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3. Restrictions.

3.1 **General Restrictions.** In addition to the restrictions in the General Terms which also apply to a Work, except as expressly permitted in section 2 (License to the Work), Customer must not:

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3.2 **Standard License Restrictions.** If Customer has a Standard License, then Customer may not (A) cause or allow any Work to appear on more than 500,000 printed materials (flyers, advertisements, covers, packages, etc.); and/or (B) incorporate the Work into a television program, video, or other digital production if the audience is expected to be greater than 500,000 viewers, in total. This restriction does not apply to Works that are only displayed on websites, Social Media Sites or mobile applications.

3.3 **Standard License and Enhanced License Additional Restrictions.** In addition to the restrictions in the General Terms and this PSLT, unless Customer has an Extended License, Customer may only distribute the Work as incorporated into an item of merchandise if (A) the Work has been modified to the extent that the modification is not substantially similar to the original Work and can qualify as an original work of authorship; or (B) the primary value of the item of merchandise does not lie with the Work itself. For clarification, under the Standard License or the Enhanced License, producing an unmodified Work on a poster intended for resale is not permitted as the primary value would lie in the Work itself.

3.4 **Editorial Use Restrictions.** For Works designated as "editorial use only" Customer must not (A) use these Works for any commercial purposes, including advertising, promotions, "advertorials" (e.g., an advertisement in a magazine that is presented in the style of an editorial article) without receiving separate written permissions and releases as necessary for Customer's use; or (B) modify these Works, except for minor adjustments for technical quality (e.g., for tone or brightness) or slight cropping or resizing, and only if Customer maintains the editorial context and meaning of the Work. Customer may also be subject to additional third party licensor restrictions (e.g., geographic limitations) that apply to a specific Work designated as "editorial use only". Such additional third party licensor restrictions will be displayed on the website in the details panel of the Work designated as "editorial use only".

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5. **Other Claims.** In addition to those Customer obligations set forth in the subsection (Customer’s Obligations) under the section (Other Claims) in the General Terms, except for Infringement Claims covered by section 4 (Third Party Intellectual Property Rights), Customer will defend, at its expense, any third-party Claim against Adobe to the extent it arises from Customer’s breach of the terms of this Agreement.

6. **Termination and Effect of Termination.** Adobe may terminate the license to any Work upon notice to Customer in the event of Customer’s breach of the terms in this Agreement. Adobe may deny the downloading of any Work from the On-demand Services. Upon termination of the Agreement, Customer may continue to use the Work that Customer has downloaded and paid for, subject to its compliance with the Agreement.

7. **Third-Party Notices.** The creators of certain public standards and publicly available code, as well as other third party licensors, require that certain notices be passed through to the end users of the On-demand Service. These third-party notices are located at <http://www.adobe.com/go/thirdparty> (or a successor website thereto). The inclusion of these third-party notices does not limit Adobe’s obligations to the Customer.

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8.5 **“Standard License”** means the “Standard License” designation of the specific license rights associated with Customer’s download and use of Works as specified in the Sales Order.

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