the license fee would be \$685 (for up to 100,000 flyers) and \$625 (for up to 50,000 postcards) or \$1,310 in total, under the same pricing guide category as above. As stated, I understand that a “promotional” license would increase the cost of the license as compared to a license for editorial use.¹⁰⁵

Second, I utilized the Getty Images website to assess the price of a license for an

101 OTT 000054-55.

102 OTT 000054-55, 87-88; and Broders Deposition pp. 237-240.

103 I understand Getty Images licenses flyers (*i.e.*, “single sheet”) and postcards collectively. (www.gettyimages.com.)

104 Dale Deposition, Exhibit 8. See amount for Editorial – Magazine Cover, Full Size, Electronic Excluded, Up to 250,000 Units.

105 DeGrave Deposition, p. 100.

image¹⁰⁶ under the considerations and criteria similar to this license – *i.e.*, non-exclusive U.S. rights to produce and distribute up to 250,000 flyers and postcards to promote political views.¹⁰⁷ This exercise resulted in a price of \$945, as shown in **Exhibit 7**. However, if the parties entered into separate licenses for the flyers (~90,000 units) and the postcards (30,000 units), the license fee would be \$835 (for up to 100,000 flyers) and \$730 (for up to 50,000 postcards) or \$1,565 in total, under the Getty Images pricing structure (as shown in **Exhibits 7-A and 7-B**). These payment amounts relate to a “promotional” license covering the total print runs and distribution of the postcards and flyers.

Based upon my analysis, it is my opinion that the appropriate license fee related to the flyers and postcards would have ranged from \$740 to \$1,565 and would have likely been \$1,565.

- **Posters**

One 3 Two paid approximately \$22,263 to Heinz Weber for 70,000 posters which contained the Obama Image.¹⁰⁸ These posters were distributed during various campaign events for Barack Obama, as well as to retail accounts of One 3 Two that gave the posters to its customers free of charge.¹⁰⁹

I have assumed the Obama Image would have been reproduced as the entire poster and that the parties would have negotiated for the rights to produce and distribute 70,000 posters.

In this instance, the Palestinian Woman Photo license and the Obama for America license (for 5,000 retail posters) serve as comparable licenses. Similar to the analysis performed for the T-shirt license above, I quantified the maximum incremental dollar increases by unit threshold amounts from 5,000 units up to 100,000 units.¹¹⁰ In other words, I ascertained the highest possible increase in a license fee for an increase in total units created from the 5,000 unit threshold to the 100,000 unit threshold, which resulted in \$470 (as specified below).

106 I performed a search for “president” under Getty’s rights managed creative stock image gallery. I chose two separate photos – one of Former President George W. Bush (Image #82111091) and one of Former President Bill Clinton (Image #200126557-001) for this exercise. (www.gettyimages.com)

107 I assumed a 6 month duration for purposes of this analysis. Additionally, I understand Getty Images licenses flyers (*i.e.*, “single sheet”) and postcards collectively. (www.gettyimages.com.)

108 OTT 000057-59.

109 Broders Deposition, pp. 241-243.

110 Dale Deposition, Exhibit 8. (See line item for Editorial Book Front Cover, Wrap Around, Electronic Included.)

UNITS (up to) 5K	→	100K
Highest Cost Increase = \$ 470		

I applied this \$470 highest possible cost increase to the \$387 price paid under the Palestinian Woman Photo license (for 500 limited edition prints) as well as to the \$550 price paid under the Obama for America license (for 5,000 posters), given the similarities between the two licenses. This results in amounts totaling \$857 and \$1,020, respectively.¹¹¹

I also analyzed the pricing for the license fee in two additional ways.

First, I utilized the AP pricing guide (as shown to **Exhibit 4**) to assess a comparable license fee for the posters. I was unable to identify a comparable category based on the AP pricing guide. However, I assumed that the category previously identified for the flyers/postcards license above would be the best comparable in this instance – *i.e.*, the use of an image as a full-size magazine cover with rights to produce and distribute up to 100,000 units and without rights for electronic distribution. Based on this information, the AP pricing guide specifies a license fee of \$685.¹¹² However, I understand that a “promotional” license would increase the cost of the license as compared to a license for editorial use.¹¹³

Second, I utilized the Getty Images website to assess the price of a license for an image¹¹⁴ under the considerations and criteria specific to this license – *i.e.*, non-exclusive U.S. rights to make and distribute more than 50,000 posters to promote political views.¹¹⁵ This exercise resulted in a price of \$760, as shown in **Exhibit 8**.

111 As stated in the Jarosz Report, “analysis of the AP pricing guides indicates that the price for the highest volume license differs from the price for the lowest volume usage in any given application by a factor of less than three.” (See Jarosz Report, p. 32 and Tab 13) Applying a multiplier of three (based on Mr. Jarosz’s analysis) would result in a license fee totaling \$1,161 (*i.e.*, \$387 x 3) and \$1,650 (*i.e.*, \$550 x 3).

112 Dale Deposition, Exhibit 8. See amount for Editorial – Magazine Cover, Full Size, Electronic Excluded, Up to 100,000 Units.

113 DeGrave Deposition, p. 100.

114 I performed a search for “president” under Getty’s rights managed creative stock image gallery. I chose two separate photos – one of Former President George W. Bush (Image #82111091) and one of Former President Bill Clinton (Image #200126557-001) for this exercise. (www.gettyimages.com)

115 I assumed a two year duration for purposes of this analysis. The license considerations and criteria also include “retail” rights.

This payment amount relates to a promotional license covering the total print run and distribution of the posters.

Based upon my analysis, it is my opinion that the appropriate license fee related to the posters would have ranged from \$685 to \$1,020 and would have likely been \$760.

- **Windows**

One 3 Two paid Monster Media invoices, totaling \$7,049, for the installation of the Obama Image on 17 storefront windows.¹¹⁶ I have assumed the Obama Image would have been reproduced in a storefront window and that the parties would have negotiated for rights for 17 locations.

I analyzed the pricing for the license fee in two ways.

First, I analyzed the pricing for the license fee using the AP pricing guide (as shown in **Exhibit 4**) to assess a comparable license fee for the window displays. I was unable to identify a comparable category based on the AP pricing guide. However, I assumed that the category related to the use of an image as a mural in a museum display with rights for multiple uses and for more than 10 locations would be the best comparable in this instance. Based on this information, the AP pricing guide specifies a license fee of \$975.¹¹⁷

Second, I utilized the Getty Images website to assess the price of a license for an image¹¹⁸ under the considerations and criteria specific to this license – *i.e.*, non-exclusive U.S. rights to make and distribute point-of-sale window displays for up to 50 locations to promote political views.¹¹⁹ This exercise resulted in a price of \$1,360, as shown in **Exhibit 9**. This payment amount relates to a promotional license covering the total print run and distribution of the posters.

Based upon my analysis, it is my opinion that the appropriate license fee related to the window displays would have ranged from \$975 to \$1,360 and would have likely been \$1,360.

116 OTT 000060-65, 76-78, and 79-82; and Broders Deposition, pp. 220-221.

117 Dale Deposition, Exhibit 8. See amount for Museum Display, Multiple Use - Prominent, Mural Size, More than 10 Locations, Not Displayed on Web, Up to 5 years.

118 I performed a search for “president” under Getty’s rights managed creative stock image gallery. I chose two separate photos – one of Former President George W. Bush (Image #82111091) and one of Former President Bill Clinton (Image #200126557-001) for this exercise. (www.gettyimages.com)

119 I assumed a two year duration for purposes of this analysis.

Summary

48. Based on my analysis, the license fee for non-exclusive rights for the specific uses detailed below (also see **Exhibit 10**), would have ranged from \$4,990 to \$9,965 and would have likely been \$7,925.

License Use (Non-Exclusive Rights)	Minimum License Fee	Maximum License Fee	Likely License Fee
T-Shirts (Initial License)	\$590	\$590	\$590
T-Shirts (Subsequent License)	\$1,310	\$2,030	\$1,435
Magazine Advertisements	\$690	\$3,400	\$2,215
Flyers and Postcards	\$740	\$1,565	\$1,565
Posters	\$685	\$1,020	\$760
Windows	<u>\$975</u>	<u>\$1,360</u>	<u>\$1,360</u>
TOTAL	\$4,990	\$9,965	\$7,925

VII. EVALUATION OF THE KEDROWSKI REPORT

49. I have also been asked by Counsel to evaluate certain opinions and conclusions proffered by Ms. Kedrowski as to the appropriate license fee for use of the Obama Photo. This section contains my assessment of these opinions as outlined in the Kedrowski Report.

Actual Damages – Understanding of the AP’s Claims of an Appropriate License Fee for use of the Obama Photo

50. This section sets forth my understanding of the actual damages alleged by the AP and the subsequent section contains my analysis of these allegations. It is my understanding that the Kedrowski Report sets forth the actual damages (*i.e.*, the license fee for use of the Obama Photo) to which the AP claims it is entitled, related to the alleged copyright infringement by the Counterclaim Defendants.

51. I have reviewed the Kedrowski Report, dated October 1, 2010. I understand the Kedrowski Report identifies the following measures of actual damages:

Fixed Fee - License:

Original License Agreement Bundle:	\$2,000
(5,000 T-shirts; 500 Posters; 5,000 Stickers; and Internet Download of Posters for 3 yrs)	

Revenue Share - License:

	<u>Revenue</u>	<u>Rate</u>	<u>Total</u>
Shepard Fairey and related entities			
Fine Artwork	\$81,706	17%	\$13,890
All Other	\$999,598	10%	<u>\$99,960</u>
			\$113,850
Obey Clothing			
Revenue – Infringing Works	\$2,434,174	10%	<u>\$243,417</u>
<i>TOTAL LICENSE FEE:</i>			<u>\$359,267</u>

Actual Damages – Appropriate License Fee

52. I understand that Ms. Kedrowski asserts that “the most appropriate method of calculating the actual damages suffered by The AP is a license fee based on the use of the Obama Photo as the source for the Infringing Works by Fairey and Obey Clothing.”¹²⁰ The analysis put forth in the Kedrowski Report supporting her conclusion as to this appropriate license fee: (i) is speculative and relies upon unsupported information; (ii) fails to appropriately consider relevant factual information; and (iii) greatly overstates damages in this instance. Below I will address certain of these areas in which I take issue with the approach and conclusions reached by Ms. Kedrowski.

(i) Speculative and Relies Upon Unsupported Information

53. In regards to Ms. Kedrowski’s actual damages opinion, the license fee analysis put forth in the Kedrowski Report is speculative and relies upon information that is not supported by any evidence on record. As a result, and based upon her flawed analysis, she concludes that the license fee for the Obama Photo would be in the form of an “initial” lump sum and then “later” a running royalty as a percent of net revenues.¹²¹

54. The first issue I take with Ms. Kedrowski’s analysis is the lack of factual basis on which she concludes the structure of the license fee in this instance. Specifically, I disagree with her conclusion that

¹²⁰ Kedrowski Report, p. 33.

¹²¹ Kedrowski Report, pp. 52-53.

the license fee would, in whole or in part, have been in the form of a “revenue share.”¹²² While I agree with Ms. Kedrowski’s premise that the license fee would have been an “established royalty under The AP’s licensing program based upon Fairey’s and Obey Clothing’s intended use”,¹²³ I have seen no information, including the information cited in the Kedrowski Report that has been produced in this litigation, which would suggest that a revenue-based license fee was ever established or utilized in practice by the AP.

55. The only evidence put forth in the Kedrowski Report regarding the extent to which the AP has actually utilized a revenue-based fee in its licensing practices are discussions between Ms. Kedrowski and certain employees at the AP.¹²⁴ Based upon these discussions, Ms. Kedrowski makes broad generalizations regarding a hypothetical negotiation which she contends would have resulted in a license fee structure that included both a fixed and a royalty based component. However, I have not seen, nor has Ms. Kedrowski referenced, any information or documentation (other than her discussions with AP personnel) that supports this contention.

56. Further, the Kedrowski Report references one supposed example of a revenue-based license entered into by the AP stating: “For example, licensing the AP images for the National Football League posters and related commercial projects may result in revenue shares of 17-40%.”¹²⁵ However, the information which purportedly supports this example are the same discussions (discussed above) between Ms. Kedrowski and AP personnel. Moreover, the Kedrowski Report does not reference any documentation or testimony supporting the existence of this supposed transaction and provides no additional details surrounding the transaction which would allow one to draw any conclusions as to its applicability or comparability. Therefore, given that I have seen no evidence on record that a revenue-based approach has ever been utilized in practice by the AP and that Ms. Kedrowski does not provide any documentation or testimony (other than her discussions with the AP) to support her position, I find her conclusion regarding the appropriate structure of a license fee in this instance to be highly speculative and lacks any supportable basis.

