

FAVORITE FONTS

<i>Abc</i>	<u>Casual Scripts</u> (handwriting fonts)
<i>Abc</i>	<u>Calligraphic Fonts</u> (calligraphy fonts)
<i>Abc</i>	<u>Formal Scripts</u> (wedding, invitation fonts)
<i>Abc</i>	<u>Blackletter Scripts</u> (gothic, celtic fonts)
<i>Abc</i>	<u>Kids Fonts</u> (critters, child handwriting fonts)
<i>Abc</i>	<u>Scary Fonts</u> (bloody, creepy fonts)
<i>Abc</i>	<u>Western Fonts</u> (fonts inspired by the wild west)
$\alpha\beta\psi$	<u>Technical Fonts</u> (math, computer fonts)
	<u>Image Fonts</u> (picture, symbols fonts)
	<u>Famous Fonts</u> (fonts used in movies, tv etc.)
ηH	<u>Language Fonts</u> (greek, cyrillic, cjk fonts)



This feature article outlines the risks you now face through use of **UNLICENSED FONTS** on your PCs within and throughout your organization.

If your Corporate Image or Branding depends on specific FONT styles then this is a must read article!

Did you know that Fonts have always been a "license issue"?

But, up until now, this issue has been very VERY low on the radar!

Recent events indicate that more attention needs to be paid to copyright issues looming through Fonts, as well as Software, Digital Rights Management and also Movies and Music installed on your PCs.

End users at the desktop level can drag you unknowingly into a copyright wrangle that could end up in grief (costs, fines, penalties and unsavoury press) for your organization if you don't understand the effects this may have on your business.

What The Font.....?

is a feature article, in the **Managing Clouds and Moving Goalposts** © series of "Management Focused" articles by **PCProfile** <http://www.pcprofile.com>

Introduction

Everyday, in every organization around the world, business and government sites are using the word processing, presentation, and spreadsheet capabilities brought to us by courtesy of the large and small software publishers.

It doesn't really matter whether you are a Microsoft or an Open Source user, the reality is that the power of the local user at the desktop to create and disseminate documents etc. from the convenience of their workstation lends enormous productivity gains to an organization when done effectively.

To do the task, we tend to use and access the font libraries that are inherent and installed within the software applications we use.

In some cases we have even gone out and found "free" Fonts, and loaded these onto our PCs as we find that the use of Fonts, is very much an issue of style over substance and many have based their own image and corporate style guides on the wide ranges of fonts "available."

BUT there are serious risks that have emerged that need to be considered before we rush and grab "that great new font that you saw on someone else's documentation, presentation, letterhead or brochure".

Are they "Font styles" or "Typefaces"?

The Graphic Design Industry has the definitive answer here;

"Typefaces are designs like Baskerville, Gill Sans or Papyrus. Type designers create typefaces. Today they use software programs like Fontographer or Font Lab to create the individual letters. A few still draw the letters by hand and then scan them into a type design application.

Fonts are the things that enable the printing of typefaces. Type foundries produce fonts. Sometimes designers and foundries are one and the same, but creating a typeface and producing a font are two separate functions."

Source <http://www.aiga.org/content.cfm/theyre-not-fonts>

For the purposes of this article we will stick with the Computer Industry definition as "Fonts."

VISTA has New FONTS

So what? If it comes with Vista and you bought your copy legally and validated the product through the activation cycle then that should be OK. Right?

"The four-font Cambria family, designed by Jelle Bosma of Monotype Imaging, is the new default serif typeface for Microsoft Office products and is part of the ClearType® Collection of fonts included in the Vista platform." Source http://www.monotypeimaging.com/aboutus/pr_display.aspx?year=2007&pr=312

But what happens when your diligent PR or Art department or graphic designer downloads copies of these font types and installs them on your systems, just because one of your executives likes the "look and feel" of the new fonts seen in Vista, that action could place you at risk of violating a copyright!

If your Corporate Image or Branding depends on specific FONT styles then you MUST make sure you have the correct licenses to use those FONTS in place!

Character count has increased too!

Not only has Vista a range of New Fonts, but the character styles used are new as well!

