



A HELPFUL GUIDE TO USING YOUR PUBLIC PERFORMANCE SITE LICENSE

Movie Licensing USA[®]
A Division of Swank Motion Pictures, Inc. • Tim Swank, Chairman

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Congratulations and Welcome to Movie Licensing USA!

You and your school are to be commended for acquiring this Public Performance Site License. You are now in compliance with the Federal Copyright Act (Title 17, United States Code, Public Law 94-553, 90 stat. 2541) which governs how copyrighted materials, such as movies, may be used.

This Public Performance Site License provides peace of mind and allows you unlimited possibilities to use movies for student entertainment.

- **Before/After School Programs**
- **Student Rewards for Academics, Attendance and Good Behavior**
- **Family Movie Nights**
- **Indoor Recess**
- **Snow Days**
- **Rainy Days**
- **Holiday Events**
- **Children's Entertainment during Parent Meetings**
- **Summer Camps**
- **Scout and Club Meetings**
- **Last Day of School**
- **Lunch Hour Control**
- **Assemblies**
- **Lock-ins and Dances**
- **Film or Foreign Language Clubs**
- **Student Council Activities**
- **Staffing Emergencies/Substitute Teachers**
- **Idle Periods during State Testing**

Take advantage of free publicity and tools for your movie programs!

As a valued customer of Movie Licensing USA, your Public Performance Site License gives your school free access to movie posters, bookmarks, activity sheets and more that may be used to advertise or supplement your movie program. Keep reading to learn how you can download and print these exciting benefits at www.movlic.com.

Throughout our website, you will find the newest movie releases and discover programming ideas to use each month throughout the year. In addition, we post upcoming conferences, specific theme ideas and exciting news, so check back regularly!

For all of these exciting extras mentioned above, visit our website at: www.movlic.com and click on K-12 Schools. Follow the links to the sections that interest you.

Want to search for movies by title, director, actor or genre? You can with our Advanced Search. By selecting "genre" you can find themed lists of movies in categories such as:

- **Academy Award® Winners**
- **Animals**
- **Baseball**
- **Basketball**
- **Black History**
- **Books and Literature**
- **Holidays**
- **Classics**
- **Football**
- **G and PG Rated**
- **Hispanic Awareness Month**
- **Japanese Animation**
- **Shakespeare**
- **Teachers and Education**
- **And much more!**

Thank you for caring about copyright compliance in your school!

Who Authorizes Movie Licensing USA To Provide this Public Performance Site License?

Movie Licensing USA is a corporate division of Swank Motion Pictures, Inc. (Tim Swank, Chairman). We provide the Public Performance Site License to K-12 schools and public libraries which satisfies the copyright protection needed when entertainment movies are shown in the buildings. Swank Motion Pictures, Inc. has long standing, exclusive licensing agreements to this and other non-theatrical markets with most major Hollywood movie producers.

Founded in 1937, Swank Motion Pictures, Inc. is a successful, growing business privately owned by the Swank family. Headquartered in St. Louis, Swank also maintains sales offices in New York and Paris, with an international shipping and distribution facility located near Chicago. Swank is the world's largest non-theatrical distributor of motion pictures for public performance and the acknowledged leader in the field.

This licensing for entertainment films applies to schools, public libraries, churches, museums, parks, the U.S. Army, Navy and Air Force, nearly every American college and university, Amtrak trains, motor coaches, hundreds of American hospitals, most major correctional institutions and the majority of cruise lines operating worldwide. Swank is also the agent in many other areas which offer public performances of copyrighted movies. Departments of Swank Motion Pictures, Inc. can be viewed on our website (www.swank.com).

Automatic Renewal

This Public Performance Site License will automatically renew at the end of your license agreement. About a month prior to expiration, the renewal packet will be mailed. As long as payment is made promptly, your school will remain in compliance without interruption. You may, however, request cancellation anytime after the initial agreement. Requests may be made by calling toll-free 1-877-321-1300 or emailing: mail@movlic.com.

