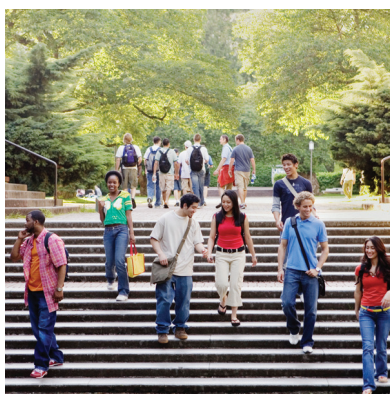




Adobe



ADOBE STUDENT AND TEACHER LICENSING PROGRAM GUIDE FOR HIGHER EDUCATION

ADOBE STUDENT AND TEACHER LICENSING PROGRAM GUIDE FOR HIGHER EDUCATION

Providing the right technology solutions to your students is an important part of preparing them for future success. The Adobe Student and Teacher Licensing Program helps higher education institutions provide students, faculty, and staff with access to the latest Adobe software, so they can create and explore a world of interactive, print, and mobile media. In both the classroom and in coursework, Adobe software is for institutions that are committed to creating an educational environment that stimulates and captivates.

The Adobe Student and Teacher Licensing Program provides outstanding benefits to your students, faculty, staff, and institution. With the Student and Teacher Licensing Program, your institution can:

- Provide students with access to some of the latest industry-standard Adobe software, so they can express creative ideas and prepare for life beyond college
- Provide outstanding value on Adobe software to students, faculty, and staff members
- Earn points toward school Cumulative Licensing Program (CLP) discount levels
- Help reduce software piracy on campus

HOW TO GET STARTED

This guide will help you get started with the Adobe Student and Teacher Licensing Program. Included are suggested distribution models and frequently asked questions. We hope you find this information useful as you begin to implement a successful program on your campus.

AVAILABLE STUDENT AND TEACHER LICENSING PRODUCTS



DISTRIBUTE AS:

PART OF STUDENT FEES

Many institutions choose to distribute Adobe Student and Teacher Licensing products through built-in student fees.

How it works

The institution enrolls in the Adobe Student and Teacher Licensing Program and distributes the software to students via laptop adoptions, course requirements, and so on.

Requirements for participation

- Institutions must verify the academic status of all students to whom they distribute the Adobe student and teacher licensing software.
- Institutions must purchase the software through an Adobe Authorized Education Reseller.
- An on-campus contact must be appointed to receive the delivery of physical products and media associated with software purchases.

To locate an Adobe Authorized Education Reseller, visit <http://partners.adobe.com/resellerfinder/na/education.jsp>.

Steps for setting up

This distribution model can be established by completing the following steps:

1. List a designated contact responsible for receiving the media on behalf of the institution on Schedule D of your Adobe CLP Agreement.
2. Place an order for licenses, including media, with an Adobe Authorized Education Reseller.
3. Designate a primary delivery location in the Student and Teacher Licensing Addendum.
4. Create a process to verify the academic status of each student and ensure each student receives only one copy of the product in a 12-month period.

DISTRIBUTE THROUGH AN:

ADOBE AUTHORIZED EDUCATION ON-CAMPUS RESELLER

Many educational institutions choose to distribute student and teacher licensing products through their on-campus reseller (for example, the campus bookstore or computing center).

How it works

The on-campus reseller purchases student and teacher licensing products directly from an Adobe Authorized Distributor. Products are then shipped to the on-campus reseller and may be stocked for sale to students, faculty, and staff.

Requirements for participation

In order for a reseller to distribute Adobe student and teacher licensing products through this option, the reseller must be:

- An Adobe Authorized Education CLP Reseller
- Located on campus
- Listed as the reseller on Schedule D of your Adobe CLP Agreement
- Able to verify the academic status of students and the employment status of faculty and staff who wish to purchase products through the program

Steps for setting up

You can set up your on-campus reseller to distribute Adobe student and teacher licensing products by completing the following steps:

1. List the on-campus reseller as the designated contact for student and teacher licensing on Schedule D of your Adobe CLP Agreement. This ensures that the on-campus reseller will receive all products and media for your institution's Adobe student and teacher licenses.
2. Instruct your on-campus reseller to place an order for the appropriate amount of software. Products will be shipped to the designated on-campus reseller.
3. Create a process to verify the academic status of students and the employment status of faculty and staff before distributing the software. The on-campus reseller will distribute the products to students, faculty, and staff.