"Thousands of characters were added to the Arial®, Times New Roman® and Courier New typefaces to comply with the latest release of the Unicode™ Standard, the international industry specification designed to allow text and symbols from the world's writing systems to be consistently represented by computers. Source http://www.monotypeimaging.com/aboutus/pr_display.aspx?year=2007&pr=312"

If you decide that you “must have” these extra new characters, by seeking to “lift” them from download sites, then you will run foul of licensing issues as well, as the characters are for future versions, not for prior versions of Microsoft products. The font libraries are not likely to have been considered for earlier releases’ by any of the future update or patch cycles.



Font Types (by file extension name)

To locate Fonts on your system perform a search using the following File Extensions to locate what they are and where they are located. You might consider using a commercial “discovery tool” to assist.

- ABF — Adobe Binary Screen Font
- AFM — Adobe Font Metrics
- BDF — Bitmap Distribution Format
- BMF — ByteMap Font Format
- FON — Bitmapped Font — Microsoft Windows
- MGF — MicroGrafx Font
- OTF — OpenType Font
- PCF — Portable Compiled Font
- PostScript Font — Type 1, Type 2
- PFA — Printer Font ASCII
- PFB — Printer Font Binary — Adobe
- PFM — Printer Font Metrics — Adobe
- FOND — Font Description resource — Mac OS
- SNF — Server Normal Format
- TFM — TeX font metric
- TTF (.ttf, .ttc) — TrueType Font

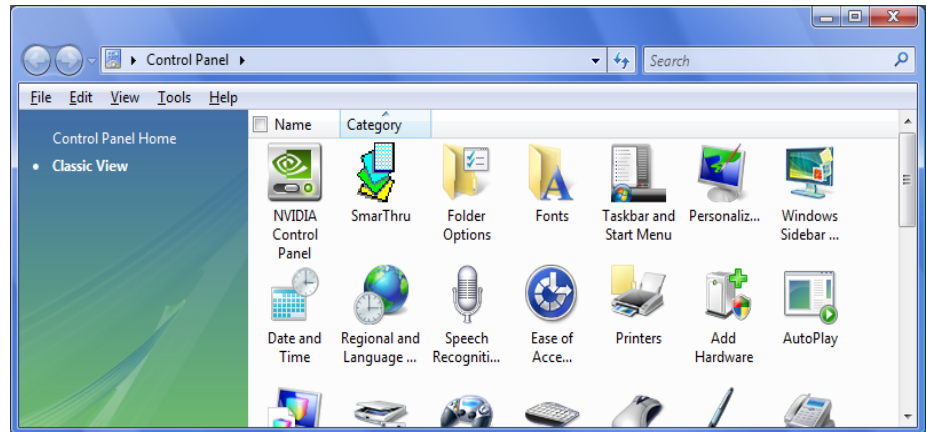
BSA Website

The Business Software Alliance details on how they view FONTS issues can be seen here

<http://www.bsa.org/country/Anti-Piracy/What-is-Software-Piracy/Fonts%20are%20Software%20too.aspx>

Where can they be located?

Fonts can be located from the **Control Panel** in Windows Vista at:

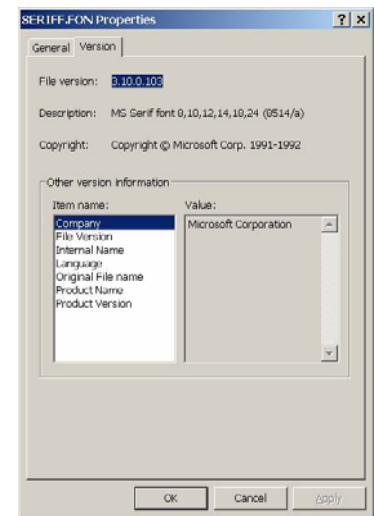


If you right click on a font file in Windows its basic properties are displayed as shown here.

TrueType Fonts (made by Microsoft) can be located in your \windows\fonts folder.

Postscript Fonts typically will reside in a folder attached to a program name eg;

If you have PhotoShop, FrameMaker, and Acrobat, each will have a separate folder. eg; \Program Files\Adobe\Fonts or \Program Files\Adobe\Photoshop\Fonts



So Fonts are Copyrighted?

