



## Licensing Quotation Request

Date:

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**Confidentiality Notice:** All information provided to International TypeFounders, Inc. (ITF) is kept strictly confidential and is not used, shared with, lent to, disclosed to, or sold to any third parties for any reason whatsoever.

**Please fill out the information on the first three pages** as accurately as possible and return the completed form to [info@internationaltypefounders.com](mailto:info@internationaltypefounders.com). ITF will respond with either a firm quotation, or a request for more details.

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### Contact Details

Name:

Position:

Company:

Address:

Phone:

Email:

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### Project Details

Font(s) Required:

Client Name (If different from above):

Project Name:

*A brief description of the project:*

*Select all region(s) where the project will appear:*

Worldwide

Europe — Central

Asia

North America

Europe — Eastern

Australia / New Zealand

South America

Europe — Western

Africa

*Or specific countries:*

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*Continue to the next page →*



## Current List of Licensing Choices

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**INSTRUCTIONS:** Please fill out this checklist by clicking each corresponding box for the usages you require. It is important to note that usage terminology can overlap, and some usage items are listed individually but ITF groups them together price-wise. Therefore, if you are ever unsure of what to check off, check off all relevant boxes.

This form is used by ITF as a starting point to help us accurately determine your licensing needs. For usage term definitions, please refer to the ITF Licensing Glossary included in this document.

If you have any further questions about your licensing usage, please contact ITF directly. After ITF receives your submitted checklist, we will contact you within one (1) business day to discuss your requirements, or to provide you with a licensing quotation.

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*Adhesive or Rub-On Lettering*

*Alphabet Products*

*Apps – Native (Android+iOS), Web, or Hybrid*

*ATMs*

*Automotive Displays – Electronic + Static*

*AZW/KF8/KFX*

*Banner Graphics – Advertisements*

*Banners – Electronic, Digital, and/or Traditional*

*Bitmap or Rasterized Fonts*

*Board Games –*

*Electronic, Digital, and/or Traditional*

*Broadcast Graphics*

*CAD*

*CAE*

*CAM*

*Cameras – TV + Digital*

*Cash Tills – Physical + Software*

*Clothing, Apparel, & Accessories*

*Computer Applications/Programs – Software*

*Computers – Hardware*

*Copyright Registrations*

*Corporate Identity*

*Crafts*

*CRM Systems*

*Desktop Publishing*

*Die Cut – Presses, Punches, Stamps + Stencils*

*Digital Ads – HTML5, Flash, or Otherwise*

*Digital Retail Marketing*

*DVR Menus*

*E-Books*

*E-Pub – Obfuscated or Encrypted*

*E-Publishing*

*E-Readers*

*E-Zines*

*ECRM Systems*

*Electronic Games*

*Electronics*

*Email Campaigns*

*Embroidery Machines*

*Enterprise Font License*

*Enterprise Plus Font License*

*EPOS*

*ERP*

*Free Standing Inserts (FSIs)*

*Future Technologies (TBD)*

*Gaming Devices*

*Goods For Sale*

*Graphic Display Systems –*

*Electronic, Digital, and/or Traditional*

*Graphic Images – Static or Animated*

*Handheld Reader Devices*

*Hobbies*

*In-Game Advertisements*

*In-Store Marketing Materials (POP)*

*Interactive Media/Games*  
*Interfaces*  
*Intra-TV Display Systems – Physical + Intranet*  
*IPTV/Hybrid IPTV*  
*Kiosks*  
*LED Displays –*  
*Electronic, Digital, and/or Traditional*  
*Logos*  
*Merchandising – Commercial + Non-Traditional*  
*MOBI*  
*Mobiclip Video Codec*  
*Mobile Devices*  
*Motion Pictures – Credits, Acknowledgements,*  
*Trailers, and Subtitles*  
*News Media – Digital + Traditional*  
*Obfuscated Fonts*  
*OEM Licensing*  
*Operating Systems (OS)*  
*Packaging*  
*PDA's*  
*PDFs – Editable + Embedding*  
*Peer-to-Peer Systems*  
*Physical Goods*  
*Plotters – Digital + Analog*  
*POP Displays –*  
*Electronic, Digital, and/or Traditional*  
*POSReady*  
*Pre, Mid, and Post-Roll Advertisements*  
*Printers/Printing Devices*  
*Proprietary Reader Devices*  
*Rich Media – Web Font, Embedded, + Static*  
*Scalable Vector Graphics (SVG)*  
*Set Props – Electronic, Digital, and/or Traditional*  
*Signage – Electronic, Digital, and/or Traditional*  
*Silverlight*  
*Slide Presentations –*  
*Electronic, Digital, and/or Traditional*  
*Smart TVs*  
*Smartphones*  
*Social Media – Facebook, LinkedIn,*  
*Instagram, Pinterest, Twitter, etc.*

