

RIGHT OF PUBLICITY

GENERAL RELEASE

I, _____, hereby agree and consent to the following:

I grant to Lake Area Technical Institute the following rights, as applicable:

- ✓ To take photographs or video that may contain my likeness, as well as the likeness or image of my property (the "Photographs");
- ✓ To take, record, publish or obtain testimonials or other statements from me (the "Statements"); and
- ✓ To use, copy, modify, adapt, distribute, publish, display, exhibit and otherwise use, either in whole or in part, the Photographs and/or Statements for commercial and business purposes in
 - ✓ one or more film, videotape, or multimedia productions; and/or
 - ✓ on Lake Area Technical Institute's website and/or
 - ✓ in any educational, advertising, marketing and promotional materials; and/or

I understand and agree that the Photographs may or may not contain attributions specifically identifying me or any of my property.

Lake Area Technical Institute shall have the right to modify, reproduce, display or otherwise disseminate the Photographs and/or Statements, in whole or in part, provided that any modifications or alterations made to such Photographs and/or Statements do not significantly alter or misrepresent the original content.

I hereby release and discharge, Lake Area Technical Institute, its employees, agents, successors, licensees and assigns from any and all claims I might have in connection with Lake Area Technical Institute's use, display, dissemination or exploitation of the Photographs and/or Statements, including, but not limited to, any claims for defamation; violation of any moral or artist rights; and/or any right of privacy or publicity.

I further acknowledge that I will receive no compensation from Lake Area Technical Institute other than any goodwill and publicity that I may receive relating to the publication, distribution or other use of the Photographs and/or Statements as set forth in this Release.

I acknowledge that Lake Area Technical Institute is the sole and exclusive owner of all right, title, and interest in all copyrights, trademark rights, and any and all other intellectual property rights, worldwide, in the Photographs and/or Statements and the individual components thereof and I shall take no action to challenge or object to the validity of such rights or Lake Area Technical Institute's ownership or registration thereof.

This document represents the entire agreement between Lake Area Technical Institute and myself with respect to this subject matter. This agreement and all actions related to it shall be governed by the laws of the State of South Dakota (excluding any conflicts of laws principles that would require the application of the laws of a different state). The agreement may be executed in counterparts, each of which will be considered an original, but all of which together will constitute the same instrument.

- I represent and warrant that I am over the age of eighteen (18) years and have read and understand the contents of this Release.

AGREED BY:
[INDIVIDUAL FULL NAME]

By:
Name
Title:
Date:

Signature of parent or legal guardian if under the age of eighteen (18) years.

AGREED BY:
[INDIVIDUAL FULL NAME]

By:
Name
Title:
Date:

AGREED BY:
Lake Area Technical Institute.

By:
Name
Title:
Date: