



CUSTOM MORPHING SERVICE

1. PLEASE READ OUR HELPFUL [Tips for Getting the Best Custom Morphs](#)

2. NEXT, PLEASE FILL OUT A PROJECT SPECIFICATIONS FORM

To help us provide an accurate quotation, please complete our [Project Specifications Form](#) and submit it to [CustomMorphing \(at\) OOZandOZ.com](mailto:CustomMorphing@OOZandOZ.com) with any existing artwork, logo, photographs, and/or layout sketches in the following PC file formats: .jpg, .psd, or .pdf.

3. YOU WILL RECEIVE YOUR QUOTATION

We'll review your specs and images and email our quotation to you.

4. LICENSE AGREEMENT & DOWNPAYMENT

Our images are licensed for a specific period of time, or for a one-time use. Once you have approved our quotation, we'll send a License Agreement for your signature, along with an invoice. Production of a custom image commences when we receive a signed and dated License Agreement along with a 50% deposit and a purchase order (if applicable.) The remaining balance is due within 30 days of receipt of the final morphed artwork. Payments may be made by check, credit card or international wire transfer. If payments are made by wire transfer an additional \$20.00 fee per transaction will be required.

5. PRODUCTION TIME & PROOFING OF IMAGES

We need five business days to produce the final morphed artwork. Once the Morph is completed, we will notify you by email or by telephone and ship you a low resolution print of your custom Morph plus one Mirror Decoder for viewing. Upon your emailed or faxed approval to us, we will email you the final image as a high resolution .jpg or .pdf attachment.

6. COPYRIGHTS

Our dated copyright - e.g. ©2015 OOZ & OZ - must appear no smaller than 10 point type either along the curve of the Decoder positioning circle or within the perimeter of the licensed artwork on all final output.

7. RESIZING OF IMAGES

Custom Morphs are created to be printed at one specific size to suit our standard size Mirror Decoders. Should you desire to use the images at another size, our artists will re-size the images to match your reflectors ensuring end users have a successful viewing experience. This may require an additional fee.

8. MIRROR DECODERS

High quality Morphs are the first crucial component of OOZ & OZ's concept. Picture-perfect Mirror Decoders are the second. We maintain strict quality control of Mirror Decoders. OOZ & OZ makes two kinds of Mirror Decoders, both reasonably priced. Should you wish to obtain your own reflectors, we will require two product samples and pricing quoted on the manufacturer's /converter's dated letterhead. Approval of samples will be at OOZ & OZ's sole discretion. If the samples are acceptable, then it becomes our option to match the pricing quoted.



TIPS FOR GETTING THE BEST CUSTOM MORPHS

The best Morphs come from the best original images. Here are some guidelines to help you get the biggest WOW from your original images.

PHOTOGRAPHS

- Sharp, contrasty, and grainy photos all yield good Morphs.

DRAWINGS

- Drawings intended as coloring activity pages should be rendered with the kind of black contour lines used in coloring books or comic books.
- Motion lines, action lines and cross hatching are all OK.
- Don't fill in any areas with solid black.
- Vary perspectives (dramatic foreshortening, bird's eye view or worm's eye views) to increase Morph surprises.
- Diagonal objects and geometric shapes and often yield interesting distortions.

SUBJECTS

- Licensed characters may be morphed only with legal consent of their property owner.
- OOZ & OZ reserves the right to decline to morph certain images.

DIMENSIONS

- The True Image area is 5-5/8"W x 5-1/8"H. [Click here to print full-sized True Image frame.](#)
- If you work at a more comfortable size, please submit final art at 5-5/8"W x 5-1/8"H.

COMPOSITION

- Images must come all the way to the edges of the True Image area.
- Do not include extra white space or margins within the True Image area.
- Elements at the top of your drawing will undergo the most stretching and therefore be the most surprising and the most fun. Elements at the bottom-middle of your drawing will undergo the least stretching and will be most immediately recognizable.
- Symmetrical compositions produce interesting Morphs, but not exciting Morphs.
- Keep important elements away from the extreme left and extreme right of your composition, because when morphed, elements at these edges are difficult to view in the Mirror Decoder.
- Morphing may shrink details. Keep details a sufficient size to be crayonable in morphed form.
- Do not add border lines or crop lines to your image.
- After a low-res test, we may suggest re-working your image to optimize the impact.

FILE FORMAT

- Please submit art of proper dimensions (5-5/8"W x 5-1/8"H) at 300 dpi in the following PC file formats: .jpg, .psd, or .pdf to [CustomMorphing \(at\) OOZandOZ.com](#).
- CDs and laser print copies may be sent to OOZ & OZ Custom Morphing, 3624 46th Ave SW, Seattle, WA 98116.

True Image Area Frame for Custom Morphing

.....
Client name

Client email

Client phone
.....

.....
Project title

Date

Deadline
.....

True Image Area Frame Dimensions: 5-5/8" Wide x 5-1/8" High

TOP OF DRAWING



BOTTOM OF DRAWING

Custom Morphing@OOZandOZ.com, Fax: (206) 344-3338, OOZ & OZ, 3624 46th Ave SW, Seattle, WA 98116



Project Specifications Form for Custom Morphing

We welcome the opportunity to discuss project details by phone **(206) 344-3338** or **(888) 750-3338**.

Or simply complete the form below and submit it with any existing artwork, logo, layout sketches and descriptive materials to **OOZ & OZ Sales and Licensing, 3624 46th Ave. SW, Seattle, WA 98116**.

Or email to [CustomMorphing \(at\) OOZandOZ.com](mailto:CustomMorphing@OOZandOZ.com). Images should be sent as attachments. Our preferred file format is .jpg, however, artwork may also be formatted as psd, or .pdf.