*Software as a Service (SaaS)*  
*Subscription Services*  
*Syndication – Broadcast, Print, + Web*  
*Tattoos*  
*Television – Commercials*  
*Television – Shows + Series*  
*Third-Party Licensing*  
*Toys – Electronic, Digital, and/or Traditional*  
*Trademark Registrations*  
*Unique Branding Situations (TBD)*  
*Vending Machines*  
*Video Games*  
*Videos – Online + Traditional*  
*Virtual/Augmented Reality*  
*VPN*  
*Web Fonts – Page Views Only*  
*Web Servers*  
*Web-to-Print Technologies*  
*WEPOS*

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**Disclaimer + Pricing Information**

*Any and all pricing information supplied thereafter is valid for 30 days. ITF reserves the right to amend or modify its prices or content without prior notice. ITF will not be responsible for any typographic errors or omissions, under any circumstances.*

**Note** – *A license upgrade may be required for any additional usage independent from those identified on your original submitted checklist. Please contact ITF directly if you need further assistance.*

USA Tel: **610 584 7233** [info@internationaltypefounders.com](mailto:info@internationaltypefounders.com)



## Licensing Glossary

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Use this Licensing Glossary as a guide to identify usage and clarify terminology relating to ITF font software licensing. This Glossary is not meant to be complete or exhaustive, but merely to guide potential Licensees to identify their usage correctly. For further assistance concerning additional usage rights, please contact ITF directly.

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email: [info@internationaltypefounders.com](mailto:info@internationaltypefounders.com)

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**Adhesive or Rub-On Lettering** — Adhesive and rub-on lettering applies to the wet or dry transfer of lettering or decals onto another surface.

**Alphabet Products** — Alphabet products display a whole or partial font in a particular style, language, or weight, whether or not they are in their customary order or not, for the intent of sale.

**Applications** — (See **Apps** and **Computer Applications/Programs**.)

**Apps** (Applications) — An application (app) is a small, specialized, self-contained program or piece of software designed to provide a specific function to end-users.

- **Native Apps** are apps developed for use on a specific platform or device. The most common examples are apps developed for the Android, iOS, and/or Windows operating systems.
- **Web Apps** are apps that rely on a client-server system and are accessed through an Internet browser. These apps are developed using a combination of server-side and client-side code, and do not require a specific operating system to run.
- **Hybrid Apps** are apps that have characteristics of both native and web apps. These apps are commonly developed using HTML, CSS, and JavaScript, and then wrapped into a native app. Hybrid apps do not require unique source codes for different devices or operating systems.

*\*Important Note: If your app utilizes a server to perform its functions, you may be required to obtain a Server License.*

**ATMs** — An ATM, or automated teller machine, is an electronic banking interaction point that allows customers to complete basic financial transactions without the aid of a bank representative.

**Automotive Electronic Displays** — Automotive displays are any digital or print signs used to display automotive products or components. They can be either static, animated, or a combination of both.

**AZW / KF8 / KFX** — AZW is a proprietary format developed by Amazon specifically for the Kindle e-reader device. It has its roots in the MOBI format but has better compression and encryption. AZW format is DRM (Digital Rights Management) restricted and is locked to the device ID, which is registered automatically with the user account of the Kindle purchaser. DRM-free books also can carry the AZW extension, but they are really no different from MOBI files. KF8 and KFX file formats are the latest versions of the AZW format.

