



Atlantic Marketing Journal

Copyright Assignment Agreement

Author Name: Brian R. Kinard

Author Address: 601 S. College Drive
University of North Carolina Wilmington
Department of Marketing
Wilmington, NC 28403

Title of Work: Cause-Related Marketing: The Effect of Checkout Charity Requests on Consumer Donation Behavior

Journal Name: Atlantic Marketing Journal

Effective Date: 3/12/2017

The Atlantic Marketing Journal, and jointly its parent organization, The Atlantic Marketing Association (the Publisher), and the Author agree as follows:

1. The Author hereby grants to the Publisher all rights, title, and interest in and to the Work, including copyright in all means of expression now in existence or which may be developed in the future including electronic format. If the Publisher fails to publish the Work within two years of the Effective Date, copyright shall revert back to the Author. Publisher agrees to credit Author as the author of the Work.
2. The Publisher hereby grants the Author a royalty-free limited license for the following purposes, provided the Author credits that the Work was first published by the Publisher.
 - a. The right to make and distribute copies of all or part of the Work for use in teaching.
 - b. The right to use all or part of the material contained within the Work in a book by the Author, a book chapter by the Author, a monograph by the Author, or in a collection of the Author's work.
 - c. The right to use and distribute the Work internally at the Author's place of employment, and for promotional and other non-commercial purposes.
 - d. The right to use figures, tables or other graphic material from the Work for any purpose.
 - e. The right to make oral presentations of material from the Work.
 - f. The right to use and distribute the Work on the Author's Website.Such license shall be effective upon first publication of the Work in the Atlantic Marketing Journal.
3. The Author represents and warrants that the Work:
 - a. Is the Author's original work and that the Author has full power to enter into this agreement.
 - b. Does not infringe upon the copyright or property right of another.
 - c. Contains no material which is libelous, defamatory or violates another's civil rights or rights of privacy, or is otherwise unlawful.
 - d. Has not been previously published, in whole or in part, except as follows:

The Author shall indemnify and hold the Publisher harmless against loss or expense arising from breach of any such warranties.

4. Severability: Should any part, section, sentence, word or phrase of this Agreement be found to be unenforceable by any court, law or otherwise, the remainder of this Agreement shall remain in full force.

Author Signature: _____

Brian R. Kinard

Date: 3/12/2017