DISTRIBUTE THROUGH AN:

ADOBE AUTHORIZED EDUCATION OFF-CAMPUS RESELLER

Institutions may also use an off-campus reseller to distribute student and teacher licensing products to their students, faculty, and staff. (For a complete list of Adobe Authorized Education Off-Campus Resellers, visit <http://partners.adobe.com/resellerfinder/na/education.jsp>.)

How it works

A designated off-campus reseller places individual product orders and has them shipped directly to students, faculty, and staff.

Requirements for participation

The off-campus reseller must:

- Order software for each institution that they service
- Be an Adobe Authorized Education Reseller
- Be listed as the off-campus reseller on Schedule D of your Adobe CLP Agreement
- Be able to verify the academic status of students and the employment status of faculty and staff who wish to purchase products through the Student and Teacher Licensing Program

Steps for setting up

To set up an off-campus reseller to serve as your Adobe student and teacher licensing vendor, complete the following steps:

1. List the off-campus reseller as your vendor contact on Schedule D of your Adobe CLP Agreement.
2. Select the Drop-Ship option on Schedule D of your Adobe CLP Agreement.
3. Instruct your off-campus reseller to place an order for the appropriate amount of software.
4. Create a process to verify the academic status of students and the employment status of faculty and staff before placing individual product orders. The reseller will arrange with the Adobe Licensing Center to have software shipped directly to students, faculty, and staff.

NOTE: Adobe also signs agreements with third-party e-commerce retailers to offer services that may include setting up online storefronts for individual schools in order to resell Adobe student and teacher licensing products to students and process student verification. The e-commerce provider is responsible for verifying the academic status of students and accessing funds associated with these purchases.

FREQUENTLY ASKED QUESTIONS

Q: Who is eligible to purchase under the Adobe Student and Teacher Licensing Program?

A: The Adobe Student and Teacher Licensing Program for higher education is available only to institutions of higher education in the United States and Canada that have active CLP 4.5 or 5 memberships with Adobe. These institutions must sign a Schedule D Student and Teacher Licensing Enrollment Form to be eligible to order under the Student and Teacher Licensing Program.

Q: Whom do we contact to sign a Schedule D Student and Teacher Licensing Enrollment Form and begin ordering?

A: Higher education institutions that are currently active CLP 4.5 or 5 members should contact their Adobe Authorized Education Reseller for help with registering for and placing orders through the Adobe Student and Teacher Licensing Program. Institutions that are not yet CLP 5 members may learn more about CLP and enroll online at www.adobe.com/aboutadobe/optionoptions/clp.html. CLP membership must be active before the Schedule D Student and Teacher Licensing Enrollment Form can be signed. Be sure to provide (1) your CLP membership number and (2) your Adobe ID when you place an order. Resellers must have this information to ensure that the points are accurately credited to your CLP membership.

Q: Do we earn points toward our CLP discount level when software is ordered through the Student and Teacher Licensing Program?

A: Yes. Every purchase you make through the Student and Teacher Licensing Program adds points to your CLP membership, which may improve the discount level for your institution. For example, an order of 35 units of Master Collection at 600 points per unit (35 units x 600 points) and 60 units of Web Premium at 350 points per unit (60 units x 350 points) would give you an order total of 42,000 points. A substantial student and teacher licensing order such as this could help your institution improve its overall CLP discount level.

Q: How do we distribute the software licenses to our students, faculty, and staff?

A: The Adobe Authorized Education Reseller designated by your institution will receive one license and one CD per unit of product ordered. Each CD has a unique product coupon code. Once each student, faculty member, or staff member has received the license and CD, he or she must log in to a dedicated Adobe website to register the license and unlock the software.

Q: Can software purchased through the Adobe Student and Teacher Licensing Program be upgraded?

