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This license applies ONLY to MY [Steve Doughertys'] Customers (VIDEOS, Graphics & SALESLETTER COPY).

If you by any chance are not one of my [Steve Dougherty] customers, then you DO NOT get these rights. My customer – the person you most likely purchased from – needs to give you the correct license agreement.

This license is Non - transferable.

If you plan to sell resell rights then you **MUST** pass on this resell license to your customers: (Open & save file from my server then upload to your server)

<http://plrvideodirect.com/RRLic.pdf>

Please do not violate any of the following rights, or your license will be immediately and unilaterally revoked, and we will seek legal damages against you.

Your Rights:

[YES] Can Sell This Product

[YES] Can Be Packaged with Paid Products. 5 PRODUCTS MAXIMUM CAN BE BUNDLED

[YES] Can Be In PAID Firesales ONLY UP TO 5 PRODUCTS. **IF MORE, IT IS NOT ALLOWED.**

[YES] Can Be Offered as a bonus to PAID Product of \$17 or more or \$37 or more if passing on the Resell Rights package.

[YES] Can Be Added as Streaming Content to Paid Membership or Training Sites That Charges \$17 OR MORE Monthly **BUT Not Downloaded From Inside The Membership Or Training Sites!**

[NO] You CANNOT include this product on a PAID membership or training site for **downloading** by its Members- **UNLESS..**

That site charges \$47 OR MORE

There are NO MORE THAN 5 TOTAL Products on the ENTIRE site

[YES] Can Put Your Name on the Sales Page

[YES] Can Sell Resale Rights (Does not relate to PLR, meaning your customers can resell the video as is...) - Your customers have resell rights, but their customers DO NOT***

*You **ARE NOT** allowed to pass the video source code files (AVI,WMV nor MOV files) to your customers. They are strictly for your personal use for the re-branding purpose.

[YES] Own Basic PLR Rights - You can edit or stamp your name on the videos, but you cannot sell PLR

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- [NO] You CANNOT give this product away for FREE
- [NO] You CANNOT include this product on a FREE membership site
- [NO] You CANNOT use these as web site content
- [NO] You CANNOT sell on auction sites
- [NO] You CANNOT sell on Tradebit.com

All I ask is that you avoid devaluing the products. This hurts not only me, but also you and everyone else trying to sell these. 😬

In order to maintain the high value of the products I create **AND** to avoid people engaging in 'Price Wars' by simply trying to sell for less than their competitors, I have the following pricing suggestions.

Minimum Retail *with* any resale rights - \$37 or more.

Minimum Retail *without* any rights - \$17 or more.

If you choose to sell for less than the **Minimum** prices then you will be devaluing these products and your license will be made null & void.

I understand that there is a market for low-priced products and if this is the market you are targeting then I ask you kindly to not purchase my products.

There are many other products you can locate & purchase that have a lower price point and you would be able to sell in the lower-priced market place.

* If you make substantial changes to my video products, meaning...

1. replace my voice with someone else's AND
2. create and use entirely new graphics AND
3. change the title of the product and each video

Then you can price the new product of your creation at any price you want.

Thank you for helping maintain the value of these products by complying with these terms.

Sincerely,
Steve Dougherty
steve@plrvideodirect.com