Customer Feedback

We want to hear from you! Did you have a successful movie night? Do you have a creative programming idea? Share it with other schools! Your feedback could end up on our website or in future newsletters and mailings! Just email the details of your event or idea to: mail@movlic.com. Please include your full name, school name, city & state so that we may quote you properly if the idea is used.

Authorized Movie Studios

Movie Licensing USA is exclusively authorized by the following studios to provide this site license to your school. Your license permits the public performance of any movie from these studios which have been released to DVD or VHS.



Buena Vista Pictures
Walt Disney Pictures
Touchstone Pictures
Hollywood Pictures

Warner Bros
Warner Independent Pictures
Pictures
Hanna-Barbera
Allied Artists
Lorimar Telepictures
RKO Pictures
Ladd Company
Turner Entertainment

DreamWorks Pictures
Go Fish Pictures

Paramount Pictures
Paramount Classics
Republic Pictures
Paramount Vantage

Sony Pictures
Columbia Pictures
TriStar Pictures
Revolution Studios
Screen Gems

Universal Pictures
Focus Features
October Films
Polygram

MGM
United Artists
Orion Pictures
Pathé-Cinéma

Lionsgate
Artisan Films

Miramax Films

New Line Cinema
Fine Line Features

Picturehouse

Only Movie Licensing USA is able to offer a Public Performance Site License for all of these Hollywood studios. No other licensing source can provide this exclusive, comprehensive coverage.

Limitations Of The License

By purchasing this Public Performance Site License and exhibiting movies publicly, your school is entering into an agreement between the school and the movie producers. Certain guidelines exist in order to assure the copyright owners that these movies are being shown in non-theatrical markets only.

This license does not permit:

- Entertainment movies to be shown where admission is charged (other than to cover the cost of the license)
- Advertisement of the movie title or studio name to the general public
- Movies to be altered in any way, including digitizing or duplication
- Any showings outside of your school building

This license does permit distributive video and some other closed-circuit use, but only between classrooms within your licensed school.

Obtaining Your Movie

Movies may be obtained from any legal source such as a video rental store, retail outlet, your school library or your personal collection.

It is understood that the responsibility for obtaining these movies is yours, and that the costs of acquiring such movies are solely that of the school or school member and are separate and distinct from the agreed Public Performance Site License fee.

Showing Your Movie

The public performances authorized by this license agreement are to take place only in the school building specified on the license certificate and do not include outdoor performances.

Your license allows any outside organizations using your school facility to exhibit movies, but only in your school building. (Schools without a site license should not permit outside organizations to involve them in copyright violations by permitting movies to be used in their facility.)

Copyright of the Film

The copyright of the film remains the property of the copyright holders, who reserve all rights to protect their intellectual properties. All copyright notices must remain on the movie.

What the Law says about Copyright

The Federal Copyright Act (Title 17 of the U.S. Code) governs how copyrighted materials, such as movies, may be used. Neither the rental nor the purchase of a movie carries with it the right to show the movie publicly outside the home, unless the site where the movie is used is properly licensed for public exhibition.

Ownership of the movie and the right to use it publicly are two separate issues. The copyright holder retains exclusive public performance rights.

This legal requirement applies regardless of how the movies are obtained, whether or not an admission fee is charged, whether the facility or organization is commercial or non-profit or whether a federal, state or local agency is involved.

This Public Performance Site License frees you from the possibility of embarrassment and cost of actions associated with copyright violations when using copyrighted feature movies in your school.

Why is copyright infringement a concern?

The concept of "Public Performance" is central to copyright and the issue of protection for "intellectual property." If an author, computer programmer, musician or movie producer does not retain ownership of his or her "work", there would be little incentive for them to continue and little chance of recouping the enormous investment in time, research and development, much less profits for future endeavors.

Your Public Performance Site License annual fee includes royalties to the people who worked on the movie.

The Motion Picture Association of America and its member companies are dedicated to stopping film and video piracy in all its forms, including unauthorized public performances, illegal downloading, etc. The motion picture companies can go to court to ensure their copyrights are not violated.

www.mpa.org/Public_Performance.asp

If you are uncertain about your responsibilities under copyright law, consult your legal copyright compliance advisor or attorney.