NON-EXCLUSIVE DISTRIBUTION LICENSE and
HONORS THESIS AND PROJECT AVAILABILITY AGREEMENT

By signing and submitting this license, you (the "author" or "copyright owner") grant the College of William and Mary Libraries (W&M Libraries) at College of William and Mary (W&M) the non-exclusive right to reproduce, and distribute your submission (including the abstract) to the public as well as the right to migrate or convert your submission, without alteration of content, to any medium or format for the purpose of preservation or continued distribution.

W&M acknowledges that this is a non-exclusive license, any copyrights in the submission remain with the author or other copyright holder/s and subsequent uses of the submitted material by that person[s] are not restricted by this license.

The author agrees that College of William and Mary may keep more than one copy of this submission for purposes of security, back-up, and preservation.

The author represents that the submission covered by this license is his/her original work and that he/she has the right to grant this license to W&M Libraries at W&M. The author further represents that the submission does not, to the best of his/her knowledge, infringe upon any third party's copyright. If the submission contains material for which the author does not hold copyright the author represents that he/she has obtained unrestricted permission by authorization of the copyright holder/s or by operation of the law, and that such third party material is clearly identified and acknowledged within the text or context of the submission. In the event of a subsequent dispute over the copyrights to material contained in this submission, the author agrees to indemnify and hold harmless W&M and its employees or agents for any use of the material authorized by this license.

You certify that the version you are submitting is the same as that approved by your advisory committee.

If the submission is based upon work that has been sponsored or supported by any agency or organization other than College of William and Mary, the author represents that he/she has fulfilled any right of review or other obligation required by contract or agreement with the supporting entity.

If author does not select Creative Commons license during the submission process; W&M Libraries will make the submission available to the public using a Creative Commons Attribution / Non-commercial / No derivative works license accompanied by a copyright statement indicating the author's continuing rights. College of William and Mary Libraries will take all reasonable steps to ensure that the author's name remains clearly associated with the submission and that no alterations of the content are made.

I agree to the terms of the Non-Exclusive Distribution License:

[Signature]
Author Signature

[Enrique Bello]
Print Name

5/7/14
Date

Title of Work: "Unravelling the Consumer Brain: The Role of Emotion on Purchase Behavior"

TERMS OF AVAILABILITY (Embarco)

Please select one of the following honors thesis/project availability options:

[ ] No restriction on availability
[ ] 1 year embargo
[ ] 2 year embargo
[ ] 3 year embargo
[ ] 5 year embargo

Required Signatures:

Honors Thesis/Project Author Signature: [Signature] Date: 5/7/14

Honors Thesis/Project Advisor Signature: [Signature] Date: 5/7/14

[Creative Commons Attribution 3.0 License]