(ii) Fails To Appropriately Consider Relevant Information

57. In regards to Ms. Kedrowski’s actual damages opinion, the license fee analysis put forth in the Kedrowski Report fails to appropriately consider certain information produced in this matter.

¹²² Kedrowski Report, p. 53

¹²³ Kedrowski Report, p. 52.

¹²⁴ Kedrowski Report, p. 38. (These discussions by Ms. Kedrowski were with AP personnel in the New Media Markets department – Dawn Cohen, Sales Manager, and Lloyd Pawlak, Sales Director. I understand neither employee was identified by the AP in its Initial Disclosures or Amended Disclosures under Federal Rule of Civil Procedure 26, nor in the AP’s Objections and Responses to either of the two Rule 30(b)(6) notices.)

¹²⁵ Kedrowski Report, p 38.

Specifically, in her conclusion as to the hypothetical structure of the license fee, she does not properly account for one of the strongest indications of the AP's established licensing practices – actual prior licenses entered into by the AP. The Kedrowski Report discusses at least seven specific licenses that the AP actually entered into for “Obama-related images.”¹²⁶ Each of these licenses was structured as a lump-sum fee based upon a predetermined quantity and specific use, and the license fees range from \$35 to approximately \$3,300. Additionally, there were also several prior license agreements entered into between One 3 Two (or Shepherd Fairey) and the AP. The Kedrowski Report discusses each of these licenses, which also were all structured as a lump-sum fee based upon a predetermined quantity and specific use, and the license fees for these agreements range from \$150 to \$590.¹²⁷ It should be noted that based on the documents produced in this matter, including the information cited in the Kedrowski Report that has been produced in this litigation, none of the licenses entered into by the AP included, in whole or in part, a structure that utilized a revenue-based license fee.

58. These licenses, as discussed by Ms. Kedrowski in her report and outlined above within this report, are actual transactions that have been entered into by the AP (and in certain cases by the AP and Shepard Fairey or One 3 Two), which provide a strong indication of the AP's established licensing practices. In each instance, the AP's licenses did not take the form a revenue share, and instead, were structured as a lump-sum fee for a predetermined quantity and specific use.

59. Additionally, I understand that Ms. Kedrowski discusses and relies upon certain licenses entered into by Shepard Fairey or One 3 Two that included fees as a percent of revenue (e.g., Al Rockoff, Martha Cooper). However, these licenses are not instructive as to the appropriate licensing fee between the AP and Shepard Fairey / One 3 Two in this instance as they are not representative of the AP's typical licensing practices and procedures for its images.¹²⁸ As discussed, based on the information reviewed, including the information cited in the Kedrowski Report that has been produced in this litigation, there is no evidence to support that the AP has ever entered into a royalty based license for use of its images. Therefore, the AP's license agreements, including agreements with Shepard Fairey (among many others), provide the most relevant and useful information in the determination of the appropriate license structure between these parties related to these particular uses.

¹²⁶ Kedrowski Report, pp. 39-41.

¹²⁷ Kedrowski Report, pp. 42-43.

¹²⁸ Ms. Kedrowski also includes significant discussion regarding industry licensing rates. (Kedrowski Report, pp. 49-52) However, these industry rates are also not relevant or comparable in this instance given the existence of numerous actual licenses entered into by AP (and other industry players such as Getty Images), which are more applicable to the specific facts and circumstances of the hypothetical negotiation in this instance. Additionally, it should be noted that Ms. Kedrowski does not rely on these industry licenses, stating: “...I am not specifically relying on these licenses as comparable transactions[.]” (Kedrowski Report, p. 50)

(iii) Greatly Overstates Damages

60. In regards to Ms. Kedrowski's actual damages opinion, the license fee analysis put forth in the Kedrowski Report greatly overstates damages in this matter. As discussed above, I take issue with Ms. Kedrowski's conclusion that the license fee in this instance would take the form of a revenue share agreement. Her failure to determine the proper form of the license fee in this instance is evidenced by the total actual damages put forth in the Kedrowski Report of \$359,267, as compared to any other actual license entered into by the AP.

61. By way of comparison (and as discussed above), the AP entered into an agreement with Soup Kitchen International, Inc. (the restaurant owned by the gentleman referred to as the "Soup Nazi" in the Seinfeld sitcom) in April 2006 for a license fee of \$30,000. This significant license fee amount provided rights to Soup Kitchen International for "all industry, exclusive rights to Soup Kitchen International, Inc., its subsidiaries and affiliates for all advertising media rights, in perpetuity, predated to first date of appearance."¹²⁹ Given the wide-ranging exclusive rights provided under this license and the \$30,000 fee paid for such rights, it seems illogical that One 3 Two (or Shepard Fairey) would agree to a license fee approximately 12 times this amount (or 1,200% greater). This considerable deviation from the AP's historical licensing fees demonstrates the unreasonableness of Ms. Kedrowski's opinion as to the appropriate license fee. Overall, Ms. Kedrowski significantly overstates actual damages in this instance.

62. Additionally, the maximum license fee in this instance would have been no greater than \$30,000. This amount is the highest on record of a license entered into by the AP and provided more valuable rights than any license that would have been entered into between Shepard Fairey (and One 3 Two) and the AP. The "Soup Nazi" license granted exclusive, all-industry advertising right into perpetuity, while any license between Shepard Fairey and One 3 Two and the AP would have been for non-exclusive rights related to the sales and giveaways of certain promotional merchandise for a limited period of time.

VIII. CONCLUSION

63. Based on my analysis and review of the materials produced in discovery in combination with my knowledge, experience, education and training, it is my opinion that the license fee for non-exclusive rights for the specific uses detailed below, would have ranged from \$4,990 to \$9,965 and would have likely been \$7,925, as shown in **Exhibit 10**.

¹²⁹ AP0002636. (This license fee is the largest amount I have seen based on the information I have reviewed. Given the considerations and criteria of the transaction (i.e., exclusive use, full advertising media rights, no other commercial uses granted), this would serve as an upper bound for a licensing transaction between the parties granting exclusive rights to the Obama Photo.)



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CURRICULUM VITAE

Neil is a Partner at StoneTurn Group, LLP and serves as a consulting and testifying financial expert in complex business disputes, intellectual property litigation, and business valuation matters. His experience includes the evaluation and quantification of economic damages in commercial disputes such as breach of contract, breach of fiduciary duty, unfair competition, stock valuation / shareholder disputes, and diminution of business value claims, as well as intellectual property litigation matters including patent, copyright and trademark infringement, trade secret misappropriation, and false advertising and deceptive trade practices under the Lanham Act. Neil also has experience in valuation matters, and he has designed and executed compliance inspection programs (royalty audits) on behalf of clients across a range of industries. Additionally, Neil has provided regulatory consulting services to telecommunications companies on issues such as mergers and acquisitions, market entry and exit, and total factor productivity. Neil holds the Accredited Valuation Analyst and Certified Forensic Financial Analyst designations from the National Association of Certified Valuation Analysts and the Certified Licensing Professional designation from the Licensing Executives Society.

REPRESENTATIVE INDUSTRY EXPERIENCE

Biotechnology	E-Commerce / Internet	Medical Devices
Computer Hardware	Electronics	Mobile Telephones
Computer Software	Insurance	Semiconductor / Memory Devices
Construction	Life Sciences	Telecommunications
Consumer Products / Services	Manufacturing	Video Games

PROFESSIONAL EXPERIENCE

2004–present	StoneTurn Group, LLP – San Francisco, CA / Boston, MA
2001–2004	Deloitte & Touche, LLP – San Francisco, CA
2000–2001	Tucker Alan, Inc. – San Francisco, CA (acquired by Navigant Consulting)
1996–1999	NERA Economic Consulting – Boston, MA

PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

- Member – National Association of Certified Valuation Analysts
- Member – Licensing Executives Society
- Associate Member – Boston Patent Law Association (Licensing Committee; Litigation Committee)
- Member – Intellectual Property Owners Association (Damages and Injunctions Committee)
- Member – American Bar Association (IP Section Committees – Patent Litigation, Licensing; Litigation Section Committees – Expert Witnesses, IP Litigation)
- Intellectual Property Roundtable Chair for Boston – ABA Section of Litigation
- Leadership Committee – Lawyers Have Heart Boston
- Future Leaders Program – Greater Boston Chamber of Commerce

EDUCATION / CERTIFICATIONS

- B.A., Economics, *Phi Beta Kappa, Pi Gamma Mu* – Trinity College (Hartford, Connecticut)
- Accredited Valuation Analyst (AVA) – National Association of Certified Valuation Analysts
- Certified Forensic Financial Analyst (CFFA), Business and Intellectual Property Damages Path – National Association of Certified Valuation Analysts
- Certified Licensing Professional (CLP) – Licensing Executives Society

REPRESENTATIVE CASE EXPERIENCE***Intellectual Property Cases***

Retained by the plaintiff, a major semiconductor equipment manufacturer, to evaluate lost profits and reasonable royalty damages in a patent infringement case involving optical scanning technology utilized in patterned and unpatterned silicon wafer inspection systems.

Assessed reasonable royalty damages on behalf of defendant in a patent infringement matter involving thin film semiconductor fabrication technology.

Retained by the plaintiff, a leading semiconductor equipment manufacturer, to evaluate lost profits damages in a patent infringement case involving gas generator technology used in semiconductor tool chamber cleaning processes.

Retained by the defendant, one of the world's largest electronics equipment manufacturers, to evaluate and quantify economic damages in a trade secret misappropriation case related to flash memory technology.

Analyzed economic damages on behalf of the defendant, a major semiconductor foundry, in a breach of contract matter related to a settlement agreement entered into by the parties as a result of a patent infringement dispute before the International Trade Commission involving CD-ROM controller device technology.

Retained by a global semiconductor equipment manufacturer to perform a compliance review and royalty audit of a license agreement entered into by the parties to settle a patent infringement litigation involving thin film semiconductor fabrication processes.

Retained by the plaintiff, a major electronics equipment manufacturer, to determine reasonable royalty damages in a patent infringement matter involving DVD replication technology.

Retained by the defendant, a global leader in high-tech electronics manufacturing and digital media, to evaluate reasonable royalty damages in a patent infringement matter involving digital light processing (DLP) television projection technology.

Evaluated the reasonable royalty damages on behalf of the plaintiff in a patent infringement matter involving television tuning technology.

Retained by the defendant, a global leader in chemical manufacturing, to determine economic damages in a breach of contract matter related to an agreement between the parties for the supply of raw materials used to manufacture electronics components.

Retained by the defendant, one of the world's largest computer software developers, to assess reasonable royalty damages in a patent infringement matter involving video game controller technology.

Retained by the defendant, a leading global software, systems, and solutions provider, to evaluate unjust enrichment and reasonable royalty damages in a false advertising, deceptive trade practices, tortious interference



with contractual relations, misappropriation of trade secrets, and unfair competition matter involving enterprise content management software.

Retained by the defendant, a leading global software and service provider, to assess lost profits and reasonable royalty damages in a patent infringement matter involving remote access and remote desktop software solutions.

Retained by the defendant, a leading global computer and technology company, to assess reasonable royalty damages in a patent infringement matter involving an internet-based system and method for processing international sales transactions.

Retained by five major online retailer co-defendants to assess reasonable royalty damages in a patent infringement matter involving data caching technology in e-commerce software applications.

Retained by a leading online retailer to assess reasonable royalty damages in a patent infringement matter involving internet tracking and advertising technology in e-commerce software applications.

Retained by the market leader in the device operating system market to design and implement a program to evaluate licensee compliance, investigate potentially non-compliant licensees, and identify underpayments by licensees.

Evaluated lost profits, unjust enrichment, and reasonable royalty damages on behalf of the plaintiff in a trade secret misappropriation matter involving software computer development standards that enable integration of different computer programming languages.

Retained by the plaintiff, a leading manufacturer and seller of storage router products, to consult on an appropriate royalty rate for use in settlement negotiations in a patent infringement matter involving storage routing technology.

Retained by the plaintiff, a leading manufacturer of motherboards and computers, to assess reasonable royalty damages in a patent infringement matter involving multiple patents covering technology related to storage area networks and blade server products and software.

Retained by the plaintiff, a major manufacturer of external disk storage systems, to quantify the economic damages in a trademark infringement dispute involving defendant's wrongful use of the plaintiff's trade name.

Evaluated unjust enrichment and reasonable royalty damages on behalf of the plaintiff in a trade secret misappropriation matter involving web-based resume assessment/creation software.

Retained as an industry expert and economic damages expert in a breach of contract matter involving business reporting software applications.

Consulted on behalf of the defendant as to an appropriate royalty rate for use in settlement negotiations in a patent infringement matter involving web-based restaurant reservation technology.