**Banners / Banner Graphics** — A banner graphic is a static or motion advertisement image that appears in an app, on the web, in an email campaign, or in print.

**Bitmapped and/or Rasterized Fonts** — Bitmapped and/or rasterized fonts are font software that has been stripped out of their native formats and turned into pixels through rasterization. Rasterization is the process of taking vector graphics and converting it to a dot image (pixel) for print output or storage on a bitmap file format. Fonts also become rasterized when placed in .jpg, .png, .gif, and .tif image formats.

**Board Games** — Traditional board games are any tabletop game utilizing a pre-marked surface or board used by players to execute gameplay. Board games can also be found in digital form; see **Apps**, **Electronic Games**, and **Video Games** for more information.

**Broadcast Graphics** — Broadcast graphics are all two-dimensional visuals prepared for television and web video. Examples may include studio or title cards, illustrations, and maps or charts (even if they appear three-dimensional).

**Broadcast Video** — (See **Videos (Online + Traditional)** and **Television — Commercials**.)

**CAE, CAD, CAM** — CAE (computer-aided engineering), CAD (computer-aided design), and CAM (computer-aided manufacturing) all are stages of product development in which a user uses computer systems to ease workload. Examples of software used for these stages are:

- CAD – AutoCAD, Solidworks, Catia, etc.
- CAE – Simulink, Solid Edge, Abaqus, etc.
- CAM – SolidCAM, MasterCam, EdgeCAM, etc.

**Cameras (TV + Digital)** — Cameras, both for motion and still graphics, are devices used to record visual images in the form of photographs, film, or video signals.

**Cash Tills** — A cash till, also referred to as a cash register, is a mechanical or electronic device for registering and calculating transactions at a point of sale.

**Clothing, Apparel and Accessories** — The terms Clothing and Apparel apply to clothes collectively and can include any garment. Accessories are also worn, but are defined as any item that is added to an outfit to make them appear more attractive.

**Computer Applications/Programs (Software)** — Computer applications/programs/software are terms for organized systems of computer data and instructions. System software provides basic functions of the computer, and application software provides users with tools to accomplish tasks.

**Computers (Hardware)** — Computer hardware is the collection of physical components of a computer system. It includes internal and external systems, and all of the items that users can physically touch.

**Copyright Registrations** — A copyright is the exclusive legal right to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do so. (Note: You must contact ITF directly to acquire a license for this usage.)

**Corporate Identity** — (See **Logos**.)

**Crafts** — (See **Hobbies**.)

**CRM Systems** — CRM systems, or Customer Relationship Management systems, are systems and analysis methods that allow businesses to manage data and information associated with its business relationships and clients.

**Desktop Publishing** — (DTP) is the production of electronic and printed documents. Software designed for desktop publishing can compile layouts and produce high-quality text and images comparable to traditional typography and printing.

**Die Cut Presses, Punches, and Stamps / Die Mold Creation** — Die cut presses, punches, and stamps are tools used to imprint or puncture the surface of substrates to leave a graphic imprint or outline. Die molds expand on this and refer to any molds cast in order to mass-produce an item for resale or commercial use.

**Digital Ads** — Digital ads, or digital advertising, is a form of marketing used in programs and web browsers to deliver promotional marketing messages to consumers. HTML5 and Flash are two platforms for constructing and delivering digital ads: HTML5 is a markup language used for designing and presenting Internet content, and Flash is a popular animation and motion graphics software program developed by Macromedia.

**Digital Retail Marketing** — Digital retail marketing refers to the digital interaction points and signage utilized by a retailer to promote awareness and sales of the company's products. Digital retail marketing is different from other types of digital advertising because it combines common principles of the marketing mix, such as product, price, place, and promotion, but occurs in fixed locations offering merchandise or goods for sale.

**DVR Menus** — A DVR is a digital video recorder. Therefore, a DVR menu is an interface used for navigation within a DVR device.

