



ADOBE PDM – Adobe Desktop Products and Creative Cloud (2014v3)

The Products and Services described in this PDM are governed by the terms of this PDM, the applicable Sales Order, the General Terms, and the Exhibit for On-premise Software. As used in this PDM, On-premise Software may include desktop products such as Acrobat and Creative Cloud offerings (such as Creative Cloud for Enterprise).

1. **Term-Based License.** For License-Term-based On-premise Software (such as Creative Cloud for Enterprise), the terms of the On-premise Exhibit will govern Customer's use of such On-premise Software, subject to the following additional terms:
 - 1.1 **Dual Boot Platform.** If Customer has only purchased the On-premise Software for use only on a specific operating system, then Customer must purchase a separate license for use of the On-premise Software on 2 operating systems. For example, if Customer purchased On-premise Software for Windows, then Customer must purchase On-premise Software for Mac if Customer wants to install the On-premise Software on both the Mac OS and Windows operating system platforms on a Computer that runs both of those platforms (i.e., a dual boot machine).
 - 1.2 **Distribution from a Server.** Customer may copy an image of the On-premise Software onto a Computer file server within Customer's Intranet ("**Server**") for the purpose of downloading and installing the On-premise Software onto Computers within the same Intranet.
 - 1.3 **Server Use.**
 - (A) Customer may install the On-premise Software on a Server for the purpose of allowing an individual from a Computer within the same Intranet ("**Network User**") to access and use the On-premise Software. If expressly permitted by Adobe, "Intranet" may include web hosting services with dedicated physical server space and restricted access to Customer only. The Network User who has access to or may use such On-premise Software on the Server is referred to as "**Server Software User**". Neither the total number of Server Software Users (not the concurrent number of users) nor the total number of Computers capable of accessing the On-premise Software installed on the Server may exceed the license quantity. By way of example, if Customer has purchased 10 On-premise Software licenses (license quantity is 10) and Customer elects to install the On-premise Software on a Server, then Customer can only allow up to 10 Server Software Users access to the On-premise Software (even though Customer may have more than 10 Network Users or fewer than 10 concurrent users of the On-premise Software).
 - (B) For clarification and without limitation, the foregoing does not permit Customer to install or access (either directly or through commands, data, or instructions) the On-premise Software:
 - (1) from or to a Computer not part of Customer's Intranet;
 - (2) for enabling web hosted workgroups or web hosted services available to the public;
 - (3) by any individual or entity to use, download, copy, or otherwise benefit from the functionality of the On-premise Software unless licensed to do so by Adobe;
 - (4) as a component of a system, workflow or service accessible by more than the permitted number of users; or
 - (5) for operations not initiated by an individual user (e.g., automated server processing).
 - 1.4 **License for Non-Serialized On-premise Software (such as evaluation or pre-release version).** The On-premise Software may be non-serialized (i.e. the Software may allow installation and use without input of a serial number during the License Term). If so, Customer may only install such non-serialized On-premise Software on any number of computers as part of an organizational deployment plan (e.g., IT team including certain software in the ghost image when formatting and configuring computers in a

department) during the License Term. Further, Customer may install and use such non-serialized On-premise Software for demonstration, evaluation, and training purposes only and only if any output files or other materials produced through such use are used only for internal, non-commercial and non-production purposes. **The non-serialized On-premise Software is provided AS-IS. Access to and use of any output files created with such non-serialized On-premise Software is entirely at Customer's own risk.**

2. Membership-Based License. This Section applies to On-premise Software provided to Customer as part of the membership for Creative Cloud for Team ("**Membership**"):

2.1 Software License Included in the Membership. If Customer has purchased a membership to use the On-premise Software, then subject to Customer's compliance with this Agreement, Adobe grants Customer a non-exclusive license to install and use the On-premise Software: (a) so long as Customer's membership is valid, and (b) so long as such use is consistent with this Agreement.

2.2 Availability. Adobe may change the type of On-premise Software (such as specific products, components, versions, platforms, languages, etc.) included in the Membership at any time without liability to Customer. Customer may not enable or allow others to use the On-premise Software under Customer's Adobe ID.