Retained by the defendant, a leading global computer and technology company, to assess reasonable royalty damages in a patent infringement matter involving a software method for product assembly in manufacturing applications.

Evaluated economic damages in a trade secret misappropriation, breach of contract, breach of fiduciary duty, and unlawful competition dispute involving spend analytics computer software.

Retained by the plaintiff to value intellectual property and calculate economic damages in a legal malpractice and breach of contract matter involving biometric payment technology.



Retained by the plaintiff, an international biotech company, to determine economic damages and identify areas of irreparable harm in a patent infringement matter involving drug development tools.

Assessed lost profits and reasonable royalty damages on behalf of the defendant in a patent infringement matter involving atomic force microscopy technology.

Evaluated lost profits, convoyed sales, and reasonable royalty damages in a patent infringement matter involving robotic surgical equipment technology.

Retained by the defendant, one of the world's largest computer software developers, to evaluate reasonable royalty damages in a patent infringement matter involving data transmission and compression technology for digital media applications.

Retained by plaintiff, a global telecommunications provider, to assess an appropriate reasonable royalty in a patent infringement matter involving telecommunications network technology.

Evaluated potential underpayments of royalties by various licensees stemming from a patent infringement matter involving satellite transmission technology.

Assessed reasonable royalty damages in a patent infringement matter involving opto-coupler devices used in telephone and communication lines.

Retained by defendant, a leading manufacturer of mobile telephone handsets, to assess reasonable royalty damages in a patent infringement matter involving smart phone technology.

Retained by the defendant, a global office supply company, to evaluate unjust enrichment, lost profits, and reasonable royalty damages in a design patent and trade dress infringement matter involving novelty and promotional consumer products.

Retained by the defendant, a global office supply company, to assess lost profits and reasonable royalty damages in a patent infringement matter involving wheeled storage carts.

Assessed lost profits and reasonable royalty damages in a patent, trademark, and copyright infringement matter involving floor grinding technology for construction applications.

Retained by the defendant, a national insurance company, to evaluate economic damages in a copyright infringement matter involving vacation timeshare insurance concepts and methods.

Retained by the claimant in an arbitration proceeding to perform a compliance review and identify any underpayments of royalties related to an agreement entered into by the parties for the development of foreign language instructional programs.

Retained by a legal copy services firm to assess the value of customer lists and pricing information in a trade secret misappropriation matter.

Retained by the defendant, an international oilfield services company, in a trade secret misappropriation matter involving coronary stent technology utilized in oil drilling applications.

Evaluated reasonable royalty damages in a patent infringement matter involving threaded pipe connection technology used in oil drilling processes.

Retained by a global leader in the business of invention and owner of a large intellectual property portfolio to consult on appropriate royalty rates and expected return from enforcement actions and potential licensing transactions for various internet-related technologies.



Complex Business Litigation Cases

Retained by the defendant, a global office supply company, to validate and test inventory supply levels in a breach of contract matter involving design and construction of retail store layouts.

Retained by a global restaurant franchisor to assess economic damages in a breach of contract arbitration proceeding involving an area development agreement defining territories for owning and operating restaurant franchises.

Retained by a leading manufacturer and distributor of clinical laboratory instrumentation for in-vitro diagnostic applications to value certain company subsidiaries in a breach of contract matter related to the former CEO's interference with the auction process of those subsidiaries.

Retained by the defendant in a professional malpractice action concerning projected estate and gift taxes that were being claimed as damages based upon the manner in which provisions of an irrevocable life insurance trust were drafted.

Retained by a special committee for the board of directors of a state-funded worker's compensation insurance company to investigate allegations of fraud and improper dealings.

Retained by the plaintiff, an independent inventor, to determine economic damages in a copyright infringement matter involving a successful musical theater production and subsequent motion picture series.

Retained by defendant, a manufacturer of semiconductor components, to evaluate economic damages in a breach of contract and wrongful termination matter involving a contractual arrangement between the parties related to outside sales representation.

Retained by the defendants, one of the world's largest memory device corporations, to assess economic damages and evaluate the value of certain patents in a breach of contract and breach of fiduciary duty matter involving optoelectronic packaging technology.

Evaluated economic damages for the plaintiff in a breach of contract and stock valuation dispute involving document authentication software applications.

Performed a valuation of a minority interest in a mobile home parks partnership and assessed any damages stemming from the unauthorized transfer of this minority interest in a breach of contract dispute.

Retained by an on-line insurance services provider to assess economic damages in a breach of contract and unfair competition matter involving a web referral and affiliate marketing agreement.

Retained by the plaintiff, a Fortune 100 financial services company, in a breach of contract matter to assist in determining the compliance by a global top 10 pharmaceutical company related to the use of the plaintiff's joint funding investment in the development of a portfolio of drug candidates.

Retained by the defendant, a national owner and franchisor of travel centers, to evaluate economic damages resulting from a stolen truckload of pharmaceutical drugs.

Retained by the plaintiff, a leading manufacturer and distributor of clinical laboratory instrumentation for in-vitro diagnostic applications, to determine the economic damages in a breach of contract matter involving an agreement between the parties for the design and manufacture of add-on components for diagnostic instruments.

Retained by the defendant, a communications technology and services provider, to determine economic damages and value certain securities at issue in a breach of contract involving a convertible note executed by the parties.

Evaluated the economic damages on behalf of the plaintiff in a breach of fiduciary duty matter related to potential excessive mutual fund management fees and certain obligations required under the Investment Company Act of 1940.

EXPERT DESIGNATIONS AND TESTIMONY – LAST FOUR YEARS

IGS Store Fixtures v. Staples (Mass. Superior Court, 2007) – Consulting expert retained to provide inventory audit for office supply defendant in breach of contract dispute. Case settled.

Great American Insurance and Novartis v. TA Operating Corporation (S.D.N.Y., 2008) – Report and testifying expert at deposition for travel plaza defendant in breach of contract dispute. Case settled.

DBEST Products v. Staples (C.D. Cal., 2008) – Report and testifying expert at deposition for office supply defendant in consumer product patent infringement dispute. Case settled.

Competitive Edge v. Staples (N.D. Ill., 2009) – Report and testifying expert at deposition for office supply defendant in consumer product design patent and trade dress infringement dispute. Case dismissed on summary judgment.

Personnel Department v. CareerBuilder (D. Vt., 2009) – Report and testifying expert at deposition for staffing services plaintiff in trade secret misappropriation dispute involving computer software architecture for creating résumés. Case settled.

Lon Sherman, v. Mark G. Shub (Mass. Superior Court, Business Litigation Section 2009) – Expert disclosure for attorney defendant in professional malpractice dispute concerning estate and gift taxes. Case pending.

EMC Corp. v. Proview Technology (D. Mass., 2009) – Report for computer storage hardware plaintiff in tortious interference and unfair competition dispute. Case settled.

HTC Sweden v. Innovatech (E.D. Tenn., 2009) – Reports for plaintiff in patent, copyright and trademark infringement and Lanham Act (false designation of origin / unfair competition) dispute involving floor grinding technology and products. Case settled.

Emptoris v. BIQ (Mass. Superior Court, 2010) – Designated by plaintiff as economic damages expert in trade secret misappropriation, breach of contract, breach of fiduciary duty, and unlawful competition dispute related to spend analytics computer software. Case settled.

PRESENTATIONS / PUBLICATIONS

- Co-Author, “Implications of Recent Court Decisions on the Application of the ‘Entire Market Value Rule’ to Patent Damages Analysis, ABA Section of Litigation – Intellectual Property Roundtable Outline, November 2010.
- Co-Author, “Supreme Court Paves the Way for Changes to Expert Discovery,” Forensic Expert Witness Association Newsletter, Fall 2010.
- Co-Presenter, “An Estimate of Current Universal Service Obligations and the Likely Impact of Federal and State Universal Service Plans,” International Communications Forecasting Conference, St. Louis, MO, June 1998.



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Exhibit 2: List of Documents Considered

Bates Start	Bates End	Document Description
		Answer, Affirmative Defenses and Counterclaims of Defendant, The Associated Press (3/11/2009)
		Amended Answer and Affirmative Defenses of Plaintiffs and Counterclaim Defendants (10/16/2009)
		Amended Answer, Affirmative Defenses and Counterclaims of Plaintiffs and Counterclaim Defendants (10/16/2009)
		The Associated Press's First Amended Answer, Affirmative Defenses and Counterclaims (11/11/2009)
		Amended Complaint for Declaratory Judgment and Injunctive Relief (11/13/2009)
		Answer and Affirmative Defenses by Counterclaim Defendant One 3 Two, Inc. d/b/a Obey Clothing to the Associated Press's First Amended Answer, Affirmative Defenses and Counterclaims (12/4/2009)
		Plaintiffs and Counterclaim Defendants' Second Supplemental Responses to Defendant and Counterclaim Plaintiff the Associated Press' Second Set of Interrogatories to Plaintiffs and Counterclaim Defendants Shepard Fairey and Obey Giant Art, Inc. and Counterclaim Defendants Obey Giant LLC and Studio Number One, Inc.(4/19/2010)
		Deposition Christopher Broders and Exhibits (3/16/2010)
		Deposition of Regan Donald Juncal and Exhibits (3/23/2010 and 8/26/2010)
		Deposition of Farah Degrave and Exhibits (3/23/2010)
		Deposition of Kenneth J. Dale and Exhibits (3/26/2010)
		Deposition of Adam Van Berckelaer and Exhibits (3/11/2010)
		Deposition Jim Gerberich and Exhibits (9/25/2009) & (3/31/2010)
		Deposition of Frank Shepard Fairey (3/18/2010)
		Expert Report of Gabriele Goldaper (9/17/2010)
		Expert Report of John Jarosz (10/1/2010)
		Expert Report of Kathleen M. Kedrowski (10/1/2010)
		www.lesusacanada.org/MainNav/AboutLES.aspx
		www.nacva.com
		www.licensingcertification.org
		www.onesource.com
		www.obeyclothing.com
		www.blackdogandleventhal.com
		www.gettyimages.com
		www.antennamag.com
		www.nylonguysmag.com
		http://swindlemagazine.com
		www.yrbnyc.com
		www.complex.com
		http://flashbagsonline.com
		http://chicago.timeout.com
		http://www.barackobama.com
		IRS Revenue Ruling 59-60
		17 U.S.C. §101
		17 U.S.C. §504
		<i>United States v. Cartwright</i> , 411 U.S. 546, 551 (1973).
		<i>On Davis v. the Gap, Inc.</i> 246 F.3d 152 (2nd Cir. 2001)
		United States Treasury Regulations 20.2031-1
		"A Magazine Back on a Roll," New York Times, Jeremy W. Peters, June 27, 2010
		Magazine Publishers of America, Fact Sheet of Average Circulation, 2009
AP 00002615	AP 00002621	
AP 0002636	AP 0002636	
AP 0002686	AP 0002687	
AP 0002744	AP 0002745	
AP 0005572	AP 0005602	
AP 0010683	AP 0010684	
AP 0010699	AP 0010704	
FAIREY 105098	FAIREY 105098	
FAIREY 105106	FAIREY 105107	
FAIREY 105369	FAIREY 105375	
FAIREY 106645	FAIREY 106645	
FAIREY 106661	FAIREY 106662	
FAIREY 106854	FAIREY 106854	
FAIREY 107204	FAIREY 107205	
FAIREY 107385	FAIREY 107387	

Exhibit 2: List of Documents Considered

Bates Start	Bates End	Document Description
FAIREY 10955	FAIREY 10955	
FAIREY 109550	FAIREY 109552	
FAIREY 113622	FAIREY 113624	
FAIREY 117920	FAIREY 117920	
FAIREY 117999	FAIREY 1178000	
FAIREY 11800	FAIREY 11800	
FAIREY 118002	FAIREY 118008	
FAIREY 118022	FAIREY 118026	
FAIREY 118048	FAIREY 118051	
FAIREY 118119	FAIREY 118124	
FAIREY 11812	FAIREY 11812	
FAIREY 118150	FAIREY 118155	
FAIREY 118196	FAIREY 118198	
FAIREY 118214	FAIREY 118214	
FAIREY 121926	FAIREY 121927	
FAIREY 28565	FAIREY 28566	
FAIREY 62574.001	FAIREY 62574.001	
FAIREY 69577	FAIREY 69580	
FAIREY 69594	FAIREY 69599	
FAIREY 86621	FAIREY 86622	
FAIREY 87133	FAIREY 87134	
MCCORMACK 0000175	MCCORMACK 0000178	
MCCORMACK 0000471	MCCORMACK 0000474	
MCCORMACK 0000934	MCCORMACK 0000935	
MCCORMACK 0001478	MCCORMACK 0001479	
MCCORMACK 0001794	MCCORMACK 0001850	
OTT 000051	OTT 000053	
OTT 000054	OTT 000055	
OTT 000057	OTT 000059	
OTT 000060	OTT 000065	
OTT 000068	OTT 000072	
OTT 000076	OTT 000078	
OTT 000079	OTT 000082	
OTT 000083	OTT 000086	
OTT 000087	OTT 000088	
OTT 0028536	OTT 0028544	
OTT 027506	OTT 027506	
OTT 028371	OTT 028371	
SAKS 000975	SAKS 001009	