**E-Books** — An electronic book (also e-book, ebook, digital book) is a book-length publication in digital form, consisting of text, images, or both, and produced on, published through, and readable on computers or other electronic devices. Sometimes the equivalent of a conventional printed book, e-books can also be born digitally. The Oxford Dictionary of English defines the e-book as “an electronic version of a printed book, but e-books can and do exist without any printed equivalent. E-books are usually read on dedicated hardware devices known as e-Readers or e-book devices.” E-Books come in a range of formats, including (but not limited to) EPUB, MOBI, AZW, and PDF files.

**E-Pub / E-Publishing / EPUB Format** — Electronic publishing, also labeled e-publishing or digital publishing, is the development and publication of e-books, digital magazines, digital libraries, and digital catalogs, all for commercial use. An EPUB file (.epub) is an e-book format that can be downloaded and read on mobile devices, computers, and e-readers. The EPUB format is a free and open standard, and is publicly available. The International Digital Publishing Forum (IDPF), a global trade and standards organization, maintains it. EPUB can display reflowable content (content that can adjust its presentation to the output device), fixed-width layout, and is similar in appearance to HTML-rendered pages with images.

**E-Readers** — An electronic reader (e-reader) is a handheld or stationary device on which digital versions of print media can be read. Examples of an e-reader would include (but are not limited to) the Amazon Kindle line, Barnes & Noble's Nook line, Kobo's e-reader line, and desktop computers.

**E-Zines** — An eZine is an electronic magazine, typically used as a tool to communicate the same information conveyed in print. Print magazines are delivered through the mail to people who subscribe; eZines are delivered through e-mail to people who subscribe.

**ECRM Systems** — ECRM systems, or Electronic Customer Relationship Management systems, are systems and analysis methods that allow businesses to manage data and information associated with its business relationships and clients. ECRM differs from traditional CRM by employing digital networks (i.e. Intranet, Extranet, and Internet) to perform tasks, plan, and analyze data much more efficiently.

**Electronic Games (Standalone or Online)** — An electronic game utilizes electronics to create an interactive environment with which a player can participate. Handheld electronic games, electronic standalone game systems, and non-visual games can all serve as examples of an electronic game.

**Electronics** — Electronics are circuits or devices powered by electricity, and typically serve a function or purpose to the user. In this example, anything from consumer electronics to electronics for internal use falls under this umbrella. If you have specific electronics you would like to acquire a license for that is not shown in this glossary, please contact ITF for more information.

**Email Campaigns** — Email Campaigns are any emails sent to a list of customers or end consumers for the purpose of commercial advertising of a product or service. The campaigns are sometimes comprised of several stages, all meant to build familiarity around that product or service.

**Embroidery Machines** — Embroidery is the craft of decorating cloth or goods for sale with a raised stitch design (sewing). This category also applies to embroidery machines, which employ embroidery to create patterns for commercial textiles.

**Enterprise Font License — Perpetual — Region-Specific and Worldwide**

This License includes an **unlimited Desktop Publishing** and is inclusive of all **Special Font Licensing** usages, as described in the EULA attached. It **does not include** the rights to distribute to external third parties, authorized vendors, agencies, agents and affiliates who create and produce work for the Licensee.

**Enterprise Plus Font License — Perpetual — Region-Specific and Worldwide**

This License includes an **unlimited Desktop Publishing** and is inclusive of all **Special Font Licensing** usages, as described in the EULA attached. It **includes** the rights to distribute to external third parties, authorized vendors, agencies, agents and affiliates who create and produce work for the Licensee.

**EPOS** — Electronic Point of Sale (EPOS) includes technology that enables electronic transactions and records the sale of goods or services to a customer.

**ERP** — ERP (enterprise resource planning) is the management of business processes via central processes, or through a software suite. This business-management software allows an organization to collect, store, manage, and interpret data from its business activities.

**Font Software** — Font software refers to computer software that generates typographic designs and typefaces for display on electronic devices. It includes all bitmap representations of the typeface and typographic designs created by, or derived from, the Font Software.

**Free-Standing Inserts (FSIs)** — Free-standing inserts, or FSIs, are brochures, cards, or leaflets nestled in newspapers or magazines. They typically serve as coupons or advertisements.

