GOOD INFLUENCE

Photo & Video Release Agreement

This agreement is a supplementary resource to *Good Influence: How to Engage Influencers for Purpose and Profit* by Paul M. Katz. Use it when engaging Influencers to create original content to ensure your organization has distribution rights.

I, _____ (NAME), hereby grant permission to _____ (ORGANIZATION NAME), its agents, affiliates, successors, and assigns _____ (ORGANIZATION ABBREVIATION) for the use of my name, likeness, voice and/or presentation ("Content"), at _____ (EVENT) by any recorded means including but not limited to still photograph, film, digital, video or audio tape for marketing, publicity, program, and other related non-commercial purposes only by _____ (ORGANIZATION NAME) ("Activities") provided always that no use can be made for commercial purposes without my express written consent.

I grant _____ (ORGANIZATION NAME) the irrevocable right to publish and/or display the Content at its sole discretion in association with reproduction and distribution in relation only to Activities world-wide in any media now known or hereinafter developed. I agree that _____ (ORGANIZATION NAME) will be the exclusive owner of all rights (including, without limitation, copyright), title and interest in any such recording and will therefore be entitled to all the exclusive rights of a copyrighted work, including, but not limited to, the right to reproduce the work, to distribute copies thereof, and to display the work publicly. I hereby release and discharge _____ (ORGANIZATION NAME) from any claims and liability pertaining to the use of the Content in relation to the Activities.

It is further understood that nothing herein obliges _____ (ORGANIZATION NAME) to use the Content for the above mentioned Activities, or to reproduce and/or to distribute the Content.

I understand that the permission given herein is royalty free and that I will receive no payment in return for my participation in the Activities other than any honorarium, if applicable. I acknowledge that this Photo and Video Release is governed by the laws of the State of _____ (STATE NAME). Nothing herein may be construed to make me an agent of _____ (ORGANIZATION NAME).

Date: _____

Signature: _____

Printed Name: _____

Address: _____

Date: _____

Signature: _____

Printed Name: _____

Address: _____

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