Exhibit 3: Summary of Relevant Licensing Transactions

	Date	Licensor	Licensee	Licensed Property	Description	Fee	Category	Source
1	Apr-06 to Mar-10	The AP	Various	Various images from the National Press Club event.	n/a	\$35 - \$1,100	Misc.	Gerberich Deposition, Exhibits 23-A (AP 0011058)
2	Apr-06	The AP	Soup Kitchen International	Image of Al Yeganeh at his takeout spot, Soup kitchen International.	All industry, exclusive rights granted (including subsidiaries and affiliates) for all advertising media rights, in perpetuity, predated to first date of appearance. The AP retains the rights to license the image for editorial use only and agrees to grant no permissions for any commercial purpose except those of Soup Kitchen International, Inc.	\$ 30,000	Misc.	AP 0002636
3	May-07	The AP	Swindle Magazine	Image of American scholar Dr. W.E.B. Du Bois talking with Dr. Kwame Nkrumah at the World Peace Conference in Ghana.	Non-exclusive, one-time editorial usage as 1/4 page inside issue of Swindle magazine with a circulation of 80,000 copies only. No further rights granted.	\$ 150	Magazine	FAIREY 86621-622
4	Aug-07	The AP	Time Out Chicago	Image of Senator Barack Obama listening to George Clooney at the National Press Club in Washington	Non-exclusive, one-time editorial use - Feature spot.	\$ 100	Misc.	DeGrave Deposition, Exhibit 16 (AP 0003153-154)
5	Aug-07	The AP	Time Out Chicago	Image of television host Willie Revillame during the start of the game show Wowowee.	Non-exclusive, one-time editorial use - Around Town Section.	\$ 75	Misc.	DeGrave Deposition, Exhibit 6 (AP 0003155-156)
6	Dec-07	The AP	Swindle Magazine	Image of Coup leader Joseph Desire-Mobutu in Leopoldville, Congo.	Non-exclusive, one-time, editorial usage inside issue of Swindle magazine with a circulation of 80,000 copies only. No further rights granted.	\$ 175	Magazine	FAIREY 87133-134
7	Jan-08	The AP	Obama for America	Image of Barack Obama at a Campaign Stop in Des Moines, Iowa.	Non-exclusive, one-time, rights for up to 5,000 retail posters.	\$ 550	Posters	AP0010683-684
8	Feb-08	The AP	Black Dog & Leventhall	Rights extended for the title "Hope And Dreams: The Story of Barak Obama"; 72 Various Misc. Images on Barack Obama.	World rights, all languages.	\$ 3,000	Book	DeGrave Deposition, Exhibit 17 (AP 0003166-167)
9	Jul-08	The AP	Obama for America	Image of Barack Obama at a Campaign Stop in Des Moines, Iowa.	Non-exclusive, one-time editorial use for book, "Change We Can Believe In"; Additional advertising and promotional rights granted.	\$ 1,875	Book	AP 0010699-702
10	Jul-08	The AP	Obama for America	Image of Barack Obama at a Campaign Stop in Des Moines, Iowa.	Additional rights for "Change We Can Believe In" - all editions, world rights, all languages, up to 300K print run, in context advertising and promotional usage.	\$ 1,406	Book	AP 0010699-702
11	Aug-08	The AP	Obama for America	Image of Senator Richard Lugar and U.S. Senator Barack Obama in Moscow.	Non-exclusive, one-time editorial use only - for book, "Change We Can Believe In", including interior use, world rights, all languages and up to 300K print run.	\$ 300	Book	AP 00010703-704

Exhibit 3: Summary of Relevant Licensing Transactions

	Date	Licensor	Licensee	Licensed Property	Description	Fee	Category	Source
12	Oct-08	The AP	Flashbags	Image of President Obama waving to a crowd following his address at a rally in Wisconsin.	Non-promotional bag design, up to 5,000 pieces, 1 year production rights granted, no additional rights granted.	\$ 525	Promotional Bags	AP 0002615-616
13	Dec-08	The AP	Obey Giant Art	Image of a Palestinian woman peering from a balcony	One-time, non-editorial usage, up to 5,000 t-shirts, 1 year distribution only, no additional rights granted.	\$ 590	T-Shirts	DeGrave Deposition, Exhibit 13 (AP 0000022-031)
14	Dec-08	The AP	Obey Giant Art	Image of a Palestinian woman peering from a balcony	One-time, non-editorial usage, up to 500 pieces for use on limited edition illustrated prints, up to 5 years distribution, no additional rights granted.	\$ 387	Prints	DeGrave Deposition, Exhibit 13 (AP 0000022-031)
15	Mar-09	Getty Images	Obey Giant Art	Image of Johnny Cash	Non-exclusive, retail-poster (full size), United States territory, 1-year, up to 500 prints.	\$ 510	Posters	FAIREY 118153-55
16	Jul-09	The AP	Rolling Stone Magazine	Image of President Obama	Non-exclusive, one-time editorial use as a derivative work, domestic and foreign editions.	\$ 350	Magazine	DeGrave Deposition, Exhibits 8-10 (AP 0003259-261, AP 0003188); and FAIREY 106661-662.
17	Jul-09	The AP	Flashbags	Image of Michael Jackson performing in Kansas City	Non-promotional bag design, up to 2,500 pieces, 1 year production rights granted, no additional rights granted.	\$ 525	Promotional Bags	DeGrave Deposition, Exhibits 7 (AP 0002626-627)
18	Sep-09	The AP	New York Magazine	Image of President Obama (i.e., the Obama Photo)	Cover art (derivative work) full page - Non-exclusive, one-time editorial use only.	\$ 850	Magazine	AP 0002744-745
19	Sep-09	The AP	New York Magazine	Image of President Obama (i.e., the Obama Photo)	Inside full page - Non-exclusive, one-time editorial use only.	\$ 350	Magazine	AP 0002744-745
20	Dec-09	Getty Images	Obey Giant Art	Image of John Lennon and Yoko Ono at London's Heathrow Airport	Non-exclusive, retail-poster (full size), United States territory, 2-year, up to 500 prints.	\$ 480	Posters	MCCORMACK 0000934-935

Publishing - Book

Textbook Front Cover

	Electronic	upto 5000	upto 10000	upto 25000	upto 50000	upto 100000	upto 250000	upto 500000	upto 1M	upto 5M	over 5M
1/8	Included	525 475	550 495	575 515	655 590	735 660	840 750	940 850	1045 940	1235	1450
	excluded	360 325	378 340	396 355	450 405	505 450	580 520	650 585	720 650	850	1000
1/4	Included	565 515	595 535	625 565	705 635	790 715	905 815	1015 915	1130 1020	1335	1570
	excluded	389 350	410 370	430 385	490 440	545 470	625 565	700 630	780 700	920	1080
1/2	Included	605 545	635 570	665 600	755 680	845 760	965 870	1085 980	1205 1085	1415	1750
	excluded	415 375	435 395	460 415	520 470	580 525	665 595	750 675	830 750	975	1115
Full	Included	785 715	825 745	865 780	980 890	1100 990	1255 1130	1410 1270	1570 1415	1850	2175
	excluded	540 470	570 515	595 535	675 610	760 685	865 780	975 880	1080 975	1275	1575
wrap around	Included	915 850	960 875	1005 905	1145 1030	1280 1155	1465 1320	1645 1510	1830 1650	2140	2540
	excluded	630 560	665 595	695 625	790 710	885 795	1010 910	1135 1020	1260 1155	1485	1750

Textbook Back Cover

	Electronic	upto 5000	upto 10000	upto 25000	upto 50000	upto 100000	upto 250000	upto 500000	upto 1M	upto 5M	over 5M
1/8	Included	400	420	440	500	560	635	725	800	1050	1225
	excluded	275	290	300	345	385	445	500	555	725	850
1/4	Included	440	455	480	540	610	695	780	870	1135	1335
	excluded	300	315	330	375	415	480	535	595	785	920
1/2	Included	460	485	510	580	645	740	835	925	1200	1400
	excluded	320	335	355	400	445	505	575	640	830	950
Full	Included	610	635	665	755	840	960	1080	1200	1575	1845
	excluded	420	440	455	520	585	665	750	830	1085	1170
wrap around	Included	725	745	770	875	960	1125	1285	1400	1840	2160
	excluded	475	505	530	605	675	775	870	980	1265	1485



Textbook Front Cover and Spine

	Electronic	upto 5000	upto 10000	upto 25000	upto 50000	upto 100000	upto 250000	upto 500000	upto 1M	upto 5M	over 5M
1/8	Included	525	545	570	650	730	825	935	1,035	1,360	1995
	excluded	355	375	390	445	495	575	645	715	935	1100
1/4	Included	570	590	625	700	785	895	1,005	1,125	1,470	1730
	excluded	385	410	425	485	540	620	695	770	1,015	1190
1/2	Included	600	630	660	750	835	960	1,080	1,195	1,560	1925
	excluded	415	435	455	510	580	655	745	825	1,075	1230
Full	Included	785	820	860	980	1,090	1,245	1,400	1,560	2,035	2395
	excluded	540	565	590	670	755	860	965	1,075	1,400	1515
wrap around	Included	935	965	995	1,135	1,270	1,455	1,660	1,815	2,375	2795
	excluded	615	655	690	780	875	1,000	1,125	1,270	1,635	1925

Textbook Interior

	Electronic	AP?	Inside	Supplemental	Both
1st	Included		425	355	530
	excluded		290	242	367
Subsequent	Included		261	218	331
	excluded		180	150	225

	Electronic	Inside	Supplemental	Both
1st	Included	385	320	475
	excluded	260	215	330
Subsequent	Included	235	195	295
	excluded	160	135	200

Editorial Book Front Cover

	up to 5000	up to 10000	up to 25000	up to 50000	up to 100000	up to 250000	up to 500000	up to 1M	over 1M	upto 5M	over 5M
1/8	Included	750	765	800	910	1015	1160	1305	1450	1560	
	excluded	515	525	550	625	700	800	900	1000	1075	
1/4	Included	810	825	865	980	1100	1255	1410	1570	1685	
	excluded	560	570	595	675	760	865	975	1080	1165	
1/2	Included	810	825	865	980	1100	1255	1410	1570	1685	
	excluded	560	570	595	675	760	865	975	1080	1165	
Full	Included	1125	1145	1200	1360	1525	1740	1960	2175	2340	
	excluded	775	790	825	940	1050	1200	1350	1500	1615	
wrap around	Included	1310	1335	1400	1590	1780	2030	2285	2530	2730	
	excluded	905	920	965	1095	1225	1400	1575	1750	1885	

		up to 5000	up to 10000	up to 25000	up to 50000	up to 100000	up to 250000	up to 500000	up to 1M	upto 5M	over 5M
1/8	Included	675	685	720	820	915	1045	1175	1305	1485	1560
	excluded	465	475	495	565	630	720	810	900	1020	1075
1/4	Included	730	745	780	885	990	1130	1270	1415	1605	1690
	excluded	505	515	535	610	685	780	880	975	1110	1170
1/2	Included	810	825	865	980	1100	1255	1410	1570	1760	1850
	excluded	560	570	595	675	760	865	975	1080	1215	1280
Full	Included	1015	1030	1080	1225	1375	1565	1765	1960	2225	2340
	excluded	700	710	745	850	945	1080	1215	1350	1535	1615
wrap around	Included	1180	1200	1260	1430	1600	1830	2055	2290	2600	2735
	excluded	815	830	870	985	1100	1260	1415	1575	1795	1890

Editorial Book Back Cover

1/8	Included	up to 5000	750	up to 10000	765	up to 25000	800	up to 50000	910	up to 100000	1,015	up to 250000	1,160	up to 500000	1,305	up to 1M	1,450	up to 5M	over 5M
	excluded		515		525		550		625		700		800		900		1,000		
1/4	Included		810		825		865		980		1,100		1,255		1,410		1,570		
	excluded		560		570		595		675		760		865		975		1,080		
1/2	Included		810		825		865		980		1,100		1,255		1,410		1,570		
	excluded		560		570		595		675		760		865		975		1,080		
Full	Included		1,125		1,145		1,200		1,360		1,525		1,740		1,960		2,175		
	excluded		775		790		825		940		1,050		1,200		1,350		1,500		
wrap around	Included		1,310		1,335		1,400		1,590		1,780		2,030		2,285		2,532		
	excluded		905		920		965		1,095		1,225		1,400		1,575		1,750		