3. Activation. Except as otherwise stated in the Activation Terms (<http://www.adobe.com/go/activation>), Customer may activate the On-premise Software on up to 2 Computers within Customer's direct control for Customer's exclusive use for the benefit and business of Customer, provided that these activations are associated with the same Adobe ID. However, Customer may not use the On-premise Software on these 2 Computers simultaneously.

4. Content Files. Unless stated otherwise in the Sales Order or specific license associated with the content files (e.g., stock photos, graphics) included with the On-premise Software, Customer may use, display, modify, reproduce, and distribute any of the Content Files. However, Customer may not distribute such content files on a stand-alone basis (i.e., in circumstances in which the content files constitute the primary value of the product being distributed), and Customer must not claim any trademark rights in the content files or derivative works thereof.

5. Online Services Accessible Through On-premise Software. The On-premise Software may facilitate Customer's access to content, websites and services that are provided by Adobe or third parties (collectively "**Online Services**"). Use of such Online Services is subject to the Adobe Online Services PDM or additional terms and conditions found on such website or otherwise associated with such Online Services, in the order of precedence. With regard to Creative Cloud for enterprise, Online Services include (1) the Sync, Store, and Share functionalities and (2) access to the free or paid versions of Store CC Plus, Kuler, Edge Inspect CC, Typekit Desktop Sync, Phonegap Build, Behance, Behance Prosite, Creative SDK, and Preference Sync.

6. Educational Institution. If the On-premise Software includes Creative Cloud for Enterprise and if Customer is an educational institution, then Customer agrees not to allow children under age of 13 to use or access any services included with Creative Cloud for Enterprise. Customer is solely responsible for compliance with the Children's Online Privacy Protection Act of 1998, including, but not limited to, obtaining parental consent concerning collection of students' personal information used in connection with the provisioning and use of the services by the Customer and its end users.

7. Font Software. As applies to fonts in the On-premise Software:

7.1 Customer may take a copy of the font(s) Customer has used for a particular file to a commercial printer or other service bureau, and such service bureau may use the font(s) to process Customer's file, provided such service bureau has a valid license to use that particular font software.

7.2 Customer may embed copies of the font software into its electronic documents for the purpose of printing, viewing, and editing the document. No other embedding rights are implied or permitted under this license.