A: Upgrade pricing is not available through Adobe's current education programs. If a product version changes, however, current students, faculty, and staff may purchase the new version to continue to take advantage of the spectacular discounts offered in this program. If a student has graduated and is no longer eligible for education discounts, he or she may purchase a standard commercial upgrade of the new version.

Q: Are there any restrictions on student, faculty, and staff purchases of software through the Adobe Student and Teacher Licensing Program?

A: Yes. Students, faculty and staff may purchase only one copy of a particular product within a 12-month period. They may purchase software for their personal use only and may not resell or distribute the software.

Q: Are students, faculty, or staff who receive the software entitled to support from Adobe?

A: Yes. They receive access to two types of support:

- Installation support, by contacting Adobe Customer Service, toll free, at 800-833-6687
- Coupon redemption support, by emailing an inquiry to custservice@adobe.studentlicensing.com

Q: May we distribute the software licenses we purchase through the Student and Teacher Licensing Program to our faculty and staff?

A: Yes. Faculty and staff are now eligible to purchase under the Student and Teacher Licensing Program.

Q: Is there a minimum order/reorder quantity?

A: No. There is no minimum order quantity for products purchased under the Student and Teacher Licensing Program. All student and teacher licensing orders can be at any quantity of titles offered under the program.

Q: What responsibility do students, faculty, and staff have after they receive their software?

A: Students, faculty, and staff who obtain software under the Student and Teacher Licensing Program from your institution are responsible for registering the software through a dedicated Adobe website. The website address and unique product coupon code are provided on the CD media. Registration provides students, faculty, and staff with a unique serial number, which activates a license to use the product. The license is personal to the individual, not the institution.

Q: What happens if a software recipient loses his or her serial number?

A: Students, faculty, and staff can send an inquiry via email to custservice@adobe.com. They should include their name, address, school name, coupon code (found inside the product box) and the name of the Adobe product in question. A response will be sent via email within one to two business days.

Q: What are the discount levels?

A: There is only one discount level under the Adobe Student and Teacher Licensing Program, regardless of the number of products purchased or your institution's CLP discount level. However, your institution does earn points toward its CLP discount level for all software ordered through the program.

Q: How does the Adobe Student and Teacher Licensing Program differ from traditional retail sales in outlets such as the campus bookstore?

A: The Student and Teacher Licensing Program is designed to complement the standard academic resale program that lets educational institutions provide Adobe shrinkwrapped software to students, faculty, and staff through their campus reseller. The Student and Teacher Licensing Program allows institutions to make a bulk purchase of select Adobe software, which it can then resell or otherwise distribute to students, faculty, and staff.

Q: Can we return any unused software licenses that we purchase through the Adobe Student and Teacher Licensing Program?

A: Adobe allows returns only for previous-version products purchased through the Student and Teacher Licensing Program at the time of a new product release. Returns are subject to the following terms:

- Returns are allowed on previous-version software only, after the new version has begun shipping.
- Previous-version software being returned must have been purchased within 75 days of the new version First Customer Ship (FCS) date.
- Returns must be received by Adobe no later than 45 days after the FCS date (customers should contact their reseller immediately following FCS to meet this deadline).
- At the time of return, an Adobe software license purchase of equal or greater value must be made.



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

The information in this guide is for your reference only and does not describe full requirements for setting up the Adobe Student and Teacher Licensing Program on your campus.

Note: All references to "sales," "selling," "purchase," "buy," and so on mean sales of licenses. All references to "price," "pricing," and so on mean license fees. ADOBE PRODUCTS ARE LICENSED, NOT SOLD. SINCE THE SOFTWARE LICENSES ARE DISTRIBUTED THROUGH CHANNEL PARTNERS, ADOBE CANNOT AND DOES NOT GUARANTEE THAT ANY END USER WILL RECEIVE ANY PARTICULAR DISCOUNT(S). ACTUAL LICENSE FEES FOR EACH END USER ARE DETERMINED BY THE ADOBE LICENSE CENTER OR OTHER CHANNEL ENTITY.

Adobe, the Adobe logo, Acrobat, the Adobe PDF logo, Creative Suite, Dreamweaver, Flash, Lightroom, and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.