**Future Technologies (TBD)** — Future Technologies (To Be Determined) refers to any futuristic software, systems, technologies, or platforms where ITF products and software may be used.

**Gaming Devices** — Gaming devices are any consoles or computer system on which electronic games or video games are played.

**Goods for Sale** — Goods for sale include any physical or digital, tangible commodity that is sold commercially. Some goods for sale aim to satisfy a human want or need, while others are sold for their usefulness or attractiveness.

**Graphic Display Systems** — A digital graphic display system is a computing output mechanism that displays graphics, text, and images to the device user. Examples of physical graphic displays might be trade show exhibit booth signs or backdrops.

**Graphic Images** — A graphic image is a picture, drawing, or graph used to decorate something or enhance information.

**Handheld Reader Devices** — (See **E-Readers**.)

**Hobbies** — Hobbies are interests and activities pursued outside of one's main occupation (with the intention of creating something, in this case), and crafts are arts and/or products manufactured with skill and careful attention to detail. In some special cases, these categories may require a license depending on their scope.

**In-Game Advertisement** — In-game advertisements refer to ads paid for by organizations that are placed within the environment of a video game. These differ from banner ads and overlay ads in the fact that they are graphics melded directly into the game code.

**In-Store Marketing Materials** — (See **POP Displays**.)

**Interactive Media/Games** — Interactive media is any media combining text, graphics, moving images, and/or sound into structured environments that allow users to interact with the data.

**Interfaces** — Interfaces can be defined as any program or programs enabling a user to communicate with a piece of equipment, such as a computer.

**Intra-TV Display Systems (Physical and Intranet)** — Intra-TV display systems are television sets or video monitors tailored for the broadcast of programs within a closed-circuit system. Intranet refers to the local or restricted private communications network that runs on Intra-TV Display Systems.

**IPTV / Hybrid IPTV** — IPTV, or Internet Protocol Television, refers to a system that delivers television content over Internet Protocol (IP) networks. This is in contrast to traditional terrestrial, satellite, and cable broadcast formats, and is received by a client media player. Hybrid IPTV can receive both types of signals.

**Kiosks** — A kiosk is a small stand or structure placed in an area that provides information or advertisements, often through a digital display or interactive screen.

**LED Displays** — LED displays are flat panel displays that employ light-emitting diodes (LEDs) as pixels for video displays.

**Logos** — A logo is a symbol, graphic image, or emblem used to identify or brand a company and/or its commercial merchandise. A corporate identity is the collection of images or fonts that make up the public image of a company, including its logo.

**Merchandising** — Commercial merchandising is the activity of selling goods and/or services through the use of advertising, marketing, and attractive product design.



**MOBI Format** — The Mobipocket (.mobi) e-book format is another open standard for e-book publishing. E-books in this cross-platform format can have either the .prc or .mobi extension. MOBI formats can handle complex content, include advanced navigation controls, support indexing, and have a high degree of compression. Readers can add their own pages, freehand drawings, annotations, highlights, bookmarks, corrections, and notes if the device support it. MOBI can also display reflowable content and fixed-width layout. The format is suited for smaller screens because the image size limitation of 64K, however the image size and image format (GIF) puts the format at odds with larger display devices like tablets.

**Mobiclip Video Codec** — The Mobiclip (.mo) video codec was developed by Actimagine and is licensed by Nintendo. It is used to play high-quality video content back on mobile phones and gaming devices while employing a significantly smaller file-size.

**Mobile Devices** — A mobile device is a portable computing device. Smartphones, tablets, PDAs, calculators, handheld game devices, pagers, GPSs, head-mounted displays, and digital video cameras are all examples of mobile devices.

**Motion Pictures** — Motion pictures, also called movies, are stories or events recorded as a set of moving images, most commonly for use in theaters, on television, or on the web.

**News Media** — News media is used to advertise upcoming events, products, or venues, or to inform its audience of recent events. It is also classified as any informative content accessible on a digital device or through physical products.

**Obfuscated Fonts** — Font obfuscation is the implementation and debilitation of a font or fonts embedded into e-pubs, apps, and electronic documents. Obfuscated fonts cannot be extracted from their destination material.

