ALAAmericanLibraryAssociation

LICENSE AGREEMENT FOR DIGITAL CONTENT

This License Agreement (the "Agreement") governs the terms by which Users download digital art files and other media content (the "Content") from the American Library Association ("ALA"). Please read this Agreement carefully before downloading any Content. By downloading any Content, you agree to be bound by the terms of this Agreement. If you do not agree with the terms of the Agreement, do not download any Content

You represent and warrant that you are 18 years of age or older, are lawfully able to enter into and perform a legally binding contract and agree to be bound by the terms and conditions in this Agreement, in the event you choose to download Content. Please print a copy of this Agreement and retain it for your records.

With the purchase of the Content, ALA grants the Registered User ("User") a license to use the Content, but only within the context of the Content and subject to the conditions below.

BASIC USER LICENSE

The Basic User License option allows the User to only use the Content for the benefit of a single institution. A single institution means a single physical library, school, or university location. ALA grants User a personal, non-transferable, non-exclusive, perpetual (subject to ALA's right to terminate below) right to use the downloaded Content for permitted purposes. Basic User License allows User to print multiple copies for advertising at a single institution or to advertise on multiple computers within a single institution.

The User may not use or display the Content in an electronic format that enables it to be downloaded or shared in any peer-to-peer or similar file sharing arrangement by persons not employed by or acting as agents under the direction and control of the User.

PROHIBITED USES

User may not do anything with the Content that is not expressly permitted in the licensing option(s) User purchases. ALL license options are subject to the following terms and conditions:

- a) The Content is for use by nonprofit entities for the sole purpose of promoting libraries, literacy, and reading (the "Purpose").
- b) The Content may not be used by any individual or entity that is for-profit and may not be incorporated in products offered for sale or used for commercial, advertising, or marketing purposes other than in furtherance of the Purpose. For sake of clarity, no for-profit entity may sponsor, promote, be affiliated with, or otherwise use the Content for any purpose. Use of any for profit entity, name, logo, or trademark on or in connection with the Content is expressly prohibited.
- c) The Content may not be incorporated in a product for the purpose of redistributing the Content, and the Content may not be sold, relicensed, rented, or made available for download by third parties.
- d) The Content, or any portion thereof, may not be excerpted for use in any other publications, advertising, or products.
- e) Pornographic or defamatory use of the Content is prohibited.
- f) All copyright notices or other statements of attribution contained in the Content may not be removed for any reason.

ALA has the right to review Users use of the Content and to request that the use cease or be changed. User agrees to comply with any such request made by ALA.

225 North Michigan Avenue Suite 1300 Chicago, Illinois 60601

ALAAmericanLibraryAssociation

LIMITED WARRANTY & LIMITATIONS OF LIABILITY

ALA makes no other warranty, express or implied, including, without limitation, any implied warranties of merchantability, non-infringement, or fitness for a particular purpose. Some jurisdictions do not permit the exclusion of implied warranties, and you may have other rights, which may vary from jurisdiction to jurisdiction. Neither ALA, its distributors, nor its licensors shall be liable to you for any general, special, direct, indirect, consequential, incidental, or other damages arising out of the license of your use of the downloaded Content.

All rights, including intellectual property rights, in and title to the Content and the Trademarks are owned by ALA and protected by copyright laws. No title to or intellectual property rights in the Trademark and the Content are transferred to you and you agree not to challenge ALA's rights in this regard. Trademarks as used herein means the trademarks READ, @ your library, TeenTober, Libraries Transform, and any other trademarks appearing in the Content. The Trademarks are trademarks or registered trademarks of the ALA. The Content may not be transferred without the prior written consent of ALA. This license will terminate automatically without notice from ALA if you breach any of its provisions.

QUESTIONS? Email graphicsmarketing@ala.org.

WARNING FOR NONPROFIT USE ONLY BY USERS WHO HAVE PURCHASED THE CONTENT. ©2025 AMERICAN LIBRARY ASSOCIATION. ALL RIGHTS RESERVED.