

## COPYRIGHT

As a service to speakers and delegates, and as a future reference work, ESOMAR will publish the papers from this Conference on a CD-Rom. ESOMAR may decide to publish the papers for this Conference in any other form or make them available to the public by means of any other technique. In order to safeguard the authors from unauthorised copying of their paper, ESOMAR retains the copyright on each paper presented at its meeting and exercises a control on any request for reproduction of the text in other publications.

Permission to publish one or more papers from the Conference may be given provided that mention is duly made of the source. This is exclusively to protect the authors' rights and to make our publication as valuable as possible. Should you, following the Conference, wish to have your paper published elsewhere, please make contact with us accordingly.

In order to ensure publication, we kindly request you to complete, sign and return this Assignment of Copyright Form.

Title of Paper

---

Title of Conference

---

I hereby assign to ESOMAR copyright in the Publication for the full legal term of copyright throughout the world, in all formats and media. By submitting the Publication I warrant and undertake that:

1. the Publication has not been previously published in any form and is entirely original.
2. in line with the ICC/ESOMAR International Code of Marketing and Social Research Practice, I have notified those interviewed about the Publication and allowed them to comment on it.
3. I have done my utmost to ascertain and check facts mentioned in the Publication.

4. the Publication contains no infringement of any existing copyright, right of use or any other right of intellectual property owned by third parties.

5. I shall indemnify ESOMAR and will ensure that ESOMAR is not held liable for any claims from third parties incurred by my failure to obtain such permissions, copy and usage rights.

In assigning my copyright, I am not forfeiting my right to use my contribution elsewhere. This I may do after having obtained permission from ESOMAR and subject to appropriate acknowledgement of publication by ESOMAR, stating the bibliographic data thereof.

Signed by

Name

---

Company

---

Date

Signature

---