1/8	Included	up to 5000	575	up to 10000	585	up to 25000	615	up to 50000	700	up to 100000	775	up to 250000	880	up to 500000	995	up to 1M	1110	up to 5M	over 5M
	excluded		395		405		420		460		535		615		690		765		
1/4	Included		620		635		665		755		840		960		1080		1200		
	excluded		430		440		455		520		585		665		750		830		
1/2	Included		690		700		735		835		935		1070		1200		1335		
	excluded		475		485		505		575		645		735		830		920		
Full	Included		865		875		920		1040		1170		1330		1500		1670		
	excluded		595		600		635		725		800		920		1035		1150		
wrap around	Included		1000		1020		1075		1215		1360		1555		1750		1950		
	excluded		695		705		740		840		935		1070		1200		1340		

Editorial Book Front Cover and Spine

	up to 5000	up to 10000	up to 25000	up to 50000	up to 100000	up to 250000	up to 500000	up to 1M	over 1M	upto 5M	over 5M
1/8	Included	750	765	800	910	1,015	1,160	1,450	1,560		
	excluded	515	525	550	625	700	800	1,000	1,075		
1/4	Included	810	825	865	980	1,100	1,255	1,570	1,685		
	excluded	560	570	595	675	760	865	1,080	1,165		
1/2	Included	810	825	865	980	1,100	1,255	1,570	1,685		
	excluded	560	570	595	675	760	865	1,080	1,165		
Full	Included	1,125	1,145	1,200	1,360	1,525	1,740	2,175	2,340		
	excluded	775	790	825	940	1,050	1,200	1,500	1,615		
wrap around	Included	1,310	1,335	1,400	1,590	1,780	2,030	2,540	2,730		
	excluded	905	920	965	1,095	1,225	1,400	1,750	1,885		

	up to 5000	up to 10000	up to 25000	up to 50000	up to 100000	up to 250000	up to 500000	up to 1M	upto 5M	over 5M
1/8	Included	745	755	795	905	1010	1150	1435	1635	1715
	excluded	510	525	545	625	695	795	990	1125	1185
1/4	Included	805	820	860	975	1090	1245	1425	1765	1860
	excluded	555	565	590	670	755	860	1075	1225	1290
1/2	Included	890	910	950	1080	1210	1380	1730	1940	2035
	excluded	615	630	655	745	840	950	1190	1340	1410
Full	Included	1115	1135	1190	1350	1515	1720	2155	2450	2575
	excluded	770	785	820	935	1040	1190	1485	1690	1780
wrap around	Included	1300	1320	1390	1575	1760	2015	2520	2860	3010
	excluded	900	915	960	1085	1210	1390	1735	1975	2030

Editorial Book Interior

	3 Years	5 Years	6 Years	7 Years	8 Years	9 Years	10 Years
Included	210	220	230	240	250	260	270
excluded	150	165	180	195	210	225	240

Magazines

Editorial - Magazine Cover

		upto 10000	upto 25000	upto 50000	upto 100000	upto 250000	upto 500000	upto 1M	upto 5M	over 5M
1/8	Included	460	480	505	550	595	640	735	800	870
	excluded	315	331	347	378	410	445	505	555	600
1/4	Included	530	555	580	635	685	740	845	920	1,000
	excluded	367	385	403	435	475	510	580	635	690
1/2	Included	595	625	655	715	775	835	955	1,040	1,130
	excluded	410	430	455	495	535	575	660	720	780
Full	Included	825	865	905	990	1,070	1,155	1,320	1,440	1,565
	excluded	570	600	625	685	740	795	910	995	1,080

1 Week	1/8	Included	435	upto 10000	475	upto 25000	510	upto 50000	550	upto 100000	595	upto 250000	640	upto 500000	upto 1M	upto 2M	upto 5M	over 5M
		excluded	290		315		340		365		390		425		460	520	540	565
	1/4	Included	525		550		570		625		660		730		810	885	925	960
		excluded	350		365		380		415		440		485		540	590	615	640
	1/2	Included	585		625		660		705		735		825		940	1020	1060	1125
		excluded	390		415		440		470		490		550		640	680	705	750
	Full	Included	810		850		885		940		1035		1155		1315	1410	1450	1560
		excluded	540		565		600		640		690		770		890	940	965	1040
	Wrap around	Included	1260		1300		1375		1485		1635		1850		2085	2235	2535	2685
		excluded	840		865		915		990		1090		1300		1590	1690	1890	1790
1 Month	1/8	Included	450		485		525		565		600		650		750	795	825	865
		excluded	300		325		350		375		400		435		500	530	550	575
	1/4	Included	540		560		585		635		675		740		825	900	935	975
		excluded	360		375		390		425		450		495		550	600	625	650
	1/2	Included	595		635		675		720		750		840		975	1035	1075	1140
		excluded	400		425		450		480		500		560		650	690	715	760
	Full	Included	825		865		900		975		1050		1170		1350	1425	1465	1575
		excluded	550		575		600		650		700		780		900	950	975	1050
	Wrap around	Included	1275		1315		1390		1500		1650		1800		2100	2250	2550	2700
		excluded	850		875		925		1000		1100		1200		1400	1500	1700	1800
3 Months	1/8	Included	465		510		540		600		620		675		765	825	865	875
		excluded	310		340		360		400		415		450		510	550	575	585
	1/4	Included	560		575		600		645		675		775		840	925	925	1015
		excluded	375		385		400		430		450		515		540	615	550	675
	1/2	Included	615		650		715		735		785		860		1015	1050	1085	1165
		excluded	410		435		475		490		525		575		675	700	725	775
	Full	Included	860		900		920		1010		1125		1200		1385	1445	1485	1615
		excluded	575		600		615		675		750		800		925	965	990	1075
	Wrap around	Included	1315		1350		1425		1575		1685		1875		2175	2285	2625	2740
		excluded	875		900		950		1050		1125		1250		1450	1525	1750	1825
6 Months	1/8	Included	485		525		565		625		640		715		780	850	885	900
		excluded	325		350		375		415		425		475		525	565	590	600
	1/4	Included	600		600		640		675		715		790		865	940	1015	1015
		excluded	400		400		425		450		475		525		575	625	675	690
	1/2	Included	635		675		750		765		865		900		1050	1090	1125	1200
		excluded	425		450		500		510		575		600		700	725	750	800
	Full	Included	900		940		975		1050		1200		1240		1465	1485	1500	1650
		excluded	600		625		650		700		800		825		975	990	1000	1100
	Wrap around	Included	1350		1425		1500		1615		1765		1950		2215	2365	2665	2775
		excluded	910		950		1000		1075		1175		1300		1475	1575	1775	1850

Editorial - Magazine Interior

		upto 10000	upto 25000	upto 50000	upto 100000	upto 250000	upto 500000	upto 1M	upto 5M	over 5M
Spot	Included	182	211	247	291	320	344	388	425	485
	excluded	130	147	172	201	222	239	268	293	339
1/8	Included	196	217	260	311	332	362	410	450	515
	excluded	132	150	176	216	229	251	282	308	352
1/4	Included	201	228	268	322	353	380	430	470	540
	excluded	139	162	185	222	245	259	296	328	370
1/2	Included	226	256	306	366	396	425	485	530	605
	excluded	156	177	208	254	270	291	337	368	420
Full	Included	322	369	430	515	560	605	690	755	860
	excluded	222	256	296	355	389	415	475	520	595
Double	Included	425	485	570	680	740	795	910	995	1,135
	excluded	298	337	391	470	510	550	630	685	785

		1 Week										
		upto 10000	upto 25000	upto 50000	upto 100000	upto 250000	upto 500000	upto 1M	upto 2M	upto 5M	over 5M	
1 Month	Spot	Included	140	355	180	255	295	330	365	405	425	480
		excluded	95	105	120	170	195	220	245	270	285	320
	1/8	Included	165	180	215	295	330	355	390	345	455	515
		excluded	110	120	145	195	220	235	260	295	305	345
	1/4	Included	180	215	265	330	355	375	425	465	480	555
		excluded	120	145	175	220	235	250	285	310	320	370
	1/2	Included	210	240	280	360	375	405	480	510	545	600
		excluded	140	160	185	240	250	270	320	340	365	400
	Full	Included	310	355	405	510	550	585	660	715	755	845
		excluded	205	235	270	340	365	390	440	490	505	565
	Double	Included	425	510	555	660	715	885	1,035	1,185	1,235	1,485
		excluded	290	340	370	440	490	590	690	790	890	990
3 Months	Spot	Included	150	165	185	260	300	335	375	415	435	485
		excluded	100	110	125	175	200	225	250	275	290	325
	1/8	Included	175	185	215	300	335	360	395	450	465	525
		excluded	115	125	150	200	225	240	265	300	310	350
	1/4	Included	185	225	270	335	360	380	435	475	485	565
		exclued	125	150	180	225	240	255	290	315	325	375
	1/2	Included	225	255	290	375	390	420	495	525	565	615
		excluded	150	170	195	250	265	280	330	350	375	410
	Full	Included	320	365	420	525	560	600	675	750	775	860
		excluded	215	245	280	350	375	400	450	500	515	575
	Double	Included	450	525	570	675	750	900	1,050	1,200	1,250	1,500
		excluded	300	350	380	450	500	600	700	800	900	1,000
6 Months	Spot	Included	165	175	205	275	315	350	390	435	450	510
		excluded	110	115	135	185	210	235	260	290	300	340
	1/8	Included	180	200	240	320	345	375	410	465	485	545
		excluded	120	135	160	215	230	250	275	310	325	365
	1/4	Included	200	240	275	350	375	395	450	485	515	585
		exclued	135	160	185	235	250	265	300	325	345	390
	1/2	Included	230	270	320	390	410	435	515	545	585	635
		exclued	155	180	215	260	275	290	345	365	390	425
	Full	Included	330	375	435	540	585	620	710	770	785	885
		excluded	220	250	290	360	390	415	475	515	525	590
	Double	Included	475	560	600	710	825	935	1,070	1,220	1,285	1,535
		excluded	315	375	400	475	550	625	715	815	925	1,025
6 Months	Spot	Included	185	185	225	300	335	375	410	450	475	525
		excluded	125	125	150	200	225	250	275	300	315	350
	1/8	Included	195	225	265	335	365	390	450	485	525	565
		excluded	130	150	175	225	245	260	300	325	350	375
1/4	Included	225	260	300	375	390	410	470	525	540	600	

		upto 10000	upto 25000	upto 50000	upto 100000	upto 250000	upto 500000	upto 1M	upto 2M	upto 5M	over 5M
	excluded	150	175	200	250	260	275	315	350	360	400
1/2	Included	260	300	335	415	450	450	540	585	600	675
	excluded	175	200	225	275	300	300	360	390	400	450
Full	Included	350	410	455	570	600	675	750	825	825	900
	excluded	235	275	305	380	400	450	500	550	550	600
Double	Included	465	600	635	750	840	975	1,085	1,275	1,425	1,575
	excluded	325	400	425	500	560	650	725	850	950	1,050

Internet

Editorial - Web or electronic

	Where	upto 1 day	upto 1 week	upto 1 month	upto 3 month	upto 6 month	upto 1 year	upto 2 years
Icon	home/second	49	49	49	49	98	130	157
	repeated	74	74	74	74	147	195	240
upto 1/4	home/second	93	93	93	93	181	234	287
	repeated	137	137	137	137	265	351	425
upto 1/2 & full	home/second	108	108	108	108	216	286	345
	repeated	162	162	162	162	328	430	520

	Where	upto 1 day	upto 1 week	upto 1 month	upto 3 month	upto 6 month	upto 1 year	upto 2 years
Icon	home/second	59	59	59	59	110	145	175
	repeated	75	75	75	75	160	210	245
upto 1/4	home/second	99	99	99	99	175	220	225
	repeated	149	149	149	149	220	275	310
up to 1/2	home/second	125	125	125	125	200	250	350
	repeated	175	175	175	175	250	290	400
up to full	home/second	200	200	200	200	225	315	415
	repeated	225	225	225	225	275	360	450

TV or Feature Film

Documentary

	Theatrical	Film Festival	Broadcast	Broadband or	DVD/Video	Museum/Ed/	All media
Opening or Closing Sequence	830	630	314	314	685	290	1,000
Body of the Program	720	550	273	273	600	248	870
Opening/Closing and Body	1,080	820	410	410	895	372	1,305
Prominent Element	795	605	305	305	655	273	955

	Theatrical	Film Festival	Broadcast	Broadband or	DVD/Video	Museum/Ed/	All media
Opening or Closing Sequence	800	620	315	300	620	260	925
Body of the Program	600	500	250	200	500	200	800
Opening/Closing and Body	975	850	380	400	850	350	1270
Prominent Element	750	580	300	275	590	250	940