In most cases ALL of these Fonts are copyrighted, however very few carry sufficient details in the filename to enable you to be able to accurately identify the Copyright Owner. If you check the file Properties dialog box of the file \windows\fonts\seriff.fon you can see the details located here, and as you can see very little is listed, even Microsoft often does not follow its own rules!

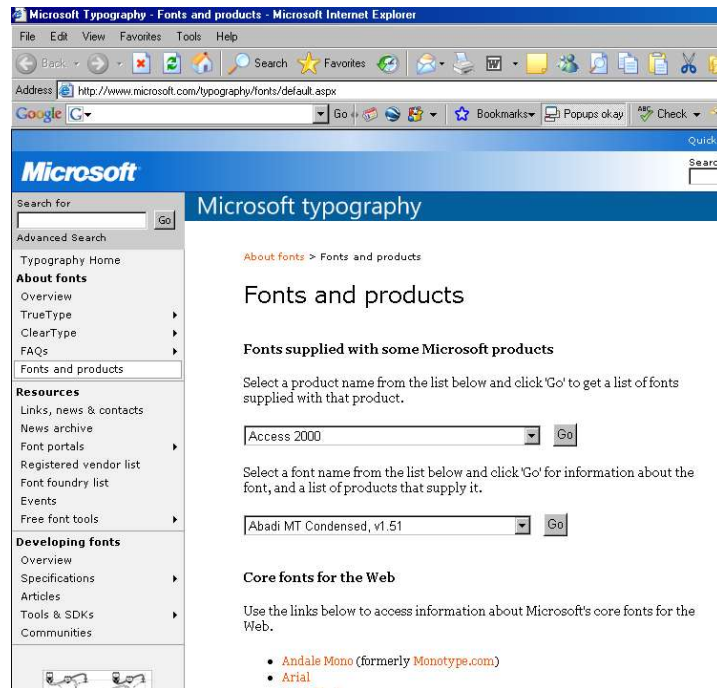
Microsoft TrueType Fonts

If you are a FONT Designer, Microsoft makes an editor available for free that gives type designer's access to the following "internal property" entries. <http://www.microsoft.com/typography/property/fpedit.htm>

- **designer** - the type designer or designers.
- **designer link** - the designer's Web site or e-mail address.
- **type foundry** - the company responsible for marketing the font.
- **foundry link** - the company's Web site or e-mail address.
- **description** - background information on the font, the people who created it, advice on its use, and information about upgrades and technical support.
- **license** - the license field should contain in plain language the restrictions placed on the use of this font. Some issues you may consider include.
 - *Type of font.* If the font is 'shareware' or 'freeware' you may wish to define what you mean by these terms.
 - *Redistribution.* Even if you are giving the font away for free, can the people you give it to redistribute it?
 - *Service bureaus.* Are users of the font allowed to loan it to service bureaus?
 - *Embedding.* Ensure that any restrictions on embedding are consistent with the embedding permissions encoded within the font.
 - *Conversion & manipulation.* Do you allow users to convert the font to a different format, or manipulate the outlines? What restrictions do you place on the redistribution of such 'derivative works'?

- **license link** - a link to a licensing FAQ or an e-mail contact for licensing questions.
- **Vendor ID** - a unique four letter code that identifies the font foundry.
- **Embedding** - embedding permissions may be made more restrictive.

To match FONTS to applications you can access Microsofts' Typography page that allows you to see what FONTS belong to which application. Be careful, it's not a complete list! <http://www.microsoft.com/typography/>



Sample Font Types

Times:	Most Fonts are covered by license conditions
Roman:	Most Fonts are covered by license conditions.
Garamond:	Most Fonts are covered by license conditions
Palatino:	Most Fonts are covered by license conditions.
Antiqua:	Most Fonts are covered by license conditions
Minion:	Most Fonts are covered by license conditions
Helvetica:	Most Fonts are covered by license conditions
Swiss:	Most Fonts are covered by license conditions.
Impact:	Most Fonts are covered by license conditions
Script:	Most Fonts are covered by license conditions
Decorative:	Most Fonts are covered by license conditions
Blackletter:	Most Fonts are covered by license conditions
Fraktur:	Most Fonts are covered by license conditions
Modern:	Most Fonts are covered by license conditions.
Courier:	Most Fonts are covered by license conditions
Calibri:	Most Fonts are covered by license conditions

