The University of Richmond’s Boatwright Memorial Library offers the opportunity to increase the visibility and availability of academic and scholarly work created by students and faculty of the University by providing online access to these materials through the UR Scholarship research repository.

By signing this agreement, I authorize Boatwright Memorial Library to deposit and make available a digital copy of the work listed below (the “Work”), in accordance with the terms of the license specified below. I understand that I (and all co-authors) retain copyright for all items contributed to the repository, subject to the license granted by this agreement. I further understand and agree that by signing this agreement, I am granting to the University of Richmond a LIMITED, NON-EXCLUSIVE LICENSE as specified below, to make the Work available through the repository and to migrate the item (i.e., copy it) for preservation purposes.

Student Name: Hannah Burman

Student Signature: [Signature]

Title, Date, and Authors of the Work: The Effect of Heartwarming Experiences on Brand Affinity. April 29, 2016.

Faculty Authorization: By signing below, I give my approval for the deposit of the Work, subject to the terms of the license specified below.

Faculty Thesis Advisor Name: Kristjen Lundberg

Faculty Thesis Advisor Signature: [Signature]

Date: 4/26/2016

Access Designation (required – check one):

☑ OPEN ACCESS: Available on the Internet for full viewing.

☐ CAMPUS ONLY: Restricted to current University of Richmond Students, Staff and Faculty

(Note: changing the access designation will require notification to: scholarshiprepository@richmond.edu)
Additionally, you may choose to fully restrict (embargo) your work for one of the periods below:

**FULL RESTRICTION (EMBARGO)** (not available on campus or off campus)
Only title/abstract available for viewing.

- [ ] 1 year
- [ ] 3 years
- [ ] 5 years
- [ ] Permanent

**Non-exclusive Distribution License**

To properly administer this Digital Repository and preserve the contents for future use, the University of Richmond requires certain permissions from you, the author(s) or copyright owner(s). By granting this license, you still retain copyright to your work. You do not give up the right to submit the work to publishers or other repositories.

By granting this license, you grant the University of Richmond the non-exclusive right, for an unlimited period of time, to reproduce, convert (as defined below), and/or distribute the Work (including the metadata and abstract) worldwide, in any format or medium for non-commercial, academic purposes only, subject to the access designation listed above.

The University of Richmond will clearly identify your name(s) as the author(s) or owner(s) of the submission, including a statement of your copyright, and will not make any alteration, other than as allowed by this license, to your submission.

You agree that the University of Richmond may, without changing the content, convert the submission to any medium or format, keep more than one copy for the purposes of security, back up, and preservation, and deposit the work in an alternate repository, managed by Boatwright Memorial Library, should the need arise.

You also agree that authorized readers of your work have the right to use it for non-commercial, academic purposes as defined by the “fair use” doctrine of U.S. copyright law, so long as all attributions and copyright statements are retained.

You represent that the Work is your original work, and that you have the right to grant the license described in this agreement. You also represent that the Work does not, to the best of your knowledge, infringe upon anyone's copyright. You also represent and warrant that the Work contains no libelous or other unlawful matter and makes no improper invasion of the privacy of any other person.

If the Work contains material for which you do not hold copyright and that exceeds fair use, you represent that you have obtained the unrestricted permission of the copyright owner to grant the University of Richmond the rights required by this license, and that such third-party owned material is clearly identified and acknowledged within the text or content of the Work.

If the Work is based on work that has been sponsored or supported by an agency or organization other than the University of Richmond, you represent that you have fulfilled any right of review or other obligations required by that contract or agreement.