



PRESS KIT USAGE LICENSE

This license governs the use of photographs and other materials included in the Goetsch–Winckler House press kit, as enumerated in **Exhibit A – List of Licensed Materials**. Materials are made available for editorial, journalistic, and promotional use subject to the terms below.

For questions or concerns, contact Nate Meyer at info@experienceusonia.com.

Last updated: August 2025

1. ACCEPTANCE

- 1.1. By downloading, copying, publishing, or otherwise using any material from this press kit (“Materials”), you (“Licensee”) agree to be bound by the terms of this license. No signature is required.

2. RIGHTS GRANTED

- 2.1. You are granted a non-exclusive, non-transferable, limited license to reproduce, publish, and display the Materials solely for editorial, journalistic, or promotional coverage of the Goetsch–Winckler House or Experience Usonia, LLC.

3. RESTRICTIONS

- 3.1. You may not:
 - Sell, sublicense, transfer, or otherwise commercialize the Materials, including use in stock photo/video libraries, advertising campaigns, or by commercial entities unaffiliated with the coverage described above.
 - Alter or edit the Materials in a way that distorts or misrepresents the original content.
 - Use the Materials in any context that misleads viewers about the nature, accessibility, or ownership of the property.
 - Use the Materials in any way that disparages, defames, or misrepresents the property, its architect, its builder, its current or former owners, or any organization associated with Frank Lloyd Wright, including the Frank Lloyd Wright Building Conservancy, Trust, Foundation, and Home and Studio.

4. COPYRIGHT AND CREDIT

- 4.1. **Nathaniel B. Meyer** retains all rights, title, and interest, including copyright, in and to the Materials. This license grants no ownership rights of any kind.
- 4.2. All published uses **must** include a credit identifying Nathaniel Meyer (or "Nate Meyer") as the photographer and an original source — either the Goetsch–Winckler House website (goetschwincklerhouse.com) or the Instagram account (@goetschwincklerhouse). The format and placement of the credit is at Licensee's discretion. An acceptable example of such credit is as follows:

Nate Meyer / @goetschwincklerhouse. Used with permission.

5. WARRANTIES

- 5.1. Owner represents that he is the sole creator and copyright holder of the Materials and has full authority to grant the rights stated herein.

6. INDEMNIFICATION

- 6.1. Licensee agrees to indemnify and hold harmless Nathaniel B. Meyer from any claims, liabilities, damages, or expenses arising from Licensee's breach of this license.

7. FRANK LLOYD WRIGHT FOUNDATION INTELLECTUAL PROPERTY

- 7.1. Licensee acknowledges that the name "Frank Lloyd Wright" is a federally registered trademark owned by the Frank Lloyd Wright Foundation ("FLWF"), which also owns numerous other registered and unregistered trademarks; copyrighted materials including, but not limited to, original designs by Frank Lloyd Wright; and all rights of publicity associated with the name, likeness, voice, signature, and visual representation of Frank Lloyd Wright (collectively, "FLWF Property").
- 7.2. All rights in FLWF Property are reserved by the Frank Lloyd Wright Foundation. Nothing in this Agreement shall be construed as granting any license to use FLWF Property. Licensee may reference the name "Frank Lloyd Wright," Taliesin, Usonia, or other FLWF-owned trademarks or copyrighted materials at their own discretion; however, any such use is entirely Licensee's responsibility and shall comply with any applicable rights, restrictions, or authorization requirements set by the Frank Lloyd Wright Foundation.

8. REPRESENTATIONS OF PROPERTY ACCESS

- 8.1. Licensee shall not represent or imply that the Goetsch–Winckler House is open to the public for walk-in visitation. Any reference to visiting the property should note that public tours and overnight stays are available by advance booking through goetschwincklerhouse.com or via Airbnb.

9. TERMINATION

- 9.1. This license terminates immediately upon any breach of its terms. Upon termination, Licensee must cease all use of the Materials and destroy any copies in their possession.

10. NO OBLIGATION TO USE



- 10.1. The Licensee is not obligated to use the Materials and shall not be liable for any failure to do so.

11. GOVERNING LAW AND JURISDICTION

- 11.1. This Agreement shall be governed by and construed in accordance with the laws of the State of Michigan, without regard to conflict of laws principles.

EXHIBIT A - LIST OF LICENSED IMAGES

The high-resolution image files corresponding to the entries below are delivered separately and are incorporated into this Agreement by reference. Thumbnail previews are provided for identification purposes only and do not replace the high-resolution originals for any licensed use.

No.	Thumbnail	Title/Description	Filename	Date Taken	Location
1		Goetsch-Winckler House, Exterior, NW Perspective, Landscape	Meyer_GW_House_20241019_184222.jpg	Oct 19, 2024	Goetsch-Winckler House
2		Goetsch-Winckler House, Exterior, S Perspective, Landscape	Meyer_GW_House_20241020_102847.jpg	Oct 20, 2024	Goetsch-Winckler House
3		Goetsch-Winckler House, Interior, Studio-Living Room, Landscape	Meyer_GW_House_20240929_094650.jpg	Sep 29, 2024	Goetsch-Winckler House
4		Goetsch-Winckler House, Interior, Alcove, Landscape	Meyer_GW_House_20240817_191659.jpg	Aug 17, 2024	Goetsch-Winckler House
5		Goetsch-Winckler House, Interior, Dining Table, Portrait	Meyer_GW_House_20241110_151353.jpg	Nov 10, 2024	Goetsch-Winckler House