COMPANY NAME:

Street Address:

City: State: Country (if not US):

Postal code:

Phone: Fax:

E-mail address: Web site:

YOUR NAME:

Title:

YOUR CLIENT:

INTENDED USE OF IMAGE(S): (tray liner, packaging, promotional piece, retail product, handout, other):

.....

LENGTH OF USE (specific period of time or one-time use):

PRINT RUN / QUANTITY EA.

DISTRIBUTION AREA:

SIZE OF FINAL IMAGE: " Width x " Height

DESCRIPTION OF IMAGE(S) SUPPLIED (illustrations, photos, logos, computer files, other):

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BUDGET RANGE:

DEADLINE FOR FINAL MORPHED ART:

LICENSE AGREEMENT

THIS AGREEMENT made as of _____ (date) between Ooz & Oz llc, a Washington State company with its principal office at 3624 46th Avenue SW, Seattle WA 98116-3722 and

Client Name and address ("Licensee"),

WHEREAS, Ooz & Oz owns software, copyrights and trademark rights in a property known as Morph-O-Scopes[®], producing anamorphic art ("Property"); and

WHEREAS, Ooz & Oz desires to grant to Licensee, and Licensee desires to obtain from Ooz & Oz, a non-exclusive, licensed image employing said software, copyrights and trademarks at the Licensee's request,

NOW THEREFORE, the parties agree as follows:

1. Definitions: For purpose of this agreement, the following definitions shall apply:

(a) The term "**Design**" shall mean any graphic images created by Ooz & Oz, and any other images incorporating the art supplied by the Licensee, which may, while this Agreement remains in effect, be created for use in conjunction with the Design. The Design shall incorporate the following,

Morph-O-Scope[®] image: one custom anamorphic image will be created, and is to be printed at 100% size only (Height: 8-1/2" x Width: 11"), or, only with the permission of the Ooz & Oz art department, at a slightly larger or smaller size respecting the dimensions of the proposed reflector.

(b) The term "**Copyrights**" shall mean all copyrights now or hereafter owned by Ooz & Oz in connection with the Property and the Design (other than any copyrights owned by Licensee), and on all derivative works based upon or using material from Property or the Design, including, without limitation, literary works, internet works, digital works, musical works, dramatic works, pictorial graphic, sculptural works, motion pictures and other audiovisual works, and sound recordings; and the term shall mean any industrial designs relating to the Property or the Design.

(c) The term "**Property**" shall mean the Images, the Copyrights, the Trademarks, and all other property rights relating to the Design.

(d) The term "**Territory**" shall mean _____.

(e) The term "**Trademarks**" shall mean the names of the Design (including the names Ooz & Oz[®], Morph-O-Scopes[®] and Mirror-acular[™]), and all other trademarks used in connection with the Property.

2. Grant of License: Ooz & Oz grants to Licensee, on terms and conditions set forth in this Agreement, the right and license to use the Design, Copyrights and Trademarks for the following uses in the territory,

Image Group One: Print for example:

(a) Tray Liner:

(b) Direct mail:

(c) Advertisements: (Up to 10 Advertisements)

*If Licensee requires the Design to be re-sized for any of the above uses, re-size fees will apply, and an additional License Agreement will need to be signed.

Image Group Two: Web

(a) Image to be displayed on a website page on the _____ (client name) Website: _____. Design files will be reformatted for use on the Licensee website by OOO & OZ.

3. Period of Agreement:

(a) Image Group One: Print use for _____ years during the "Term". The Term shall commence on the date here and terminate on _____ (date)

(b) Image Group Two, Website Use: Use for one year during the "Term". The Term shall commence on the date here and terminate on _____ (date)

4. Delivery of Design: Any print Design created will be provided to Licensee as a standard .jpg file at 300 dpi.

5. Payment: Licensee shall pay OOO & OZ the following Licensing and Art Fees: \$_____ US. Receipt of the signed License Agreement and a 50% deposit payment are required to initiate production of any Design.

OOO & OZ shall send all invoices by email. Balance invoice will be sent once OOO & OZ sends all Design files to Licensee. The balance payment is due within 30 days upon Licensee's receipt of the Design files. Late payments are subject to a finance charge computed at an annual percentage rate of 12% on total past due balance.

6. Text: OOO & OZ must approve for accuracy and readability all captions, articles and text relating to, referencing, or describing OOO & OZ and/or Morph-O-Scopes Properties.

7. Copyright Notice: The following copyright notice must appear and be legible with the appropriate copyright date on or near all final output and media bearing the Design:

©2015 OOO & OZ

8. Client Sample: Licensee agrees to provide for OOO & OZ's archives two (2) copies of the product(s) bearing the Design, and all pages that include text relating to, referencing or describing the Design.

9. Client Trademark: The trademark and design art trademarks belonging to Licensee, which are utilized in the Design or related works, are and shall remain the sole property of the Licensee.

10. Breach: In the event that Licensee shall in any manner breach this Agreement, all rights granted the Licensee shall be revoked immediately upon the sending of written notice to the Licensee. In addition, Licensee agrees to reimburse OOO & OZ for any attorney's fees and other legal expenses incurred by OOO & OZ in conjunction with, or as a result of, Licensee's breach of this Agreement. Licensee further agrees that OOO & OZ may bring action in the courts of Washington (be it state or federal) and such court shall have personal jurisdiction over it and that any such action shall be governed by the laws of the State of Washington.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date set forth below.

BY **(Client)** _____ Date _____

Signature _____ Title _____

Print _____

BY **OOO & OZ, Ilc** _____ Date _____

Signature _____ Title _____

Print _____