Fonts that you shouldn't delete from your system

From what we understand, Fonts that you shouldn't delete from your system (C:\windows\fonts) are:

Arial,
Bookman,
Book Antiqua,
Century Gothic,
Comic Sans MS,
Courier,
Garamond,
Georgia,
Haettenschweiler,
Impact,
Lucida,
Microsoft Sans,
Modern,
Monotype,
MS Outlook,
MS Sans Serif,
Palatino Linotype,
Roman, Script,
Small Fonts,
Symbol,
Tahoma,
Times New Roman,
Trebuchet,
Verdana,
Webdings,
Wingdings,

It is our assumption that the above Font Types will be governed by the overall EULA End User License Agreement for the standard suite of Microsoft applications.

Fonts can be purchased online for a license fee (some examples)

The screenshot shows the MYFONTS website search results for the text "decorative". The page displays two font families:

- Aviano™** - insigne Font Family - 2 styles - from \$21.99. The preview shows the characters "A A B B C C D D E E F" in a bold, serif font.
- Daisy Lau** - Flat-it Font Family - 1 style - from \$10.50. The preview shows the characters "A a B b C c D d E e F f G g" in a cursive, script font.

The screenshot shows the fonts.com website in a Microsoft Internet Explorer browser. The page features a navigation menu with options like "Find Fonts", "Font Packs", "Font Services", "About Fonts", "Specials", and "Useful Links". The main content area includes a search bar, a "New Releases" section for "Akzidenz-Grotesk Next" and "ITC CHARTER", and a "Highlights" section for "Adobe Type OpenType".

Licensing Issues The section below has been copied in its entirety from <http://www.fonts.com/FontServices/LicensingOptions.htm> and is unaltered so that you can recognize the various types of licenses that “may apply” with Fonts in use in your organization.

The following text is Copyright 2001 – 2007 Monotype and www.fonts.com and is reproduced “as is” for clarity of explanation for this feature article.

Monotype Licensing Conditions

The number of font licenses an organization needs varies dramatically depending on organizational size, structure and intended use of the font. To accommodate the font needs of everyone, from sole graphic designers to worldwide enterprises, Monotype Imaging has developed 4 basic licensing models: the Standard User License, the Extended Multi-User License, the Enterprise-Wide License and the Font Embedding, Streaming and Web Server License.

STANDARD USER LICENSE

A Standard User License is issued with individual font purchases. It licenses a font for use on up to 5 CPUs and one(1) printer within an organization. The Standard User License is best suited for individuals and small organizations or in instances when only a limited number of individuals will need access to a desired typeface.

EXTENDED MULTI-USER LICENSE

Extended Multi-User License Agreements are arranged either for a predetermined number of users (larger than 5) or for an entire site. The cost is based on the number of users. Site licenses generally allow a font to be distributed to all employees at a single postal address. The Extended Multi-User License is a perfect way to implement a font throughout an entire department or mid-sized company.

ENTERPRISE-WIDE LICENSE

The Enterprise-Wide License grants everyone within a company intranet access to a particular font. This is convenient for large corporations, in particular, those with multiple offices or locations. Customers are issued a one-time fee and may distribute the font freely throughout their organization. Enterprise-Wide Licenses can save thousands while easing the implementation process and providing flexibility for growth.

FONT EMBEDDING, STREAMING AND WEB SERVER LICENSE

These licenses are for commercial publishers or web designers who wish to use fonts in ways beyond the scope of the Standard User License. For example, to embed fonts into eBooks or other commercial products, to embed fonts in websites that allow for content editing, or web servers that use fonts in their end user applications. For complete information on these Licenses, go to www.fonts.com/embedding.

REPEAT AGAIN:

If your Corporate Image or Branding depends on specific FONT styles then you MUST make sure you have the correct FONT licenses in place!

Copyright details and source of information

Further information about Monotype and Fonts can be found at www.monotypeimaging.com
www.fonts.com
www.linotype.com
www.monotypefonts.com
www.customfonts.com
www.fontwise.com
www.itcfonts.com
www.faces.co.uk.