- 7.3 As an exception to the above, the fonts listed at http://www.adobe.com/go/restricted_fonts are included with the On-premise Software only for purposes of operation of the On-premise Software user interface and not for inclusion within any Output Files. Such listed fonts are not licensed under this Section 7. Customer agrees that it will not copy, move, activate or use, or allow any font management tool to copy, move, activate or use, such listed fonts in or with any software application, program, or file other than the On-premise Software.
- 7.4 Open-Source Fonts. Some fonts distributed by Adobe with the On-premise Software may be open-source fonts. Customer's use of these open-source fonts will be governed by the applicable license terms available at http://www.adobe.com/go/font_licensing.
8. **After Effects Render Engine.** If the On-premise Software includes the full version of Adobe After Effects, then Customer may install an unlimited number of Render Engines on Computers within its Intranet which includes at least one Computer on which the full version of the Adobe After Effects software is installed. The term "Render Engine" means an installable portion of the On-premise Software that allows After Effects projects to be rendered but which cannot be used to create or modify projects and does not include the complete After Effects user interface.
9. **Acrobat.** If the On-premise Software includes Acrobat Standard, Acrobat Pro, Acrobat Suite, or certain features within the above software:
- 9.1 Additional Definitions.
- (A) "**Deploy**" means to deliver or otherwise make available, directly or indirectly, by any means including but not limited to a network or Internet, an Extended Document to one or more recipients.
- (B) "**Extended Document**" means a PDF file manipulated by the On-premise Software to enable the ability to locally save documents with filled-in PDF forms.
- 9.2 The On-premise Software may include enabling technology that allows Customer to enable PDF documents with certain features through the use of a digital credential located within the On-premise Software ("**Key**"). Customer agrees not to access, attempt to access, control, disable, remove, use, or distribute the Key for any purpose.
- 9.3 For any unique Extended Document, Customer may only (a) Deploy that Extended Document to an unlimited number of recipients, but Customer may not extract data from more than 500 instances of such Extended Document (or any hardcopy representation of that Extended Document) that contains data from a recipient; and (b) Deploy an Extended Document to no more than 500 recipients without limits on the number of times Customer may extract data from a recipient from that Extended Document. Obtaining additional licenses to use Acrobat Standard, Acrobat Pro, or Adobe Acrobat Suite will not increase the foregoing limits (that is, the foregoing limits are the aggregate total limits regardless of how many additional licenses to use Acrobat Standard, Acrobat Pro, or Adobe Acrobat Suite the Customer may have obtained). For the avoidance of doubt, if Customer purchases another Adobe product or service that allows Customer to send a greater number of PDF files or forms (e.g. Adobe FormsCentral or Adobe LiveCycle Reader Extensions), then the terms of that Adobe product or service supersede the terms of this section 9.3.
- 9.4 Digital Certificates. Digital certificates may be issued by third party certificate authorities, including Adobe Certified Document Services vendors, Adobe Approved Trust List vendors (collectively "**Certificate Authorities**"), or can be self-signed. Purchase, use, and reliance upon digital certificates are the responsibility of Customer and Certificate Authority. CUSTOMER IS SOLELY RESPONSIBLE FOR DECIDING WHETHER OR NOT TO RELY ON A CERTIFICATE. UNLESS A SEPARATE WRITTEN WARRANTY IS PROVIDED TO CUSTOMER BY A CERTIFICATE AUTHORITY, CUSTOMER'S USE OF DIGITAL CERTIFICATES IS AT ITS SOLE RISK. Customer agrees to hold Adobe harmless from any and all liabilities, losses, actions, damages, or claims (including all reasonable expenses, costs, and attorneys' fees) arising out of or relating to Customer's use of, or any reliance on, any digital certificate or Certificate Authority.

10. Adobe Runtime. If the On-premise Software includes Adobe AIR, Adobe Flash Player, Shockwave Player, or Authorware Player (collectively “**Adobe Runtime**”):

10.1 **Adobe Runtime Restrictions.** Customer must not use Adobe Runtime on any non-PC device or with any embedded or device version of any operating system. For the avoidance of doubt, and by example only, Customer may not use Adobe Runtime on any (a) mobile device, set top box, handheld, phone, game console, TV, DVD player, media center (other than with Windows XP Media Center Edition and its successors), electronic billboard or other digital signage, Internet appliance or other Internet-connected device, PDA, medical device, ATM, telematic device, gaming machine, home automation system, kiosk, remote control device, or any other consumer electronics device; (b) operator-based mobile, cable, satellite, or television system; or (c) other closed system device. Additional information on licensing Adobe Runtime is available at <http://www.adobe.com/go/licensing>.

10.2 **Adobe Runtime Distribution.** Customer must not distribute an Adobe Runtime except as a fully integrated portion of a developer application that is created using the On-premise Software, including the utilities provided with the On-premise Software, for example as part of an application that is packaged to run on the Apple iOS or Android™ operating systems. Distribution of the resulting Output File or developer application on a non-PC device requires Customer to obtain licenses which may be subject to additional royalties. It is solely Customer’s responsibility to obtain licenses for non-PC devices and pay applicable royalties; Adobe grants no license to any third party technologies to run developer applications or Output files on non-PC devices under this Agreement. Except as expressly provided in this section, Customer has no rights to distribute Adobe Runtime.

11. Adobe Presenter. If the On-premise Software includes Adobe Presenter and Customer installs or uses the Adobe Connect Add-in in connection with the use of the On-premise Software, Customer agrees to refrain from installing or using the Adobe Connect add-in on anything other than a desktop Computer, and agree not to install or use the Adobe Add-In on any non-PC product, including, but not limited to, a web appliance, set top box, handheld, phone, or web pad device. Further, the portion of the On-premise Software that is embedded in a presentation, information, or content created and generated using the On-premise Software (the “**Adobe Presenter Run-Time**”) may only be used together with the presentation, information, or content in which it is embedded. Customer will not use, and will cause all licensees of such presentation, information, or content not to use, the Adobe Presenter Run-Time other than as embedded in such presentation, information or content. In addition, Customer will not use, and will cause all licensees of such presentation, information, or content not to, modify, reverse engineer, or disassemble the Adobe Presenter Run-Time.

