

MUSIC VIDEO CONSENT RELEASE FORM

By signing electronically at DogFriendlyPawLife.com or signing this form here, I (the 'Model') hereby grant Pet Friendly Paw Life LLC, Joanna Pearl Hazelwood and related entities (together the 'Video Production Team') the right and permission to publish, reproduce or otherwise use my name, voice and likeness, along with my pets' name, voice and likeness, as captured by the Video Production Team directly on audio, written, photographic, or video recordings, or via audio, written, photographic or video footage that I send to the Video Production Team. I understand that my image and that of my pets may be edited, copied, exhibited, published or distributed, and I waive the right to inspect or approve the finished project wherein my likeness and my pets' likeness appears.

I agree that I have been compensated for this use of my likeness or have otherwise agreed to this release without being compensated. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image or recording.

I understand and agree that the recorded materials will be the sole property of the Video Production Team and will not be returned to me. I also understand that these materials may be used for any lawful purpose and in any matter, form, or format whatsoever now or hereinafter created, including, but not limited to, the Internet, advertising, e-mails, social media, and television.

I agree that all materials recorded or created in connection with the Video are the exclusive property of the Video Production Team. I agree not to commercially exploit, distribute, or cause to be distributed any visual recording, behind-the-scenes footage, or alternate video of the Composition that would compete with or diminish the value of the Video. I agree that I will not, directly or indirectly, produce, star in, or license any competitive audiovisual work that uses the same musical track, or an audio recording substantially similar to the Master used in this Video, for perpetuity.

There is no time limit on the validity of this release nor is there any geographic limited on where these materials may be distributed.

I hereby hold the Video Production Team harmless from all liability, petitions, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons my make while acting on my behalf or on behalf of my estate.

By signing this release, I acknowledge that I have completely read and fully understand the full release and agree to be bound thereby.

Model Name: _____

Model Signature: _____

Date: _____

Note: The 'Video Production Team' referenced in this agreement includes Pet Friendly Paw Life LLC, Joanne Pearl Hazelwood and related entities to these two figures and businesses.

- 1. Consent and License.** The Model consents to appearing in photographs, video, and other media for the Video Production Team's use, including but not limited to advertising, promotion, marketing, packaging, web, and social media. This consent applies whether the content is captured by the Video Production Team, the Model, or any third party. With this consent, the Model irrevocably authorizes the Video Production Team to use his or her likeness from the produced images and/or videos in any media or format to represent and/or promote the Video Production Team, including but not limited to any videos, advertising, publicity or marketing released by the Video Production Team, and to use and license others to use his or her Likeness for such purposes.
- 2. Content Created by the Model.** Where the Model creates or commissions photographs, video, or other media featuring the Model ("Model-Created Content"), the Model agrees that upon delivery of such content to the Video Production Team, all right, title, and interest in the Model-Created Content—including all copyright, intellectual property rights, and ownership—shall automatically and irrevocably transfer to the Video Production Team. From the date of delivery, the Video Production Team shall be the sole and exclusive owner of all Model-Created Content.
- 3. Warranty of Ownership.** The Model represents and warrants that: (a) the Model is the sole owner of, or has obtained all necessary rights and permissions for, any content delivered to the Video Production Team; (b) no third party has any claim, lien, or interest in the content; and (c) delivery and use of the content will not infringe any third party's copyright, trademark, right of publicity, or other rights. If a third party (such as a photographer) created the content, the Model shall obtain a written assignment or license sufficient to grant the rights described in this Agreement before delivering the content to the Video Production Team.
- 4. Video Production Team-Created Content.** Where the Video Production Team captures images or recordings of the Model, the Video Production Team retains all rights to such content for perpetuity. Images may be combined with other content, cropped, altered, and modified.
- 5. AI and Digital Likeness.** The Model grants the Video Production Team the right to use, adapt, and modify the Model's likeness through artificial intelligence, machine learning, digital compositing, or any other current or future digital manipulation technology. This includes the creation of synthetic or AI-generated media derived from the Model's likeness. The Video Production Team shall not use such content in connection with pornographic, defamatory, or unlawful material.
- 6. Duration.** This Agreement is irrevocable, worldwide, perpetual, and binding on all heirs and assigns.
- 7. Governing Law.** This Agreement shall be governed by the laws of the State of California.
- 8. Entire Agreement.** This Agreement contains the entire agreement between the parties and its terms are contractual and not a mere recital.