News Program

Distribution	Price
Broadcast	299
Broadband or Mobile	291
Closed Circuit programming	274
All Media	349

Distribution	Price
Broadcast	200
Broadband or Mobile	175
Closed Circuit programming	250
All Media	300

Museum Display

Print

Used prominent element	Size	Locations	Website?	upto 6 months		upto 1 year		upto 5 years		upto 10 years		upto 20 years	
small	1 location	in-context display on web	not displayed on web	304	375	334	315	354	345	360	385	460	440
				276	250	304	285	322	315	345	350	415	400
		in-context display on web	not displayed on web	535	575	585	575	615	635	665	685	800	770
				485	475	535	525	560	575	605	625	725	700
		up to 10 locations	in-context display on web	460	440	505	495	525	515	570	550	685	650
				415	400	460	450	480	475	520	500	625	600
	medium	up to 2 locations	in-context display on web	334	310	372	365	389	395	420	410	505	465
				304	300	334	310	351	360	380	390	460	420
		up to 3 locations	in-context display on web	380	385	420	415	440	440	475	465	570	550
				345	350	380	375	397	400	435	425	520	500
		1 location	in-context display on web	334	305	372	360	389	385	420	415	505	495
				304	275	334	325	354	350	380	375	460	450
large	medium	more than 10 locations	in-context display on web	585	575	645	635	675	670	735	745	880	855
				535	525	585	575	615	625	665	675	800	775
		up to 10 locations	in-context display on web	505	495	555	550	580	575	630	610	755	715
				460	450	505	500	525	525	570	550	685	650
		up to 2 locations	in-context display on web	372	360	405	395	425	425	460	470	555	550
				334	325	372	360	389	385	420	425	505	500
	large	up to 3 locations	in-context display on web	420	415	460	440	485	470	525	495	630	615
				380	375	420	400	440	425	475	450	570	560
		1 location	in-context display on web	380	350	420	400	440	440	475	465	570	560
				345	315	380	365	397	400	435	425	520	510
		more than 10 locations	in-context display on web	665	640	735	715	765	770	835	825	1000	965
				605	600	665	650	695	700	755	750	910	875
		up to 10 locations	in-context display on web	570	550	630	605	655	660	715	715	855	825
				520	500	570	550	600	600	650	650	780	750
		up to 2 locations	in-context display on web	420	415	460	455	485	495	525	530	630	605
				380	375	420	415	440	450	475	480	570	550
		up to 3 locations	in-context display on web	475	440	525	495	550	530	595	605	715	690
				435	420	475	450	500	500	540	530	650	625

Museum Display

Print

Used	Size	Locations	Website?	upto 6 months	upto 1 year	upto 5 years	upto 10 years	upto 20 years
	mural	1 location	In-context display on web	460	505	500	540	585
			not displayed on web	415	460	450	490	530
		more than 10 locations	In-context display on web	800	880	855	910	990
			not displayed on web	725	800	775	835	900
		up to 10 locations	In-context display on web	655	755	715	770	825
			not displayed on web	625	685	650	700	750
	small	up to 2 locations	In-context display on web	505	555	550	595	640
			not displayed on web	460	505	500	540	585
		up to 3 locations	In-context display on web	570	630	605	660	715
			not displayed on web	520	570	550	600	650
		1 location	In-context display on web	207	223	220	233	253
			not displayed on web	184	207	200	212	230
	medium	more than 10 locations	In-context display on web	359	390	405	440	475
			not displayed on web	322	359	365	405	440
		up to 10 locations	In-context display on web	304	334	345	365	385
			not displayed on web	276	304	315	335	350
		up to 2 locations	In-context display on web	223	245	235	261	283
			not displayed on web	207	223	220	233	253
	large	up to 3 locations	In-context display on web	253	283	290	321	375
			not displayed on web	230	253	265	288	295
		1 location	In-context display on web	223	245	250	261	283
			not displayed on web	207	223	215	233	245
		more than 10 locations	In-context display on web	390	430	445	490	520
			not displayed on web	359	390	400	440	475
	medium	up to 10 locations	In-context display on web	334	372	385	389	420
			not displayed on web	304	334	350	365	385
		up to 2 locations	In-context display on web	245	274	275	282	311
			not displayed on web	223	245	255	261	283
		up to 3 locations	In-context display on web	283	311	310	325	348
			not displayed on web	253	283	280	291	321
	large	1 location	In-context display on web	253	283	280	291	321
			not displayed on web	230	253	255	265	288
		more than 10 locations	In-context display on web	445	490	500	510	555
			not displayed on web	405	445	455	465	505
		up to 10 locations	In-context display on web	380	420	425	440	475
			not displayed on web	345	380	385	397	435
	medium	up to 2 locations	In-context display on web	283	311	320	325	348
			not displayed on web	253	283	290	291	321
		up to 3 locations	In-context display on web	321	348	345	364	400
			not displayed on web	288	321	315	331	364
		1 location	In-context display on web	223	245	250	261	283
			not displayed on web	207	223	215	233	245
	medium	more than 10 locations	In-context display on web	390	430	445	490	520
			not displayed on web	359	390	400	440	475
		up to 10 locations	In-context display on web	334	372	385	389	420
			not displayed on web	304	334	350	365	385
		up to 2 locations	In-context display on web	245	274	275	282	311
			not displayed on web	223	245	255	261	283
	large	up to 3 locations	In-context display on web	283	311	310	325	348
			not displayed on web	253	283	280	291	321
		1 location	In-context display on web	253	283	280	291	321
			not displayed on web	230	253	255	265	288
		more than 10 locations	In-context display on web	445	490	500	510	555
			not displayed on web	405	445	455	465	505
	medium	up to 10 locations	In-context display on web	380	420	425	440	475
			not displayed on web	345	380	385	397	435
		up to 2 locations	In-context display on web	283	311	320	325	348
			not displayed on web	253	283	290	291	321
		up to 3 locations	In-context display on web	321	348	345	364	400
			not displayed on web	288	321	315	331	364
	large	1 location	In-context display on web	223	245	250	261	283
			not displayed on web	207	223	215	233	245
		more than 10 locations	In-context display on web	390	430	445	490	520
			not displayed on web	359	390	400	440	475
		up to 10 locations	In-context display on web	334	372	385	389	420
			not displayed on web	304	334	350	365	385
	medium	up to 2 locations	In-context display on web	245	274	275	282	311
			not displayed on web	223	245	255	261	283
		up to 3 locations	In-context display on web	283	311	310	325	348
			not displayed on web	253	283	280	291	321
		1 location	In-context display on web	253	283	280	291	321
			not displayed on web	230	253	255	265	288
	large	more than 10 locations	In-context display on web	445	490	500	510	555
			not displayed on web	405	445	455	465	505
		up to 10 locations	In-context display on web	380	420	425	440	475
			not displayed on web	345	380	385	397	435
		up to 2 locations	In-context display on web	283	311	320	325	348
			not displayed on web	253	283	290	291	321
	medium	up to 3 locations	In-context display on web	321	348	345	364	400
			not displayed on web	288	321	315	331	364
		1 location	In-context display on web	223	245	250	261	283
			not displayed on web	207	223	215	233	245
		more than 10 locations	In-context display on web	390	430	445	490	520
			not displayed on web	359	390	400	440	475
	large	up to 10 locations	In-context display on web	334	372	385	389	420
			not displayed on web	304	334	350	365	385
		up to 2 locations	In-context display on web	245	274	275	282	311
			not displayed on web	223	245	255	261	283
		up to 3 locations	In-context display on web	283	311	310	325	348
			not displayed on web	253	283	280	291	321
	medium	1 location	In-context display on web	253	283	280	291	321
			not displayed on web	230	253	255	265	288
		more than 10 locations	In-context display on web	445	490	500	510	555
			not displayed on web	405	445	455	465	505
		up to 10 locations	In-context display on web	380	420	425	440	475
			not displayed on web	345	380	385	397	435
	large	up to 2 locations	In-context display on web	283	311	320	325	348
			not displayed on web	253	283	290	291	321
		up to 3 locations	In-context display on web	321	348	345	364	400
			not displayed on web	288	321	315	331	364
		1 location	In-context display on web	223	245	250	261	283
			not displayed on web	207	223	215	233	245

Museum Display

Print

Used	Size	Locations	Website?	upto 6 months		upto 1 year		upto 5 years		upto 10 years		upto 20 years	
	mural	1 location	In-context display on web	304	310	334	350	354	375	380	410	460	495
			not displayed on web	276	280	304	315	322	345	345	370	415	430
		more than 10 locations	In-context display on web	535	540	585	595	615	635	665	695	800	810
			not displayed on web	485	510	535	545	560	575	605	630	725	735
		up to 10 locations	In-context display on web	460	465	505	500	525	540	570	575	685	700
			not displayed on web	415	420	460	455	480	490	520	490	625	635
		up to 2 locations	In-context display on web	324	345	372	385	389	415	420	490	505	520
			not displayed on web	304	315	334	350	354	380	380	410	460	475
		up to 3 locations	In-context display on web	380	385	420	425	440	465	475	500	570	575
			not displayed on web	345	350	380	365	397	420	435	455	520	525
multiple use - prominent	small	1 location	In-context display on web	359	330	390	380	410	415	445	465	535	525
			not displayed on web	322	300	359	345	375	380	405	420	485	480
		more than 10 locations	In-context display on web	620	630	685	690	715	760	775	820	930	925
			not displayed on web	565	570	620	630	650	690	705	750	850	840
		up to 10 locations	In-context display on web	535	510	585	590	615	630	665	660	800	780
			not displayed on web	485	480	535	540	560	570	605	600	725	720
		up to 2 locations	In-context display on web	390	395	430	435	450	470	490	510	585	560
			not displayed on web	359	360	390	395	410	430	445	460	535	505
		up to 3 locations	In-context display on web	445	465	490	495	510	525	555	555	665	660
			not displayed on web	405	420	445	450	465	480	505	510	605	600
		1 location	In-context display on web	390	370	430	430	450	465	490	495	585	595
			not displayed on web	359	330	390	390	410	420	445	450	535	540
		more than 10 locations	In-context display on web	685	690	755	760	785	825	855	895	1025	1,025
			not displayed on web	620	630	685	690	715	750	775	810	920	930
		up to 10 locations	In-context display on web	585	595	645	660	675	690	735	735	880	860
			not displayed on web	535	540	585	600	615	630	665	660	800	780
		up to 2 locations	In-context display on web	430	430	475	475	495	510	540	565	645	660
			not displayed on web	390	390	430	430	450	460	490	510	585	600
	large	up to 3 locations	In-context display on web	490	495	540	530	565	565	610	595	735	735
			not displayed on web	445	450	490	480	510	510	555	540	665	675
		1 location	In-context display on web	445	470	490	480	510	525	555	555	665	670
			not displayed on web	405	380	445	440	465	480	505	510	605	610
		more than 10 locations	In-context display on web	775	790	855	855	895	920	970	990	1165	1,160
			not displayed on web	705	720	775	780	815	840	885	900	1060	1,050
		up to 10 locations	In-context display on web	665	660	735	730	765	790	835	855	1000	990
			not displayed on web	605	600	665	660	695	720	755	780	910	900
		up to 2 locations	In-context display on web	490	495	540	540	565	595	610	635	735	730
			not displayed on web	445	450	490	495	510	540	555	575	665	660
		up to 3 locations	In-context display on web	555	570	610	595	640	660	695	725	835	830
			not displayed on web	505	480	555	540	580	600	630	660	755	750

Electronic

Location	upto 6 months	upto 1 year	upto 5 years	upto 10 years	upto 20 years
1 location	147	162	174	184	221
up to 2 locations	162	178	186	207	243
up to 3 locations	184	207	216	230	276
up to 10 locations	221	243	254	276	331
more than 10 locations	262	283	296	322	386

Location	upto 6 months	upto 1 year	upto 5 years	upto 10 years	upto 20 years
1 location	140	155	165	175	210
up to 2 locations	155	170	180	200	230
up to 3 locations	175	200	205	220	265
up to 10 locations	210	230	240	265	315
more than 10 locations	250	270	280	305	365

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Collection:

Reportage

Title:

President Bill Clinton with Girls? Nation group
at the White House, Washington D.C.

Price:

\$ 1,435.00 USD

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How many will be produced?

Up to 500,000

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



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What is the start date of the image?

1 October 2010

What is the duration of the image use?

