



MAVCOR Policy on Fair Use

The Center for the Study of Material and Visual Cultures of Religion (MAVCOR) encourages contributors to pursue publication permissions from image rights holders where financially and logistically feasible (please see below our Reproduction and Use Permission Request Form for contributors to use in pursuing image rights). In the event that the rights holder exhorts prohibitive fees, or is unresponsive to image permission requests, AND the image is freely available in the high resolution format required by MAVCOR (ideally 300 dpi), MAVCOR encourages contributors to exercise their fair use rights under United States copyright law.

Fair use is an exemption to copyright owners' monopoly of control over their products under United States copyright law. This exemption applies to all of a copyright owner's monopoly rights, including the owner's right to control adaptation, distribution, and performance. Fair use does not require permission from the copyright holder, nor does it necessitate authorization from anyone other than the individual or organization choosing to exercise fair use rights.

MAVCOR employs fair use appropriately in that images are 1.) used in a **transformative** manner. In *MAVCOR Journal*, images serve an illustrative purpose; they elucidate the arguments made by each individual author. In the Material Object Archive, images are recontextualized and placed into dialog with one another via the use of clickable/searchable terms. 2.) In both *MAVCOR Journal* and the Material Object Archive, MAVCOR displays images in a manner **appropriate to the purpose of the use**. In *MAVCOR Journal* the size of the display is equivalent to that which is necessitated by the accompanying argument. In the Material Object Archive, images are displayed in full at a small size, while the zoom feature allows for close viewing of small portions. Lastly, 3.) MAVCOR exercises fair use **in a manner reasonable within the field(s) or discipline(s) within which we operate**. Increasing numbers of academic publishers and museums are choosing to exercise fair use. The College Art Association released its *Code of Best Practices for Fair Use in the Visual Arts* in 2015. Where fair use is not exercised, image publication fees often threaten to limit or even derail publication projects. In exercising fair use, MAVCOR ensures that our contributors are able to make informed scholarly arguments in the most compelling manner possible.



Reproduction & Use Permission Request

I hereby request nonexclusive world rights in all languages to reproduce and display the following image:

in the Material Objects Archive, an online gallery the Center for the Study of Material & Visual Cultures of Religion (MAVCOR - mavcor.yale.edu) at Yale University. MAVCOR is an educational, non-profit initiative. The MAVCOR website has been programmed to prevent users from right clicking and/or extracting images while retaining zoom functionality.

This form grants MAVCOR permission to use the image requested in the Material Objects Archive (mavcor.yale.edu/material-objects) and alongside any *MAVCOR Journal* article affiliated with the image in question (mavcor.yale.edu/mavcor-journal). The image will be credited as stipulated and displayed with the most complete information available (see below). Along with the granting of permission, I request that you furnish me with a copy of the image in either TIFF or JPEG format at a quality of at least 300 dpi.

Please complete, scan, and return a countersigned copy of this form to me at

Sincerely,

The credit line accompanying said image should read:

Please provide as much of the following information as is known/available for the object listed above, including creator name, associated religious tradition (s), precise dates, materials, place of origin, current location, and suggested keywords.