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Photography Permission Form

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I hereby grant permission the [Enter your legal name here] unlimited use of the following image(s) listed below and titled, as follows (please initial):

_____ Advertising _____ Corporate _____ Editorial _____ Publicity/Promotion

I have full rights of the listed image(s) to enter into this agreement.

I agree that I will not hold agency, client or licensees, or anyone who receives permission from any of them, responsible for any liability resulting from use of the photograph(s), in accordance with the terms hereof.

Photo courtesy/credit as you would like it to appear: _____

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Name

Date

[Enter your legal name here]
Representative

Date

To better understand the laws governing images and copyrights, the [Enter your legal name here] with information provided by the American Society of Magazine Photographers defines the following:

Copyright - A right, granted to the original photographer by law, to control the copying, reproduction, distribution, derivative use, and public display of their photographs, and to sue for unauthorized use (infringement) of the photographer's work.

Advertising Use - Photographs are used in media space paid for by the client and generally used to sell a product or service. The photographs appear in magazines, newspapers, direct-mail pieces, point-of-purchase displays, package design, billboards, web site and other advertising. The photographer's contact is usually the company's advertising agency or in-house advertising department.

Corporate Use - Photographs are used in media space paid for by the client, generally promoting their product, service, industry or special interest. The photographs could appear in annual reports, magazines, brochures, audio-visual shows, corporate magazines, newspapers and other promotional materials.

Editorial Use - Photographs are used primarily to fulfill an informational need. The photographs appear in newspapers, books, magazines, slide shows, films, videos, CD-ROMs, web site and other editorial materials.

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Promotion/Publicity Use - Photographs are used primarily for self-promotion. The photographs appear in non-advertising marketing materials, videos, slide presentations, and in-house controlled web sites and social media platforms.