**OEM Licensing** — OEM (Original Equipment Manufacturer) software is licensed to hardware and computer manufacturers with the intention of shipping it with computer hardware. For example, software that comes with your graphics tablet or scanner is OEM software and requires an appropriate license.

**Operating Systems** — An operating system (OS) is the software on which a computer bases its simplest functions. Scheduling tasks, executing applications and programs, and handling peripherals are all examples of those simple functions.

**Packaging** — Packaging refers to the materials used to wrap, contain, protect, preserve, transport, and sell goods and products.

**PDAs** — PDAs, or personal digital assistant, are handheld computers that are used for personal organization. They can also perform word processing, audio recording, and Internet connectivity functions.

**PDFs (Editable)** — The Adobe Portable Document Format (PDF, .pdf) is one of the most widely used e-book formats. PDF format supports fixed width layout and reflowable content. Editable PDFs are PDFs that included content that can be manipulated using editing software (such as u.PDF) and can be saved to create a new, independent PDF.

**PDF Editing Tools** — Any tool allowing for editing or disseminating .pdf files. These tools enable users to insert pages of another .pdf, insert new pages, remove and extract pages, rotate pages, paste an image in the existing .pdf, and much more. The most common example of these tools is Adobe Acrobat.

**PDF Embedding** — Embedding items into a PDF, such as static images or file streams, can be done with any PDF modification software. These edits include data placement structures such as inline embedding (direct placement) and Image XObjects (directory reference placement). Please see the section on PDFs above for information on the PDF file format.

**Peer-to-Peer** — Peer-to-peer (P2P) sharing is the act of sharing access to files and peripherals between two computers without the need for a central server. Its main function is to partition tasks or workloads between networked computers.

**Physical Goods** — (See **Goods for Sale**.)

**Plotters (Digital and Analog)** — Plotters are machines that use mounted pens or blades to give a hard-copy output of a vector graphic computer file.

**POP Displays** — A point of purchase (POP) display is a specialized form of marketing material that appears in store aisles or near store counters. POP displays often contain or support products for sale.

**POSReady** — (See **WEPOS**.)

**Pre, Mid, and Post-Roll Advertisements** — (See **Videos (Online + Traditional)**.)

**Print Advertising** — Print advertising is a form of commercial promotion that uses physically printed media to reach consumers, business customers and selected prospective audiences. Examples of print advertising can be found in newspapers, magazines, brochures, and flyers.

**Printers / Printing Devices** — Printers are machines for printing images onto paper or other substrates, often from a digital input. Printer software, or the printer driver, is the software that converts the printing request into a language that the printer can comprehend.

**Proprietary Reader Devices** — Some handheld proprietary reader devices and e-readers are privately owned and controlled by a company and may not allow or encourage open-source or third-party software to be installed.

**Rich Media** — Rich media is an advertising term for a website ad that offers increased interactivity. Streaming video, downloading applets (tiny versions of apps), and mouse hover states are all examples of activity an ad could exhibit to be considered rich media.

**Scalable Vector Graphics (SVG)** — A scalable vector graphic (.svg) is a 2D vector image format with behavior defined in XML text files. It is an open standard developed by W3C and supports interactivity and animation.

**Set Props** — Set props refers to any type of theatrical property, which is any object used on stage or screen in a performance or screen production. These objects are independent or distinct from the actors, scenery, costumes, and electrical equipment found in these productions.

**Signage (Electronic and Analog)** — Signage is a collective of signs for commercial use in print or digital mediums, and can be either static or animated.

**Silverlight** — Silverlight is a web-browser plug-in developed by Microsoft. It is primarily used for interactive functions in browsers, including smooth zoom features, graphical enhancement, and media codec support.

**Slide Presentations (Digital and Traditional)** — Slide presentations, or slide shows, are presentations of still images for visual clarification or to promote ideas, comments, or suggestions. They typically are pre-arranged and can be displayed in both digital and physical formats, and are prepared within programs such as PowerPoint.

**Smart TVs** — A smart TV is a television that is specialized, either through internal or external augmentation, to be an Internet-connected, storage-aware computer.