12. Flash Builder with LiveCycle Data Services (LCDS) Data Management Library. Adobe Flash Builder may include the fds.swc library. Customer must not use fds.swc for any purpose other than to provide client-side data management capabilities and as an output file within software Customer develops, subject to the following: Customer must not (a) use fds.swc to enable associations or offline capabilities within software or (b) incorporate fds.swc into any software that is similar to Adobe LiveCycle Data Services or BlazeDS. If Customer would like to do any of the foregoing, Customer will need to request a separate license from Adobe.

13. Digital Publishing Suite and InDesign. If the On-premise Software includes certain components designed to work with or access the Adobe Digital Publishing Suite services (“**DPS**”; such components are referred to as “**DPS Desktop Tools**”), then Customer must not install and use the DPS Desktop Tools for any purpose other than to: (a) create or produce the content to be displayed within a Content Viewer (as defined in the terms of use related to DPS; such content is referred to as “**Output**”); (b) evaluate and testing the Output; or (c) where available, accessing and using DPS. Except as explicitly permitted in this section, Customer must not display, distribute, modify, or publicly perform the DPS Desktop Tools.

14. Third-Party Notices. Adobe is required to include the following notices, which do not preclude the Customer from using the On-premise Software generally for its business uses.

14.1 **AVC DISTRIBUTION.** The following notice applies to On-premise Software containing AVC import and export functionality: THIS PRODUCT IS LICENSED UNDER THE AVC PATENT PORTFOLIO LICENSE FOR THE

PERSONAL NON-COMMERCIAL USE OF A CONSUMER TO (a) ENCODE VIDEO IN COMPLIANCE WITH THE AVC STANDARD (“AVC VIDEO”) AND/OR (b) DECODE AVC VIDEO THAT WAS ENCODED BY A CONSUMER ENGAGED IN A PERSONAL NON-COMMERCIAL ACTIVITY AND/OR WAS OBTAINED FROM A VIDEO PROVIDER LICENSED TO PROVIDE AVC VIDEO. NO LICENSE IS GRANTED OR SHALL BE IMPLIED FOR ANY OTHER USE. ADDITIONAL INFORMATION MAY BE OBTAINED FROM MPEG LA, L.L.C. SEE <http://www.adobe.com/go/mpegla>.

- 14.2 **MPEG-2 DISTRIBUTION.** The following notice applies to On-premise Software containing MPEG 2 import and export functionality: USE OF THIS PRODUCT OTHER THAN CONSUMER PERSONAL USE IN ANY MANNER THAT COMPLIES WITH THE MPEG 2 STANDARD FOR ENCODING VIDEO INFORMATION FOR PACKAGED MEDIA IS EXPRESSLY PROHIBITED WITHOUT A LICENSE UNDER APPLICABLE PATENTS IN THE MPEG 2 PATENT PORTFOLIO, WHICH LICENSE IS AVAILABLE FROM MPEG LA, L.L.C. 250 STEELE STREET, SUITE 300 DENVER, COLORADO 80206.
- 14.3 **Third-Party On-premise Software Notices.** In order to accommodate public demand for On-premise Software that is interoperable with other products and platforms, Adobe, like other commercial publishers, has designed its products to comply with public standards, and has incorporated code created and licensed by third parties, into its products. The creators of these public standards and publicly available code, as well as other third party licensors, require that certain notices and terms and conditions be passed through to the end users of the On-premise Software. Such required third party On-premise Software notices and/or additional terms and conditions are located at http://www.adobe.com/products/eula/third_party/index.html and are made a part of and incorporated by reference into this Agreement. Customer acknowledges and agrees that Adobe and Adobe’s licensors are third-party beneficiaries of this Agreement, with the right to enforce the obligations set forth herein for the respective technology. The inclusion of these third-party notices does not limit Adobe’s obligations to the Customer.