



# LICENSING AND USER AGREEMENT

## THE BELOW TERMS APPLY TO ALL SWOONIES COVERS:

- You must abide by the license agreements provided by the stock sites used to create your cover. If you are uncertain what these terms entail, please ask.
- You agree not to hold The Swoonies or Holly Perret liable for your own misuse of the cover in ways that are not permitted by those license agreements.
- When you purchase a premade or custom cover from The Swoonies, you're purchasing the **exclusive right to use the artwork** for your personal book related promotional materials. However, **you do not own the cover or takeover the copyright** for the cover.
- You are **required** to include attribution for the cover design inside the book, including both my full name and business name as "The Swoonies" or "The Swoonies Romance Art."
- You **MAY NOT** do any of the following:
  - Make edits to the final derivative artwork that is delivered to you.
  - Resell or redistribute the cover.
  - Use the cover for more than one book.
  - Create a print cover from the artwork if you did not purchase a print license.
  - Create an audiobook cover from the artwork if you did not purchase an audiobook license.
  - Have another designer to make changes to the cover art in any capacity. This includes any and all changes, including color and title or text changes, unless you have my explicit permission.
    - Exceptions: Premade covers that do not include title or paperback setup may have front, spine, and back of cover text, added by any designer. Premade covers may also have book binding and back added for paperback printing.
  - Falsely represent my cover design as your own or someone else's.
- Special licensing is required to use your cover for commercial purposes, such as making merchandise to sell. **Unless discussed or included as part of your purchase, covers made by The Swoonies are not generally commercially licensed.**

If your cover is commercially licensed, please review the additional terms on the following page. If you are not sure how to use your cover appropriately, **please ask for clarification.**

## THE BELOW TERMS APPLY TO COMMERCIALY LICENSED COVERS

In the hopes of giving you another avenue to promote yourself, your books, and to earn some additional income, I occasionally create commercially licensed premade covers and offer upgrades to commercial licensing for custom covers that allow you to sell merchandise displaying your cover to your readers.

If your cover has been licensed for commercial use, you must also follow these additional guidelines:

- You may only use the artwork to create merchandise that directly promotes you and your books.
- You **MAY NOT** do any of the following:
  - Sell merchandise that competes with The Swoonies own use of commercially licensed covers. In other words, you cannot sell the artwork for the artwork's sake. Merchandise must clearly link to your author business.
  - Create merchandise that does not display the book title or author name as it appears on the cover and distribute it through a Print on Demand site or any site where the buyer would be unaware of its connection to you as an author or the book that the cover was designed for.
  - Create journals for sale with your cover on it. The exception is for covers purchased specifically for this use.
  - Create fine art prints or poster sized prints of the artwork that does not display the title and author name as it appears on the cover for distribution under any circumstance.
  - Use the site Printful to create and sell swag. These sites do not allow the same artwork listed by different people. I use Printful to sell my prints, so please do not attempt to upload my designs to this site.
  - All merchandise created with The Swoonies Cover Art must credit "Holly Perret, The Swoonies Romance Art" clearly on the sale page. However, you do not need to credit me on social media posts or elsewhere.

## MERCHANDISE YOU CAN CREATE

As long as the merchandise displays your title and author text as it appears on your cover, you can create and sell any of the following with a commercially licensed cover:

- Posters
- Mugs
- Stickers
- Post cards
- Keychains
- Bookmarks
- Pillows
- Apparel
- Cards
- Buttons
- Face masks
- Throw blankets
- Accessories
- Stationery
- And more...

If you have questions or need clarification on anything above, please email me at [holly@theswoonies.com](mailto:holly@theswoonies.com).