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See also <http://partners.adobe.com/public/developer/en/font/T1Format.pdf>
and

- [1001 Free Fonts](#)
- [TrueType and Type 1 comparison](#)
- [Another TrueType and Type 1 comparison](#)
- [TrueType Typography](#)
- [Microsoft Typography home page](#)
- [Apple Typography home page](#)
- [Apple Font Tools](#)
- [Adobe Systems Web Site](#)
- [Typography resources](#)
- [Macintosh character access chart \(PDF\)](#)
- [Windows character access chart \(PDF\)](#)
- [Font Freak](#)
- [Abstract Fonts](#)
- [Unifonts](#)
- [TypeNow.net](#)
- [MyFonts.com](#)
- [Mike's Sketchpad](#)
- [DaFont](#)
- [Larabie Fonts](#)
- [EKNP Free Fonts](#)
- [eXtremefonts](#)
- [1001 Fonts](#)
- [Free Fonts](#)
- [Font Site](#)
- [Dingbat Pages](#)
- [Fountain of Youth](#)
- [Astigmatic One Eye](#)
- [Free Font Fiesta](#)
- [Scrappinfun free fonts](#)
- [EuroCheck](#)
- <http://www.adobe.com/products/atm/mainwin.html>
- <http://www.extensis.com/suitcasewin/>
- <http://www.neuber.com/typograph/>
- <http://www.diamondsoft.com/>

Watch the Gotcha!

There is a real problem the software publishers and the Font Foundry vendors and then Business Software Alliance www.bsa.org haven't considered that could well have a big impact on their ability to pursue your organization for font piracy! Mind you, that probably won't stop them from trying.

Most documents, spreadsheets, presentation files and emails etc. that are created EMBED the Fonts used within the file itself. When the software is removed from your system by deletion through an uninstaller or through the add/remove programs area, the fonts actually stay behind on your systems, embedded in your files. You could even receive fonts, that require a license, embedded in a file emailed to you by a colleague, friend, business associate, etc.

Is this your fault, or should you be concerned?

FIRST! **It's not your fault** at all as the software publishers have not worked out a way to protect you in this area.

Should you be concerned? You should as the BSA members will be pursuing instances of fonts being used that are not properly licensed. In theory this means that residual fonts remaining on systems could cause you to infringe copyright, through no fault of your own. Our very strong advice is that if you are caught infringing that you immediately seek legal representation from a **qualified** lawyer who can accurately defend your case if you find yourself trapped in this area that really could become a no man's land.

This is uncharted territory and until such time as the font industry and the software industry resolve this "technical problem" then you need to be very aware of your rights in terms of fonts. Of course if you have been using fonts without licenses in the 1st place we can't help you other than to say watch out for copyright violation actions arising!

Fonts In The News

Monotype (Font Foundry) joining forces with BSA to pursue "font piracy".

<http://www.bsa.org/country/News%20and%20Events/News%20Archives/BSA%20Welcomes%20CA%20EMC%20and%20Monotype%20Imaging%20as%20New%20Members.aspx>

<http://www.monotypefonts.com/WhatsNew/Pr-Display.asp?year=&pr=311>

An early BSA "successful" font action <http://www.creativepro.com/story/news/7899.html>

http://image.linotype.com/files/pdf/01_news/images/news_03/pdfs/LL_Piracy0700_E.pdf

<http://legalit.itproportal.com/?p=137>

Some other font related news

<http://www.itweek.co.uk/itweek/news/2159208/unlicensed-fonts-spell-trouble>

<http://www.melbourneitcbs.com/news.php?article=5&title=Font%20piracy%20a%20growing%20problem&year=2003&month=09>

http://technology.timesonline.co.uk/tol/news/tech_and_web/article683330.ece

During a typical installation, Windows XP installs the following TrueType fonts into the Windows/Fonts folder. Because Windows XP and other applications may require one or more of these fonts, reasonable that you do not remove them from the Fonts folder. The table below illustrates XP fonts installed.