**Smartphones** — The term “smartphone” applies to cellular phones that have many of the same capabilities as a normal desktop computer, including an OS and Internet access.

**Social Media** — Social media is any number of websites and applications that allow users to socially network or create and share content. (E.g. Facebook, Instagram, Pinterest, Twitter, LinkedIn)

**Software as a Service (SaaS)** — Software as a Service (SaaS) describes a method for software distribution in which software is accessed online via a licensed subscription instead of being bought and installed on individual computers.

**Subscription Services** — A subscription service is any purchase that is made through a signed order for consecutive issues of a periodical or service over a set interval.

**Syndication** — Syndication may refer to broadcast syndication, print syndication, and/or web syndication.

**Broadcast:** Individual stations buy programs from external networks.

**Print:** Individual print publications license content from external sources.

**Web:** Web feeds include a portion of another web site available to other sites or subscribers.

**Tattoos** — A pattern, picture, or graphic made by puncturing and marking skin with pigment. There are also removable variants, typically rub-on or applicable through moisture.

**Television — Commercials** — Television commercials (TV commercial, commercial, ad, or advert) are short television broadcasts paid for and produced by organizations and individuals to promote products, services, and/or corporate messages.

**Television – Shows & Series** — Television shows are groups of episodes of television program broadcasts separated by regular intervals. Television series are a group of television shows under one brand.

**Third-Party Licensing** — A third party is a person or group besides the two parties involved in a situation, and third-party licensing is when the Font Software is licensed to one party on behalf of another or multiple others.

**Toys** — Toys are any object that is meant for play, typically a model or small representation of another object.

**Trademarks** — A trademark is an intellectual property tool used to identify a business product. It can be any word, name, symbol, device, or combination of those that is used to distinguish the goods of one company from another.

(**Note:** It is important that you contact ITF directly if you desire a license for this usage.)

**Unique Branding Situations (TBD)** — Unique branding situations arise out of unusual usage requirements. Please contact ITF directly if your desired usage is either not listed on these sheets, or if you have questions about your branding usage.

**Vending Machines** — A vending machine is an automated electronic or traditional machine that dispenses a small article, consumable, or product when a payment is made, or a condition is met.

**Video Games (Standalone or Online)** — A video game is an interactive game played on a computer, mobile device, or specialized console. Players use analog controls to electronically manipulate graphic images on a display screen.

**Videos (Online + Traditional)** — Commercial videos come in many forms, but all of them have the same purpose: to advertise and/or are made for financial gain. Types of online commercial videos include (but are not limited to): sub-site videos; pre, mid, and post-roll ads; in-text videos; email video; rich media embedded videos; Flash videos; social media videos; and any other video adapted to be displayed online. (Also see **Television — Commercials**.)

**Virtual/Augmented Reality** — Virtual reality is any computer-generated simulation environment that can be interacted with in a seemingly real or physical way by an individual using specialized electronic equipment. Examples of such equipment might include visors or headwear outfitted with screens inside, or gloves fitted with sensors. Augmented reality projects digital displays and programming onto physical spaces through the use of equipment similar to virtual reality.

**VPN** — A VPN, or virtual private network, utilizes public wires (usually the Internet) to connect to a private network. An example scenario might include a user using a VPN service to connect to a company's internal network to transmit data privately.

**Web Fonts (Page Views Only)** — A web font is a typeface utilized on the Internet, and is installed within a web-browser. When designers author webpages they sometimes use the term to describe the typefaces they use.

**Web Servers** — Web servers are computers that store and deliver websites. Users can access these servers by typing a URL into a web browser, and users and servers are identified using an IP (Internet Protocol) address.

**Web-to-Print Technologies** — Web-to-print technologies provide online editing tools used to produce print output. Output materials include (but are not limited to) business cards, invitations, announcements, brochures, stationary, logos, presentations, merchandise, and other commercial for-profit items.

**WEPOS** — WEPOS (or POSReady) stands for Windows Embedded Point-of-Sale-Ready, and is an installable operating system optimized for Windows 7. It is used in managerial functions and POS deployment, and provides comprehensive information about inventory and tendering to in-store staff.

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