

Rights to Use

Allowed purpose of the use

We, as Hailo-Werk, place free of charge at your disposal the images, sketches and mounting instructions (in the following "images"), in our media data base offered for downloads, in order to allow you to use them for an advertising of original Hailo products, especially for displays in your business premises, on your internet pages as printed media or digitally in catalogs, leaflets and flyers.

Allowed processing

For an optimal use of the images in accordance with different ambiance conditions, the size and the resolution of the images can be adapted. As far as it is required for a sensible integration – they can be cut up and turned. Any other treatment or amendment of the images (especially a modification of the colors, a retouching and an amendment of the shown products is strictly forbidden. The use of the images in foreign countries or for customers in other countries as in the country in which your company is registered is subject to our previous consent.

Duration of use

Just in accordance with the rules, we may stipulate that your right to use the images will automatically expire if you are no more authorized for the marketing of the corresponding Hailo products or if they are offered by your company in an unlawful conduct or if the images are used in a way which is damaging Hailo's image.

Independent of that, the right of use can be revoked at any time, with an announcement delay of 6 months in the future. A contemporary distribution up to this date of the already prepared catalogs remains permitted.

Miscellaneous

You are obliged, that you are not granting any right of use to third persons out of the normal range of use of your advertising material, catalogs or your advertising presentation and not any rights of use of the images. Moreover, you are obliged, not to apply for industrial property rights for the subjects of the images, as well as for recognizable forms, created by Hailo, or to register and to use domains in the internet with a same or similar description.

Hailo-Werk Rudolf Loh GmbH & Co.KG