

## 99 Marketing Studio – Copyright and Image Usage Policy

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At 99 Marketing Studio, we are committed to professionalism, clarity, and fair practices in all creative projects, including photography. This document outlines our policy regarding the ownership and usage rights of images created by our studio.

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### 1. Copyright Ownership

Unless explicitly stated otherwise in a written agreement, 99 Marketing Studio retains full copyright ownership of all photographs and images captured, edited, and delivered by our team.

This is in accordance with:

- **Pakistan Copyright Ordinance, 1962**, Section 55, which provides that the copyright in a photograph belongs to the person who took the photograph unless it was taken under a contract of service or apprenticeship.
  - **Berne Convention for the Protection of Literary and Artistic Works**, to which Pakistan is a signatory. Article 5(2) confirms that copyright exists from the moment of creation without any requirement for registration.
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### 2. Client Usage Rights

Upon project completion and delivery, clients are granted a **non-exclusive, non-transferable license** to use the final images for the purposes mutually agreed upon in writing. These may include:

- Personal use
- Social media promotion
- Company websites or brochures
- Internal corporate presentations

**Commercial or third-party usage** (such as magazine publishing, billboard advertising, reselling, or transfer to another agency) requires prior written consent and may incur additional licensing fees.

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### 3. Work-for-Hire Exceptions

In some cases, when an image is created under a **work-for-hire** agreement—meaning the client contracts 99 Marketing Studio to create content where the copyright is assigned to the client—this must be stated clearly in the contract.

Without such a clause, copyright remains with 99 Marketing Studio.

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#### 4. Alteration and Misuse

Clients are not permitted to:

- Modify the delivered images without written permission
  - Remove watermarks or credits (if applied)
  - Claim authorship of the image
  - Sell or license the image to others
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#### 5. Portfolio and Promotional Use by 99 Marketing Studio

We reserve the right to use any images produced during a project for our:

- Website portfolio
- Social media
- Studio promotions and advertising

Clients may request in writing if certain images are not to be publicly showcased.

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#### 6. Reference Links

- [Pakistan Copyright Ordinance, 1962 – IPO Pakistan](#)
  - [Berne Convention – WIPO](#)
  - [PPA – Copyright Resources](#)
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For any copyright-related inquiries, image licensing requests, or to discuss exclusive usage rights, please contact us at: [✉️info@99marketingstudio.com](mailto:info@99marketingstudio.com) ☎️ +92 3000055409

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