

## PRODUCT PLACEMENT RELEASE

Gentlemen:

The undersigned ("Company") agrees to provide the following product(s) and/or service(s) to \_\_\_\_\_ for use in the motion picture now entitled \_\_\_\_\_ (the "Picture"):

The Company grants to you, your successors, licensees and assigns, the non-exclusive right, but not the obligation to use and include all or part of the trademark(s), logo(s) and/or identifiable characters (the "Mark(s)") associated with the above listed product(s) and/or service(s) in the Picture, without limitation as to time or number of runs, for reproduction, exhibition and exploitation, throughout the world, in any and all manner, methods and media, whether now known or hereafter known or devised, and in the advertising, publicizing, promotion, trailers and exploitation thereof.

The Company warrants and represents that it is the owner of the product(s) or direct provider of the service(s) as listed above or a representative of such and has the right to enter this agreement and grant the rights granted to \_\_\_\_\_ hereunder.

In full consideration of the Company providing the product(s) and/or service(s) to \_\_\_\_\_, \_\_\_\_\_ agrees to accord the Company screen credit in the end titles of the positive prints of the Picture in the following form: " \_\_\_\_\_ furnished by \_\_\_\_\_"

The Company understands that any broadcast identification of its products, trademarks, trade names or the like which may furnish, shall in no event, be beyond that which is reasonably related to the program content.

As it applies to any and all television broadcasts of the Picture, the Company is aware that it is a federal offense to give or agree to give anything of value to promote any product, service or venture on the air. The Company affirms that it did not give or agree to give anything of value, except for the product(s) and/or service(s) to any member of the production staff, anyone associated in any manner with the Picture or any representative of \_\_\_\_\_ for mentioning or displaying the name of the Company or any of its products, trademarks, trade names, or the like.

I represent that I am an officer of the Company and am empowered to execute this form on behalf of the Company.

I further represent that neither I nor the Company which I represent will directly or indirectly publicize or otherwise exploit the use, exhibition or demonstration of the above product(s) and/or service(s) in the Picture for advertising, merchandising or promotional purposes without the express written consent of \_\_\_\_\_

Sincerely yours,

\_\_\_\_\_  
(Authorized Signatory)

ACCEPTED & AGREED TO:

By \_\_\_\_\_

\_\_\_\_\_  
(Please print name)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Name of Company)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(Phone Number)