



24 October 2014

Victoria Leachman  
Rights Adviser  
Museum of New Zealand Te Papa Tongarewa  
PO Box 467, Cable Street  
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Dear Victoria

### eFlora Copyright – Record of Licensing Arrangements

Landcare Research is publishing eFlora, a definitive guide for identifying and describing New Zealand plants. Te Papa has agreed that Landcare Research may publish images of natural environment specimens held by Te Papa in the eFlora publication.

The purpose of this letter is to record our agreement as to the Creative Commons license that Te Papa is releasing the images under and to record a "CC+ Protocol" concerning the attribution requirements for those images. This agreement applies to images that Te Papa is the sole copyright owner of.

1. CC License: the images are provided under:

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2. The CC+ Protocol which we have agreed is:

Attributions of the Te Papa images may be limited to "Photo: Creator. © Te Papa CC BY NC". By way of example: "Photo: L R Perrie. © Te Papa CC BY NC".

We both acknowledge that, where no copyright exists in the image, the applicable copyright is indicated with the image in the relevant online collection. For example:

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In this case the credit should be: "Photo: Te Papa (1992-0035-2353/112). No Known Copyright Restrictions".

Landcare Research will not use any images where Te Papa is not the copyright holder (for example, images in Te Papa's online collections marked up as All Rights Reserved) unless a separate licence has been obtained from the copyright holder.

We both acknowledge that this letter of agreement is intended to be made available consistent with the publication of eFlora and is to serve as the record of the CC+ protocol for attribution for any persons accessing the images. Accordingly, this letter of agreement is not confidential.

Yours sincerely

Licensing Arrangements Agreed by  
Museum of New Zealand Te Papa Tongarewa

Andrew Trevelyan  
Communications Manager  
Landcare Research New Zealand Limited

Victoria Leachman  
Rights Adviser

5/11/2014  
Date