Arial	Arial.ttf	Palatino Linotype Bold Italic	Palabi.ttf
Arial Black	Ariblk.ttf	Palatino Linotype Italic	Palai.ttf
Arial Bold	Arialbd.ttf	Roman	Roman.fon
Arial Bold Italic	Arialbi.ttf	Script	Script.fon
Arial Italic	Ariali.ttf	Small Fonts	Smalle.fon
Comic Sans MS	Comic.ttf	Symbol	Symbol.ttf
Comic Sans MS Bold	Comicbd.ttf	Symbol 8,10,12,14,18,24	Symbole.fon
Courier 10,12,15	Coure.fon	Tahoma	Tahoma.ttf
Courier New	Cour.ttf	Tahoma Bold	Tahomabd.ttf
Courier New Bold	Courbd.ttf	Times New Roman	Times.ttf
Courier New Bold Italic	Courbi.ttf	Times New Roman Bold	Timesbd.ttf
Courier New Italic	Couri.ttf	Times New Roman Bold Italic	Timesbi.ttf
Estrangelo Edessa	Estre.ttf	Times New Roman Italic	Timesi.ttf
Franklin Gothic Medium	Framd.ttf	Trebuchet MS	Trebuc.ttf
Franklin Gothic Medium Italic	Framdit.ttf	Trebuchet MS Bold	Trebucbd.ttf
Gautami	Gautami.ttf	Trebuchet MS Bold Italic	Trebucbi.ttf
Georgia	Georgia.ttf	Trebuchet MS Italic	Trebucit.ttf
Georgia Bold	Georgiab.ttf	Tunga	Tunga.ttf
Georgia Bold Italic	Georgiaz.ttf	Verdana	Verdana.ttf
Georgia Italic	Georgiai.ttf	Verdana Bold	Verdanab.ttf
Impact	Impact.ttf	Verdana Bold Italic	Verdanaz.ttf
Latha	Latha.ttf	Verdana Italic	Verdanai.ttf
Lucida Console	Lucon.ttf	Webdings	Webdings.ttf
Lucida Sans Unicode	L_10646.ttf	WingDings	Wingding.ttf
Microsoft Sans Serif	Micross.ttf	WST_Czech	WST_Czech.fon
Modern	Modern.fon	WST_Engl	WST_Engl.fon
MS Sans Serif 8,10,12,14,18,24	Sserife.fon	WST_Fren	WST_Fren.fon
MS Serif 8,10,12,14,18,24	Serife.fon	WST_Germ	WST_Germ.fon
Mv Boli	Mvboli.ttf	WST_Ital	WST_Ital.fon
Palatino Linotype	Pala.ttf	WST_Span	WST_Span.fon
Palatino Linotype Bold	Palab.ttf	WST_Swed	WST_Swed.fon

Numbers of Fonts installed	
* Windows XP	60
Office 2003	26
Office Publisher 2003	160
* Office XP	66
Office 2000	60
Office 97	19
* Typical suite excl Publisher	130
	approx

The Bottomline according to PCProfile?

It's hard enough now to manage software licenses, and the Fonts issue looks like it will be far worse as very few know much about Fonts making "the assumption" that if it's on the system then it must be OK to use.

In fact there is very little in terms of EULA details relating specifically to Fonts, so it will be interesting when these issues are tested in legal circles.

Many innocent users could cause havoc in your systems if they aren't accurately instructed on how to deal with the issues relating to FONTS.

PCProfile believes that a coordinated approach to both software and font licensing needs to be taken by Management to control the process under their own terms.

Now is the time to make sure that you assess your position across the enterprise, mandate a policy of total compliance by ensuring that budgets are set for software, and fonts (work on the basis of one for every PC unless you can negotiate a legitimate blanket deal), staff are signed up to your compliance policy, (facing termination if they install software and fonts without authorization), conduct audits on a random and periodic basis and keep very good proof of purchase records fully documenting what you purchased in terms of licenses was acquired from a legitimate vendor and that you have the correct "bodycount" of licenses for every PC in your business.

Frankly, we don't care how much the software vendors are losing due to piracy! They could have solved the problems by now, as we have been business advisers on this topic for well over 15 years. However, we do care about managing the business, as we know that the issue of software compliance is not core to your business activity!

If your software and fonts are correctly installed and legal you ought not to have a problem, however, if it's not, then... the nightmare this will bring to your Help Desk will be very difficult to manage.

PCProfile Tip - The best tip we can give you is to make sure that you understand what is happening, make sure your users understand the implications and that you take control of the whole process so that you can manage this situation rather than the situation managing you.