Up to 2 years

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious groups, funeral related services, fire and police services

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License Details:

Use: Retail - Miscellaneous and novelty
 Quantity: Up to 500,000
 Start date: Oct 1, 2010
 End date: Oct 1, 2012
 Territory: United States
 Industry: Politics/Government, Religion/Religious Services
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Collection:

Science Fiction

Title:

President Bush Speaking at Commencement

Price:

\$ 1,435.00 USD

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Retail, product and packaging

Select a specific use:

Retail - Miscellaneous and novelty

This use covers: Non-promotional product for retail or wholesale distribution (includes apparel, photo frame inserts, gift wrap, mousepads, mugs, T-shirts, etc.).

How many will be produced?

Up to 5,000

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



Add >

Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

1 November 2010

What is the duration of the image use?

Up to 1 year

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious groups, funeral related services, fire and police services

Get pricing

Questions about licensing

Purchasing images and
footage

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Image:



200126557-001

License Details

Use	Retail - Miscellaneous and novelty
Quantity	Up to 5,000
Start date	Nov 1, 2010
End date	Nov 1, 2011
Territory	United States
Industry	Politics/Government, Religion/Religious Services
Exclusivity	No Exclusivity
	Contact us for exclusivity

Questions about pricing

[Purchasing images and footage](#)

Image:



200126557-001

Collection:

Reportage

Title:

President Bill Clinton with Girls? Nation group at the White House, Washington D.C.

Price: \$ 590.00 USD

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How will this image be used?

Retail, product and packaging

Select a specific use:

Retail - Miscellaneous and novelty

This use covers: Non-promotional product for retail or wholesale distribution (includes apparel, photo frame inserts, gift wrap, mousepads, mugs, T-shirts, etc.).

How many will be produced?

Up to 5,000

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



Add >

Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

2 November 2010

What is the duration of the image use?

Up to 1 year

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious groups, funeral related services, fire and police services

Get Pricing

Questions about licensing

Purchasing images and
footage

**Image:**

82111091

License Details

Use	Retail - Miscellaneous and novelty
Quantity	Up to 5,000
Start date	Nov 2, 2010
End date	Nov 2, 2011
Territory	United States
Industry	Politics/Government, Religion/Religious Services
Exclusivity	No Exclusivity
	Contact us for exclusivity

Questions about pricingPurchasing images and
footage**Image:**☒ 82111091**Collection:**

Science Fiction

Title:

President Bush Speaking at Commencement

Price:

\$ 590.00 USD

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Choose a license type:

- ☒ Individual
☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Advertising - Print, display and TV

Select a specific use:

Print ad - Magazine and newspaper

This use covers: Paid advertisement in a printed magazine or newspaper. (See Web - Advertisement for electronic rights.)



200126557-001

What is the size of the image relative to the layout?

Up to full ad

How many total Ad Copies will be printed? (The sum of each publication's Circulation multiplied by Insertions)

Up to 1 million

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



Add >

Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

27 October 2010

What is the duration of the image use?

Up to 1 year

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious

Questions about licensing

Purchasing images and
footage

gettyimages®



Image:



200126557-001

License Details

Use

Size

Total Ad Copies

Start date

End date

Territory

Industry

Exclusivity

Print ad - Magazine and newspaper

Up to full ad

Up to 1 million

Oct 27, 2010

Oct 27, 2011

United States

Politics/Government, Religion/Religious Services

No Exclusivity

Contact us for exclusivity

Questions about pricing

Purchasing images and
footage

Image:

☒ 200126557-001

Collection:

Reportage:

Title:

President Bill Clinton with Girls? Nation group
at the White House, Washington D.C.

Price:

\$ 2,215.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license
details again. [more info](#)☐ Save this license: [Add to cart](#)

Purchasing multiple images now or later? Contact us for information on our special volume pricing.

Image:



82111091

Choose a license type:

☒ Individual

☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Advertising - Print, display and TV

Select a specific use:

Print ad - Magazine and newspaper

This use covers: Paid advertisement in a printed magazine or newspaper. (See Web - Advertisement for electronic rights.)



82111091

What is the size of the image relative to the layout?

Up to full ad

How many total Ad Copies will be printed? (The sum of each publication's Circulation multiplied by Insertions)

Up to 1 million

In which territories will the image appear?

Bangladesh
Belgium
Bhutan
BR Indian Ocean Terr
Brunei Darussalam
Cambodia
Canada
Christmas Island
Cocos (Keeling) Islands



Add >

Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

27 October 2010

What is the duration of the image use?

Up to 1 year

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious

Questions about licensing

Purchasing images and footage

gettyimages®



Image:



82111091

License Details

Use	Print ad - Magazine and newspaper
Size	Up to full ad
Total Ad Copies	Up to 1 million
Start date	Oct 27, 2010
End date	Oct 27, 2011
Territory	United States
Industry	Politics/Government, Religion/Religious Services
Exclusivity	No Exclusivity
	Contact us for exclusivity

Questions about pricing

Purchasing images and
footage

Image:

☒ 82111091

Collection:

Science Fiction

Title:

President Bush Speaking at Commencement

Price: \$ 2,215.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license details again. [more info](#)☐ Save this license: [Add to cart](#)[Price another use](#)[Back](#)[Cancel](#)

Purchasing multiple images now or later? Contact us for information on our special volume pricing.

Image:



200126557-001

Choose a license type:

- ☒ Individual
☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Advertising - Print, display and TV ▼

Select a specific use:

Print ad - Magazine and newspaper ▼

This use covers: Paid advertisement in a printed magazine or newspaper. (See Web - Advertisement for electronic rights.)



200126557-001

What is the size of the image relative to the layout?

Up to full ad ▼

How many total Ad Copies will be printed? (The sum of each publication's Circulation multiplied by Insertions)

Up to 1 million ▼

In which territories will the image appear?

Afghanistan
 Albania
 Algeria
 American Samoa
 Andorra
 Antarctica
 Australia
 Austria
 Bangladesh



Add >

Your selections:

United States

Remove

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'

What is the start date of the image?

1 ▼ November ▼ 2010 ▼

What is the duration of the image use?

Up to 6 months ▼

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services ▼

Industry: Political campaigns, government agencies, local/national government, religious

Questions about licensing

Purchasing images and footage

Image:



200126557-001

License Details

Use:

Size:

Total Ad Copies:

Start date:

End date:

Territory:

Industry:

Exclusivity:

Print ad - Magazine and newspaper

Up to full ad

Up to 1 million

Nov 1, 2010

May 1, 2011

United States

Politics/Government, Religion/Religious Services

No Exclusivity

Contact us for exclusivity

Questions about pricing

Purchasing images and
footage

Image:

☒ 200126557-001

Collection:

Reportage

Title:

President Bill Clinton with Girls? Nation group
at the White House, Washington D.C.

Price:

\$ 2,070.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license
details again. [more info](#)☐ Save this license: Print ad - Magazine and newspaper (3)[Add to cart](#)[Price another use](#)[Back](#)[Cancel](#)

Purchasing multiple images now or later? Contact us for information on our special volume pricing.

Image:



82111091

Choose a license type:

- ☒ Individual
☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Advertising - Print, display and TV ▼

Select a specific use:

Print ad - Magazine and newspaper ▼

This use covers: Paid advertisement in a printed magazine or newspaper. (See Web - Advertisement for electronic rights.)



82111091

What is the size of the image relative to the layout?

Up to full ad ▼

How many total Ad Copies will be printed? (The sum of each publication's Circulation multiplied by Insertions)

Up to 1 million ▼

In which territories will the image appear?

Bangladesh
 Belgium
 Bhutan
 BR Indian Ocean Terr
 Brunei Darussalam
 Cambodia
 Canada
 Christmas Island
 Cocos (Keeling) Islands



Add >

Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

2 ▼ November ▼ 2010 ▼

What is the duration of the image use?

Up to 6 months ▼

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services ▼

Industry: Political campaigns, government agencies, local/national government, religious

Questions about licensing

Purchasing images and footage

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Image:



82111091

License Details

Use
Size
Total Ad Copies
Start date
End date
Territory
Industry
Exclusivity

Print ad - Magazine and newspaper
Up to full ad
Up to 1 million
Nov 2, 2010
May 2, 2011
United States
Politics/Government, Religion/Religious Services
No Exclusivity
Contact us for exclusivity

Questions about pricing

Purchasing images and
footage.

Image:

☒ 82111091

Collection:

Science Faction

Title:

President Bush Speaking at Commencement

Price:

\$ 2,070.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license details again. [more info](#)

☐ Save this license:

[Add to cart](#)[Price another use](#)[Back](#)[Cancel](#)

Purchasing multiple images now or later? Contact us for information on our special volume pricing.

Image:



200126557-001

Choose a license type:

- ☒ Individual
- ☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Marketing and promotional collateral

Select a specific use:

Single sheet and postcard

This use covers: A single, unfolded printed piece. (See "Brochure and direct mail" if piece is a single sheet but folded.) Includes postcard mailers, coupons, ad reprints, corporate stationery and flyers.



200126557-001

What is the size of the image relative to the page?

Up to 1 full page

What is the print run?

Up to 250,000

Will the piece also be distributed electronically?

No electronic distribution

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



Add >

Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

2 November 2010

What is the duration of the image use?

Up to 6 months

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious groups, funeral related services, fire and police services

Questions about licensing

Purchasing images and footage

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Image:



200126557-001

License Details

Use

Size

Print run

Distribution

Start date

End date

Territory

Industry

Exclusivity

Single sheet and postcard

Up to 1 full page

Up to 250,000

No electronic distribution

Nov 2, 2010

May 2, 2011

United States

Politics/Government, Religion/Religious Services

No Exclusivity

Contact us for exclusivity

Questions about pricing

Purchasing images and footage

Image:



200126557-001

Collection:

Reportage

Title:

President Bill Clinton with Girls? Nation group at the White House, Washington D.C.

Price:

\$ 945.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license details again. [more info](#)



Save this license: Single sheet and postcard

Add to cart

Price another use

Back

Cancel

Purchasing multiple images now or later? Contact us for information on our special volume pricing.

Image:



82111091

Choose a license type:

- ☒ Individual
☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Marketing and promotional collateral ▼

Select a specific use:

Single sheet and postcard ▼

This use covers: A single, unfolded printed piece. (See "Brochure and direct mail" if piece is a single sheet but folded.) Includes postcard mailers, coupons, ad reprints, corporate stationery and flyers.



82111091

What is the size of the image relative to the page?

Up to 1 full page ▼

What is the print run?

Up to 250,000 ▼

Will the piece also be distributed electronically?

No electronic distribution ▼

In which territories will the image appear?

Afghanistan
 Albania
 Algeria
 American Samoa
 Andorra
 Antarctica
 Australia
 Austria
 Bangladesh



Add >

Your selections:

United States



Remove

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

What is the start date of the image?

2 ▼ November ▼ 2010 ▼

What is the duration of the image use?

Up to 6 months ▼

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services ▼

Industry: Political campaigns, government agencies, local/national government, religious groups, funeral related services, fire and police services

Questions about licensing

Purchasing images and footage

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Image:



82111091

License Details

Use	Single sheet and postcard
Size	Up to 1 full page
Print run	Up to 250,000
Distribution	No electronic distribution
Start date	Nov 2, 2010
End date	May 2, 2011
Territory	United States
Industry	Politics/Government, Religion/Religious Services
Exclusivity	No Exclusivity
	Contact us for exclusivity

Questions about pricing

Purchasing images and footage

Image:

☒ 82111091

Collection:

Science Faction

Title:

President Bush Speaking at Commencement

Price:

\$ 945.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license details again. [more info](#)

☐ Save this license: Single sheet and postcard

Add to cart

Price another use

Back

Cancel

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Purchasing multiple images now or later? Contact us for information on our special volume pricing.

Image:



200126557-001

Choose a license type:

- ☒ Individual
☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Marketing and promotional collateral

Select a specific use:

Single sheet and postcard

This use covers: A single, unfolded printed piece. (See "Brochure and direct mail" if piece is a single sheet but folded.) Includes postcard mailers, coupons, ad reprints, corporate stationery and flyers.



200126557-001

What is the size of the image relative to the page?

Up to 1 full page

What is the print run?

Up to 100,000

Will the piece also be distributed electronically?

No electronic distribution

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



Add >



Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

2 November 2010

What is the duration of the image use?

Up to 6 months

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious groups, funeral related services, fire and police services

Questions about licensing

Purchasing images and footage

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Image:



200126557-001

License Details

Use
Size
Print run
Distribution
Start date
End date
Territory
Industry
Exclusivity

Single sheet and postcard
Up to 1 full page
Up to 100,000
No electronic distribution
Nov 2, 2010
May 2, 2011
United States
Politics/Government, Religion/Religious Services
No Exclusivity
Contact us for exclusivity

Questions about pricing

Purchasing images and footage

Image:

☒ 200126557-001

Collection:

Reportage

Title:

President Bill Clinton with Girls? Nation group at the White House, Washington D.C.

