

2010 Holiday Market Release of Photographic Video Images and/or Likeness

I, as the authorized agent for _____ (*name of business*), understand that video and/or photographs may be taken of my booth and all aspects of my business, including but not limited to customers, employees and merchandise, during the Junior League of Columbia's Holiday Market. I further understand that any and all such images/likenesses may be used to market, promote and/or advertise the Holiday Market in furtherance of the Junior League of Columbia's (herein "JLC") purpose and mission. I expressly consent to the commercial or non-commercial publication of any and all images/likenesses by the JLC or its designees. Further, I understand that by signing this release that I am relinquishing all rights to such images/likenesses and to any current and/or future compensation for publication, use or sale of same. I also understand that the JLC may publish same in any medium, including but not limited to television, magazines, newspapers, e-mail, internet or the World Wide Web.

I do hereby release and forever discharge the JLC and its agents, volunteers, employees, personal representatives, affiliates, successors and assigns and any and all persons, firms, or corporations liable or who might be claimed to be liable, whether or not named, from any and all liability for the ownership, publication and use of such images/likenesses. This release applies to all photographic and video images/likenesses taken on or between the following dates: *December 1-5, 2010*

I understand that I do not retain the right to view or approve any image/likeness prior to any publication or distribution.

Printed Name: _____

Signature: _____

Date: _____

