# UNDERSTANDING USAGE RIGHTS

What you need to know:

- Before you upload, make sure you know **any** usage restrictions that apply to the Asset(s). If you do not know these, you will need to contact your in-house legal team or could otherwise face financial liabilities.
- When you come to import onto The Asset Bank (TAB), one of the mandatory fields you need to complete is the 'Usage Rights Type'. There are three different categories:
    1. "None" (represented by a white halo): this means that Unilever have created the Asset
    2. "Royalty Free" (represented by a white halo): this means that Unilever have bought the rights to the Asset
    3. "Rights Managed" (represented by a blue halo): this means that the Asset has restrictions on its use and will need to be checked before downloading

1 To start the upload process, click on the *Upload* icon at the top right of the homepage. The system will generate a **Rights Managed Assets - Please Read** *Disclaimer*. Please read and click *Agree* to continue.

**2** The *Telescope Uploader* will open for you to add your file(s) and complete the metadata
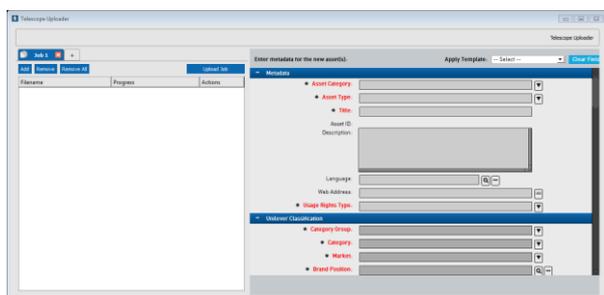
3 To add files to the Uploader, click on *Add* in the top left corner, then *Files.* Browse your computer's files to locate the files you want to upload and proceed to add them to Telescope Uploader
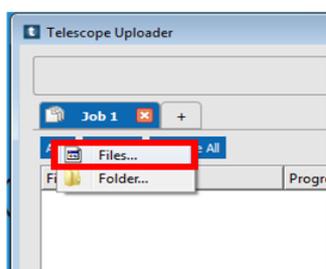
4 To the right of the Uploader are the *Metadata fields*. You can complete fields individually or apply a *Metadata Template* from the *Apply Template* menu. Get in touch if you're unsure which Template to use.

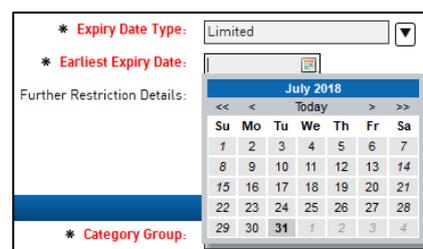**Important:** If you are uploading a Pack Shot asset, you must align your Asset to a GTIN.

5 If your Asset has usage restrictions, please select 'Rights Managed' from the dropdown box and the Usage Restrictions field will appear
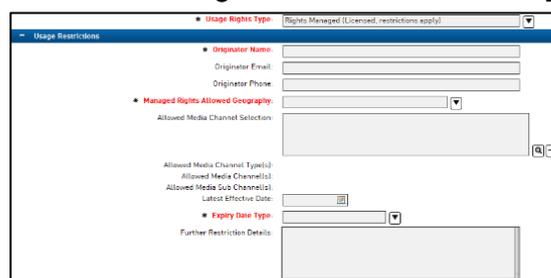
Please complete as many fields as you can, **including all mandatory fields**.

6 It is in the Usage Restrictions section that you should specify:
    1. Your name and email
    2. Managed Rights Allowed Geography
    3. Media Channel Restrictions (if applicable)
    4. Expiry Dates (to specify an expiry date, please select 'limited' from the dropdown menu and use the calendar to select the exact date

7 Once you have completed the metadata, click

For further details on Uploading and additional TAB functions, please refer to the user guides on the *Connected World Hub*