In-Kind Content Contribution Form
Brand USA Digital Asset Management System (DAM)

Content Release

For good and valuable consideration, receipt of which is hereby acknowledged,

_____ ("Licensor") hereby grants to The Corporation for Travel Promotion, dba Brand USA ("Licensee"), and their respective successors, licensees and assigns the right to reproduce and use the supplied images ("Photos"), videos ("Videos"), and any written copy ("Copy") (collectively, "Content") for any and all advertising, trade or editorial purposes in the following media throughout the world, without restriction as to frequency.

Please check the boxes that apply to the terms of use for these assets.

___ All Channels   ___ Editorial   ___ Digital
___ Print   ___ TV   ___ Out-of-home (OOH)

Please check the box that applies to the time limits of these assets:

___ In perpetuity
___ Set term limit (must be at least 1 year) List term limit _____

This Content Release form governs all Content uploaded to the Brand USA digital asset manager. All Content must include necessary photo credits in the appendix of donated photos or otherwise outlined on Brand USA's DAM.

Licensor represents and warrants that it owns or possesses all rights necessary in the Content to grant the rights contemplated herein, including but not limited to the copyrights therein, and that the exercise of such rights by Licensee will not violate or infringe upon the copyright or any other rights of any third party. Licensor acknowledges that all Content contains the proper model, likeness and copyright for any person or thing appearing in the Content.

Licensor acknowledges and understands that Licensee may alter, crop, edit or otherwise modify the Content as reasonably necessary for its intended usage.

Licensor agrees to indemnify and hold Licensee, their respective successors, licensees and assigns harmless against any liabilities and expenses (including reasonable attorneys' fees) Licensee may incur as a result of claims and/or proceedings relating to the use of the Content in any materials produced pursuant to this license.

_____

[Licensor Name] (authorized signatory)   Brand USA

_____   _____

(Print Name and Title)   By

_____

Date

_____

Please note a new release form needs to be signed for each batch of assets. Please fill out attached appendix listing all items in the batch.

Photos:

Note: If no photo credit is required for the images, please indicate that by writing "n/a" in the chart below.

Image ID/File Name	Photo Credit (If Necessary)	Stock Photo (Yes Or No) If Yes Please list Stockhouse

(Add additional rows as necessary. Please contact Justin Pile, jpile@thebrandusa.com, if additional rows are needed.)