Image releases and font licences

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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What is covered, what extends, what to anticipate · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for the demonstration. **An image release is the agreement signed by the person photographed**: it is bounded by supports, a territory and a duration — often shorter than the photographer's assignment. **A font licence is the contract permitting the use of a typeface**, almost always limited by workstations or by page views.

The six people in the 2023 campaign

Release	Supports covered	Territory	Ends	Reusable this summer?
4 releases	All supports	France	2028	**Yes, no action needed**
1 release	**Web only — display excluded**	France	2028	**Yes, with the drafted amendment**
1 release	All supports	France	**March 2027**	**Yes, and the renewal should be asked for now**

The drafted amendment — what it contains

Clause	Proposed content	Why
Supports	Extension to printed supports and in-store display	It is the strongest shot in the campaign
Territory	France, unchanged	No run planned beyond
Duration	**Aligned on the photographer's assignment**	**So both expire on the same day and are tracked in the same place**
Consideration	Carried over from the original release	Traceability and fairness

Font licences — the state of the estate

Typeface	Licence held	Observed use	What is proposed
Retail brand typeface	**Desktop, 5 seats**	**5 studio seats + 2 partner agencies**	**Extension to 12 seats — price supplied. The only genuine gap in the estate.**
Web display typeface	**250,000 page views/month**	**310,000 since the spring campaign**	**500,000 tier, to be taken before peak season, not during**
Text typeface	Unlimited, perpetual purchase	Compliant	No action
Partner brand typefaces	Supplied by the partner	Compliant with the co-branding contract	Register kept, expiry tracked

The time the register replaces

Before	After

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Half a day of checking per campaign, under pressure and never complete	Register kept continuously; an alert arrives with its solution, not with a problem
Expiry discovered after publication	Alert 90 days ahead, letter or amendment already drafted
No overview of typefaces	Full estate, with the next tier and its foreseeable crossing date

> **Extending, replacing or dropping is the company's decision.** The agent removes no visual, signs no amendment and subscribes to no licence.

For the company to decide

Signatory for image release amendments: _____

Web licence tier adopted: _____

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> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-ia-creation-visuelle

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