

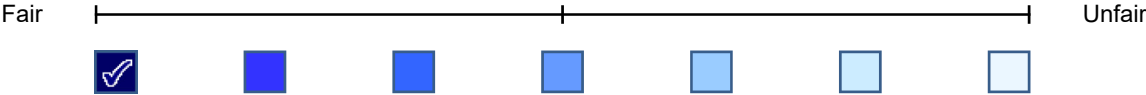
Fair Use Evaluation Documentation

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Name:	Meghan Gaskill
Job Title:	
Institution:	Virginia Tech
Title of Work Used:	Social Identity Theory and Rebranding: The brand formerly known as Dunkinâ€™ Donuts
Copyright Holder:	
Publication Status:	N/A
Publisher:	
Place of Publication:	
Publication Year:	2020
Description of Work:	
Date of Evaluation:	January 7, 2020
Date of Intended Use:	January 7, 2020

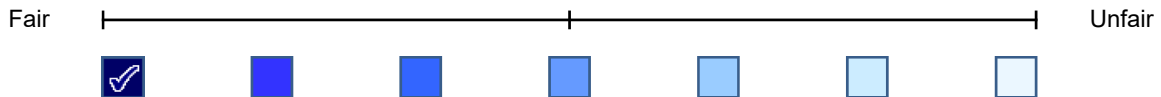
Describe the **Purpose** and Character of Your Intended Use:

The purpose of my use of the figures in my work is to demonstrate the different branding between the Dunkin' Donuts and the new Dunkin' logo. I also used additional images of Dunkin's branding during my focus groups, and wanted to include them as reference in my thesis for the reader.



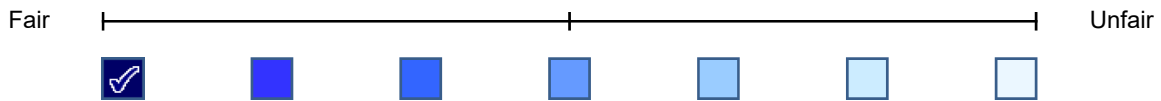
Describe the **Nature** of Your Intended Use of the Copyrighted Work:

[+] Work to be used has been previously PUBLISHED
[+] Work to be used contains limited new knowledge, content, or creative expression (in relation to previously copyrighted works)
[+] Work to be used is primarily of a factual nature (non-fiction, collection of facts, etc.)
[+] Original work was not created and/or has not been marketed for the stated purpose of the proposed use



Describe the **Amount** of Your Intended Use in Relation to the Copyrighted Work as a Whole:

[+] The portion used is not the "heart" of the work (the portion considered most central to the work as a whole)
[+] Only the amount required to achieve the stated, socially-beneficial purpose or objective will be used (be that educational, artistic, scholarly, journalistic, etc.)
[+] Only limited and reasonable portions will be used



Describe the **Effect** of Your Intended Use on the Potential Market or Value of the Copyrighted Work:

[+] Use of the work minimizes the potential for unauthorized use that could impact its value (i.e. steps are taken to ensure the content is not used outside of the stated purpose or audience)
[+] Proper attribution will be given with the intended use

