

A Helpful Guide
TO USING YOUR PUBLIC PERFORMANCE SITE LICENSE

SWANK
MOVIE LICENSING USA

Congratulations and Welcome to Swank 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 engagement.

- Before/After-School Programs
- Student Rewards for Academics, Attendance and Good Behavior
- Family Movie Nights
- Indoor Recess
- Rainy/Snow 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

Authorized Movie Studios

Swank 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:



Swank Movie Licensing USA is the only company that can provide you with this comprehensive selection of Hollywood studios.

Guidelines 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 fundraising for the school.)
- Advertisement of the movie title or studio name to the general public
- Movies to be altered in any way, including digitizing or duplicating
- Any showings off campus

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

The public performances authorized by this license agreement may only occur at the site specified on the license certificate and must be on school grounds.



Obtaining Your Movie

Movies may be obtained from any legal source. This includes renting, borrowing, or using movies from your personal collection.

It is understood that the responsibility for obtaining these movies is yours, and 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.

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.

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.mpaa.org/protecting-creativity/#public

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

For more information,

CLICK HERE

or visit: swank.com/k-12-schools/copyright

SWANK
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Who Authorizes Swank Movie Licensing USA to Provide Public Performance Site Licenses?

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

Founded in 1937, Swank Motion Pictures, Inc. is the world's largest non-theatrical distributor of motion pictures. Headquartered in St. Louis, Swank also has an office located in Paris, France. Swank is the world's largest non-theatrical distributor of motion pictures for public performance and the acknowledged leader in the field.

Swank Motion Pictures provides both public performance licensing rights and licensed movies to numerous non-theatrical markets, including U.S. colleges and universities, worldwide cruise lines, K-12 public schools and libraries, American civilian and military hospitals, motor coaches, correctional facilities and other markets such as parks, art museums and businesses.

Convenient Renewal

This Public Performance Site License will automatically send a renewal reminder at the end of your selected initial 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 any time after the initial term of the agreement. Requests for cancellation may be made by calling toll-free 1-877-321-1300 or emailing: **movielicensing@swankmp.com**.



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, and event tickets that may be used to advertise or supplement your movie programs. Keep reading to learn how you can download and print these exciting benefits at swank.com/k-12-schools/customer-hub/promo-guidelines.

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: swank.com/k-12-schools.

Want to search for movies by title, director, actor, keyword or genre? You can with our Movie Search tool. Look for the magnifying glass in the upper right hand corner of the site. As you begin typing, you will notice popular search terms begin to populate for easy navigation, or visit swank.com/k-12-schools/movies for the latest trending topics.

Thank you for your commitment to copyright compliance in your school!



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YOUR LICENSE TO USE MOVIES IN YOUR SCHOOL



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