

## Appendix B: Policy for Cafepress.com Shops

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Updated June 16, 2005

Issaries, Inc. is pleased to grant an informal license to fans and others to use our intellectual property (including logos and trademarked terms) in a Cafepress.com shop in a **limited manner**, as defined in the Fan Material Policy, as long as all of the following requirements are met in addition to those indicated in the Fan Material Policy itself:

- The usage is in connection with the world of Glorantha as it has appeared in publications by Chaosium Inc., The Avalon Hill Game Company, Issaries Inc., and their authorized licensees.
- The usage does not contain anything that is slanderous, libelous, pornographic, or otherwise defaming to the reputation of the trademark.
- The site must acknowledge that use of the Issaries, Inc. trademarks or intellectual property in any fashion grants Issaries rights to “Concept Use” of all Gloranthan material on the site. This acknowledgement must appear with the trademark notices. (See the Fan Material Policy for the required “Concept Use” Statement.)
- As stated in the Fan Material Policy, **any Cafepress.com shop containing items with Glorantha as their main or partial inspiration must list Issaries, Inc.’s *glorantha* shop as its referring shop**. This referral constitutes a licensing fee to Issaries, Inc. If a person or organization has an existing Cafepress.com shop and wishes to add Gloranthan items, they may have to establish a separate Cafepress.com shop for the Gloranthan items to meet this requirement.
- The shop contains only the shop owner’s Original Material. If the shop contains Original Material by any party except the shop owner, the shop owner must have their explicit permission to include the material. (This is true even if the material was taken from a digest, mailing list, public or private forum, or other “public” source.) All copyright material in the shop owned by someone other than the shop owner must contain appropriate copyright notices.
- The shop must not contain any Proprietary Material as defined in the Fan Material Policy, except as allowed below under “Allowed Proprietary Material”. This prohibition includes any artwork that was sold to Issaries, Inc. or its predecessors or licensees, since Issaries, Inc. reserves the right to use such artwork in its own Cafepress.com shops.
- The shop links to the Issaries, Inc. main *glorantha* Cafepress.com shop and has been registered with Issaries, Inc. (generally done by emailing [fanpolicy@glorantha.com](mailto:fanpolicy@glorantha.com)). This email must include the URL of all applicable Cafepress.com shops and an explicit acknowledgement of all requirements of the Fan Material Policy and the Policy for Cafepress.com shops. Approved shops may be listed on Issaries, Inc.’s official Issaries Cafepress.com page, at the sole discretion of Issaries, Inc.

Any Cafepress.com shop selling Glorantha-inspired items must respect the copyrights of Issaries, Inc., and all other parties. This includes copyrights of images, slogans, and text, whether or not such images, slogans, or text are Gloranthan in nature. Issaries, Inc., reserves the right to revoke authorization of any Cafepress.com shop selling Gloranthan items if copyright or trademark violations are reported by third parties. Permission to establish a Cafepress.com site selling Gloranthan items does not constitute permission to use any text or images from the Issaries, Inc. or any other web site, except as otherwise granted in the Fan Material Policy and this appendix.

If the Cafepress.com shop meets all requirements of the Fan Material Policy and the above items, it is eligible for an informal license. If a shop does not meet all of these requirements, it requires a formal license or correction of the violations to bring it into compliance. **Note that Issaries, Inc. will not under any circumstance grant a formal license for a Cafepress.com shop to sell Proprietary Material or Derivative Material** (as defined in the Fan Material Policy). Contact [fanpolicy@glorantha.com](mailto:fanpolicy@glorantha.com) with the shop ID and a list of potential discrepancies, to discuss a formal license or to request guidance in bringing the shop into compliance.

A given shop may mix Gloranthan and non-Gloranthan images, but the entire shop is subject to this policy. Distinct and separate Cafepress.com shops unconnected in any way with Issaries, Inc.’s trademarks, logos, or intellectual property is exempt from these requirements. However, if such shops link to, or are linked to from, shops covered by the Fan Material Policy, Issaries, Inc. retains the right to deny an informal license to a shop with such links that, when taken in association with the covered shops, may cause damage to the reputation of Issaries, Inc.’s marks. This includes, but is not limited to, links to shops that contain illegal material, copyright violations, or slanderous, libelous, pornographic or similar contents.

## **Allowed Proprietary Material**

### *Runes*

A licensed web site may copy and use the rune images from the Issaries, Inc. web site freely for non-commercial purposes. Use of these images must be in accordance with the following rules:

- These images may not be cropped or altered in any way, other than to resize or recolor them as needed.
- The rune images may not be used in a “stand-alone” or prominent manner, such that they are the focus of a given image. They may be used solely for decorative and enhancement purposes.
- In addition to other required statements, the web site must contain the following copyright notice: “The runes used on this site are copyright © 2000-2005 by Issaries, Inc. and are used with permission.”