About the Author

PCProfile has been in the anti-piracy advice business for over 15 years offering assistance and advice to managers to help them save their own jobs and their businesses! <http://www.pcprofile.com>

Why "Managing Clouds?"

"As soon as you see them forming they change shape and form again, sometimes turning into vapour, other times dumping rain all over you!and you really can't manage them at all!"

The role of any manager is complex and difficult and with rapid changes taking place all around you it's difficult to know where to find practical advice on "how to manage" these changes. This is especially true when you think you have it all under control then find the rules change, again, and again.

This is when it's more like **"Moving the Goalposts"!**

About "Managing Clouds and Moving Goalposts"

PCProfile has been writing feature articles on a wide range of technology issues and many related to "management practices" or failing to understand what was happening around them.

The key issues we noted were that technology changes were happening so fast around managers it was a bit like trying to “manage clouds”. The other issue was the rules keep changing, (nothing new here) hence the reference to “moving the goalposts”.

“Managing Clouds and Moving Goalposts” is a series of management focused articles on relevant technology issues that are impacting businesses across the world and are intended to inform with pragmatic solutions steps that can be undertaken to minimize risk.

Other articles in this series;

- Hasta La Vista http://www.pcprofile.com/Hasta_La_Vista.pdf
- Update Now - check the fine print before you click!
http://www.pcprofile.com/Update_Now_Managing_Clouds_and_Moving_Goalposts.pdf
- Is Your IP Leaking - 1 – Open Source
- Is Your IP Leaking - 2 – Office Collaboration & Google Calendar
http://www.pcprofile.com/Office_Collaboration.pdf
- RMA Your worst nightmare
- Who Is Responsible for Software Piracy - 1
- Who Is Responsible for Software Piracy – 2
- The Risk of Old PCs
- File Sharing
- No Budget for Software
- We DON'T CARE how much they lose!

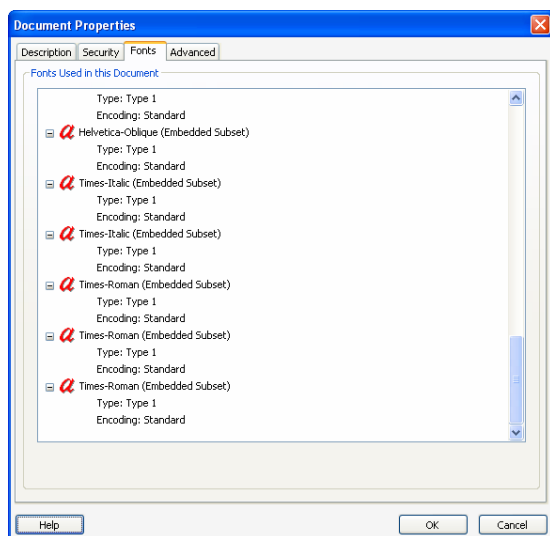
Microsoft, Windows, and all screenshots and weblinks are all recognized as both Copyright and Trademark terms of Microsoft Corporation, Redmond USA and are used in the context of this feature article as informational only.

DON'T LET YOUR ORGANIZATION BE QUOTED IN THE PRESS IN THE FOLLOWING MANNER!

The most common observation in press releases about Anti-Piracy actions taken, is that the organization " ... had inadequate procedures in place to prevent the use and installation of unlicensed software... and " ... should have had preventative measures in place... ".

Now that has been widened to cover Fonts and Managers don't even know they have a problem which makes the issue harder to handle!

PC Profile has been providing anti-piracy (self-help / non-policing) advisory services worldwide since 1991 and is based in Adelaide, Sth Australia email: pcprofile@internode.on.net web: <http://www.pcprofile.com>



If you need help in locating FONTS on your system contact us at www.pcprofile.com for a FONT discovery tool that will assist you. Ask for details on our FONT Discovery tool by sending an email to pcprofile@internode.on.net with the Subject FONT Discovery Tool.

If you are presented with an issue over FONTS licensing we advise you to consult your legal adviser very promptly to ensure you receive maximum defense in this area as it is a very unclear area of licensing at present given the reasons outlined in this whitepaper.