

MODEL RELEASE FORM

No.

Model:

Client:

Brand name:

Date :

Photographer's name:

Contact details:

Model agency:

Job reference:

For valuable consideration received I hereby grant the photographer/agency/client, and any licensees or assignees, the absolute right to use the photographs and any other reproductions or adaptations, from the above mentioned photographic shoot, but only for the brand name specified above, solely and exclusively for:

Media use:

- | | |
|--|--|
| <input type="checkbox"/> Ambient. | <input type="checkbox"/> Magazine editorial |
| <input type="checkbox"/> Billboards. | <input type="checkbox"/> Newspaper ads. |
| <input type="checkbox"/> Brochures / Catalogues. | <input type="checkbox"/> Point of sale. |
| <input type="checkbox"/> Direct Mail. | <input type="checkbox"/> Posters. |
| <input type="checkbox"/> Inserts / Prints. | <input type="checkbox"/> Press. |
| <input type="checkbox"/> Marketing aids. | <input type="checkbox"/> Television / Cinema. |
| <input type="checkbox"/> Magazine ads. | <input type="checkbox"/> Worldwide web & promotional emails. |
| <input type="checkbox"/> Packaging. | <input type="checkbox"/> Other: |

Period of use:

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> One year | <input type="checkbox"/> Three years |
| <input type="checkbox"/> Two years | |
| <input type="checkbox"/> Other: | |

Territory of use:

- | | |
|--|--|
| <input type="checkbox"/> Country: | <input type="checkbox"/> English language areas. |
| <input type="checkbox"/> UK & Ireland. | <input type="checkbox"/> Worldwide. |
| <input type="checkbox"/> Continental Europe. | <input type="checkbox"/> Internet. |
| <input type="checkbox"/> United States of America. | <input type="checkbox"/> Other: |

I understand that the images shall be deemed to represent an imaginary person unless agreed otherwise, in writing, by my agent or myself.

I understand that I have no interest in the copyright, or any moral rights, in the photograph.

I am over 18 years of age.

Name of model:

Signature of model:

Date:

In accepting the above release it is the responsibility of the photographer / agency / client not to use or authorise the use of the material except for the above media, territories and time periods. Further usage must be negotiated and agreed beforehand, in writing, with the model / model agency.

Issued in 1995 by the Association of Photographers Ltd, the Association of Model agents and the Institute of Practitioners in advertising.