

## **Article 15. REPRODUCTION FOR ADVERTISEMENT**

In cases where reproduction of works provided in Articles 3 through 7, Article 13 or Article 14 are used for advertisements of such works (hereinafter “for advertisement” in this article), if the fee amount is designated by the Trustor, the fee shall be a sum equal to the amount obtained by adding to the designated amount, the amount equivalent to the consumption tax.

### **Notes for Reproduction for Advertisement**

- (i) “Reproduction for Advertisement” means the reproduction of works including reproduction for transmission of commercials for the purpose of using such works in advertising, publicity campaigns or opinion advertising, etc. produced based on the sponsor’s suggestion in order to widely bring to the public the sponsor’s names, products, product names, trademarks, catch-phrases, company types, company businesses, company images, etc. during the period in which the sponsor requires.
- (ii) “Reproduction for transmission of commercials” means the reproduction of works provided in (i) above which is used for broadcasting, cable broadcasting, or interactive transmissions of such works.
- (iii) If the fee amount is not designated by the Trustor with regard to Reproduction for Advertisement, the relevant provisions of Articles 3 through 7, Article 13 or Article 14 shall apply. In this case, the provisions of Article 7 (or Article 5 if no moving image is involved) shall apply to reproduction for transmission of commercials.