



**JURNAL THE MESSENGER, PUBLISHER: DEPARTMENT OF
COMMUNICATION, UNIVERSITAS SEMARANG**
Jl. Soekarno Hatta, Tlogosari Semarang, Indonesia 50196
Email: jurnalthemessenger@usm.ac.id

**JURNAL THE MESSENGER
COPYRIGHT TRANSFER AGREEMENT**

We certify that the work reported here has not been published before and contains no materials the publication of which would violate any copyright or other personal or proprietary right of any person or entity.

Manuscript Title : The Creation of Dynamic Visual Objects as a Factor for Optimizing Advertisements in E-Commerce. Evidence in the Context of a Pandemic Crisis

Author(s) Name : 1. Volodymyr Sysoiev.
2. Svitlana Kuchina.
3. Olena Kitchenko.
4. Tatiana Romanchik.

Affiliation and Address : National Technical University “Kharkiv Polytechnic Institute”, 2, Kyrpychova str., 61002, Kharkiv, Ukraine

I, the corresponding author, acting with consent of all authors listed on the above manuscript, hereby agree to transfer copyright of work to Department of Communication, Faculty of Information Technology and Communication, Universitas Semarang as the journal publisher. We reserve the following: 1) All proprietary rights other than copyright, such as patent rights, 2) The right to use all or part of this article in the future works of our own, such as in books and lectures.

Date December 26, 2022

Principal Author Volodymyr Sysoiev

Signature :