Price: \$ 835.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license details again. [more info](#)

☐ Save this license: Single sheet and postcard

Add to cart

Price another use

Cancel

Back

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Purchasing multiple images now or later? Contact us for information on our special volume pricing

Image:



82111091

Choose a license type:

- ☒ Individual
☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Marketing and promotional collateral

Select a specific use:

Single sheet and postcard

This use covers: A single, unfolded printed piece. (See "Brochure and direct mail" if piece is a single sheet but folded.) Includes postcard mailers, coupons, ad reprints, corporate stationery and flyers.



82111091

What is the size of the image relative to the page?

Up to 1 full page

What is the print run?

Up to 100,000

Will the piece also be distributed electronically?

No electronic distribution

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



Add >

Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

2 November 2010

What is the duration of the image use?

Up to 6 months

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious groups, funeral related services, fire and police services

Questions about licensing

Purchasing images and
footage

gettyimages®



Image:



82111091

License Details

Use
Size
Print run
Distribution
Start date
End date
Territory
Industry
Exclusivity

Single sheet and postcard
Up to 1 full page
Up to 100,000
No electronic distribution
Nov 2, 2010
May 2, 2011
United States
Politics/Government, Religion/Religious Services
No Exclusivity
Contact us for exclusivity

Questions about pricing

Purchasing images and footage

Image:

☒ 82111091

Collection:

Science Faction

Title:

President Bush Speaking at Commencement

Price:

\$ 835.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license details again. [more info](#)

☐ Save this license: Single sheet and postcard

Add to cart

Price another use

Back

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Image:



200126557-001

Choose a license type:

- ☒ Individual
☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Marketing and promotional collateral

Select a specific use:

Single sheet and postcard

This use covers: A single, unfolded printed piece. (See "Brochure and direct mail" if piece is a single sheet but folded.) Includes postcard mailers, coupons, ad reprints, corporate stationery and flyers.



200126557-001

What is the size of the image relative to the page?

Up to 1 full page

What is the print run?

Up to 50,000

Will the piece also be distributed electronically?

No electronic distribution

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



Add >

Your selections:

United States

Remove

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

What is the start date of the image?

2 November 2010

What is the duration of the image use?

Up to 6 months

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious groups, funeral related services, fire and police services

Questions about licensing

Purchasing images and
fontage

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Image:



200126557-001

License Details

Use

Size

Print run

Distribution

Start date

End date

Territory

Industry

Exclusivity

Single sheet and postcard

Up to 1 full page

Up to 50,000

No electronic distribution

Nov 2, 2010

May 2, 2011

United States

Politics/Government, Religion/Religious Services

No Exclusivity

Contact us for exclusivity

Questions about pricing

Purchasing images and footage

Image:

☒ 200126557-001

Collection:

Reportage

Title:

President Bill Clinton with Girls? Nation group at the White House, Washington D.C.

Price:

\$ 730.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license details again. [image info](#)

☐ Save this license: Single sheet and postcard

Add to cart

Price another use

Back

Cancel

Purchasing multiple images now or later? Contact us for information on our special volume pricing.

Image:



82111091

Choose a license type:

- ☒ Individual
☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Marketing and promotional collateral

Select a specific use:

Single sheet and postcard

This use covers: A single, unfolded printed piece. (See "Brochure and direct mail" if piece is a single sheet but folded.) Includes postcard mailers, coupons, ad reprints, corporate stationery and flyers.



82111091

What is the size of the image relative to the page?

Up to 1 full page

What is the print run?

Up to 50,000

Will the piece also be distributed electronically?

No electronic distribution

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



Add >

Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

2 November 2010

What is the duration of the image use?

Up to 6 months

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious groups, funeral related services, fire and police services

Questions about licensing

Purchasing images and
footage

gettyimages®



Image:



82111091

License Details

Use	Single sheet and postcard
Size	Up to 1 full page
Print run	Up to 50,000
Distribution	No electronic distribution
Start date	Nov 2, 2010
End date	May 2, 2011
Territory	United States
Industry	Politics/Government, Religion/Religious Services
Exclusivity	No Exclusivity
	Contact us for exclusivity

Questions about pricing

Purchasing images and footage

Image:

☒ 82111091

Collection:

Science Faction

Title:

President Bush Speaking at Commencement

Price:

\$ 730.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license details again. [more info](#)

☐ Save this license: Single sheet and postcard

Add to cart

Price another use

Back

Cancel

Purchasing multiple images now or later? Contact us for information on our special volume pricing.

Image:



200126557-001

Choose a license type:

- ☒ Individual
☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Retail, product and packaging

Select a specific use:

Retail - Poster

This use covers: Non-promotional poster for retail or wholesale distribution.



200126557-001

What is the size of the image relative to the layout?

Up to full poster

How many will be produced?

More than 50,000

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



Add >

Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

1 October 2010

What is the duration of the image use?

Up to 2 years

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious groups, funeral related services, fire and police services

Questions about licensing

Purchasing images and
footage

Image:



200126557-001

License Details

Use	Retail - Poster
Size	Up to full poster
Quantity	More than 50,000
Start date	Oct 1, 2010
End date	Oct 1, 2012
Territory	United States
Industry	Politics/Government, Religion/Religious Services
Exclusivity	No Exclusivity
	Contact us for exclusivity

Questions about pricing

Purchasing images and footage

Image:

☒ 200126557-001

Collection:

Reportage

Title:

President Bill Clinton with Girls? Nation group at the White House, Washington D.C.

Price:

\$ 760.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license details again. [more info](#)☐ Save this license: Retail - Poster[Add to cart](#)[Price another use](#)[Back](#)[Cancel](#)

Purchasing multiple images now or later? Contact us for information on our special volume pricing.

Image:



82111091

Choose a license type:

- ☒ Individual
☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Retail, product and packaging ▼

Select a specific use:

Retail - Poster ▼

This use covers: Non-promotional poster for retail or wholesale distribution.



82111091

What is the size of the image relative to the layout?

Up to full poster ▼

How many will be produced?

More than 50,000 ▼

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



Add >



Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

1 ▼ October ▼ 2010 ▼

What is the duration of the image use?

Up to 2 years ▼

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services ▼

Industry: Political campaigns, government agencies, local/national government, religious groups, funeral related services, fire and police services

Questions about licensing

Purchasing images and
footage

gettyimages®



Image:



82111091

License Details:

Use	Retail - Poster
Size	Up to full poster
Quantity	More than 50,000
Start date	Oct 1, 2010
End date	Oct 1, 2012
Territory	United States
Industry	Politics/Government, Religion/Religious Services
Exclusivity	No Exclusivity
	Contact us for exclusivity

Questions about pricing

Purchasing images and
footage

Image:

☒ 82111091

Collection:

Science Fiction

Title:

President Bush Speaking at Commencement

Price:

\$ 760.00 USD

Would you like to save these license details to use for another image?

The next time you price an RM image, you can access your saved licenses and use these license details again. [more info](#)☐

Save this license: Retail - Poster

[Add to cart](#)[Price another use](#)[Back](#)[Cancel](#)

Purchasing multiple images now or later? Contact us for information on our special volume pricing.

Image:



200126557-001

Choose a license type:

- ☒ Individual
☐ Flexible license pack (e.g. multiple uses)

How will this image be used?

Advertising - Print, display and TV

Select a specific use:

Display - Indoor, POS and tradesho

This use covers: Includes all interior and internal print and electronic use categories (typically not paid space advertising), including trade show panels, in-store displays, banners, table displays, and points of sale.



200126557-001

What is the size of the image relative to the page?

Up to full ad

What is the print run?

Up to 50

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh



Add >

Your selections:

United States

Missing territory? Please call for a quotation.

Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

Remove

What is the start date of the image?

1 October 2010

What is the duration of the image use?

Up to 2 years

What is the industry of the product or service that the image is promoting?

Politics/Government, Religion/Religious Services

Industry: Political campaigns, government agencies, local/national government, religious

Questions about licensing

Purchasing images and
footage

gettyimages®



Image:



200126557-001

License Details

Use

Size

Print run

Start date

End date

Territory

Industry

Exclusivity

Display - Indoor, POS and tradeshow

Up to full ad

Up to 50

Oct 1, 2010

Oct 1, 2012

United States

Politics/Government, Religion/Religious Services

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Collection:

Reportage

Title:

President Bill Clinton with Girls' Nation group at the White House, Washington D.C.

Price:

\$ 1,360.00 USD

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Questions about licensing

Purchasing images and
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Industry Politics/Government, Religion/Religious Services
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Questions about pricing

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Image:

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Collection:

Science Fiction

Title:

President Bush Speaking at Commencement

Price:

\$ 1,360.00 USD

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Exhibit 10: Summary of the License Agreements Between the Parties for Use of the Obama Photo

Product	Description	Unit Volumes	Minimum License Fee	Source	Detail	Maximum License Fee	Source	Detail	Likely License Fee	Source	Detail
T-Shirts	Non-editorial, non-exclusive, U.S. English rights for derivative works	5,000	\$ 590	<i>Palestinian Woman Photo License</i>	One time, non-editorial usage for up to 5000 t-shirts with 1 year distribution	\$ 590	<i>Palestinian Woman Photo License</i>	One time, non-editorial usage for up to 5000 t-shirts with 1 year distribution	\$ 590	<i>Palestinian Woman Photo License</i>	One time, non-editorial usage for up to 5000 t-shirts with 1 year distribution
T-Shirts	Non-editorial, non-exclusive, U.S. English rights for derivative works	231,625	\$ 1,310	<i>Palestinian Woman Photo License and AP Pricing Guide</i>	One time, non-editorial usage for up to 5000 t-shirts with 1 year distribution (\$590), plus the maximum incremental dollar increases by unit threshold amounts up to the 250,000 (\$720)	\$ 2,030	<i>AP Pricing Guide</i>	Editorial Book Front Cover, Wrap Around, Electronic Included, Up to 250,000 Units	\$ 1,435	<i>Getty Images</i>	Two year, non-exclusive U.S. rights to make up to 500,000 t-shirts for retail use to promote political views
Magazine Advertisements	Non-editorial, non-exclusive, U.S. English rights for derivative works	1,000,000 (all 4 magazines in total)	\$ 690	<i>AP Pricing Guide</i>	Full-size page in the interior of a magazine with rights to distribute a volume of units totaling up to 1 million (covering circulation of all four magazines) and including rights for electronic distribution.	\$ 3,400	<i>New York Magazine License</i>	Non-exclusive, one-time editorial use as a derivative work for a full page cover (\$850 x 4)	\$ 2,215	<i>Getty Images</i>	Non-exclusive use of an image as a full-size page advertisement to promote political views with rights to distribute a volume of units totaling up to 1 million (covering circulation of all four magazines) in the U.S. for 1 year
Flyers and Postcards	Non-editorial, non-exclusive, U.S. English rights for derivative works	90,000 (Flyers) 30,000 (Postcards)	\$ 740	<i>AP Pricing Guide</i>	Editorial – Magazine Cover, Full Size, Electronic Excluded, Up to 250,000 Units	\$ 1,565	<i>Getty Images</i>	6 month, non-exclusive U.S. rights to produce and distribute up to 100,000 flyers (\$835) and 50,000 postcards (\$730) with electronic distribution to promote political views	\$ 1,565	<i>Getty Images</i>	6 month, non-exclusive U.S. rights to produce and distribute up to 100,000 flyers (\$835) and 50,000 postcards (\$730) with electronic distribution to promote political views
Posters	Non-editorial, non-exclusive, U.S. English rights for derivative works	70,000	\$ 685	<i>AP Pricing Guide</i>	Editorial – Magazine Cover, Full Size, Electronic Excluded, Up to 100,000 Units	\$ 1,020	<i>Obama For America Poster License and AP Pricing Guide</i>	One time, non-exclusive usage for up to 5,000 retail posters (\$550), plus the maximum incremental dollar increases by unit threshold amounts up to the 100,000 (\$470)	\$ 760	<i>Getty Images</i>	Two year, non-exclusive U.S. rights to make and distribute more than 50,000 posters to promote political views
Windows	Non-editorial, non-exclusive, U.S. English rights for derivative works	17	\$ 975	<i>AP Pricing Guide</i>	Museum Display, Multiple Use Prominent, Mural Size, More than 10 Locations, Not Displayed on Web, Up to 5 years	\$ 1,360	<i>Getty Images</i>	Two year, non-exclusive U.S. rights to make and distribute point-of-sale window displays for at least 17 locations to promote political views	\$ 1,360	<i>Getty Images</i>	Two year, non-exclusive U.S. rights to make and distribute point-of-sale window displays for at least 17 locations to promote political views
TOTAL			\$ 4,990			\$ 9,965			\$ 7,925		