

CUSTOMER TESTIMONIAL, PHOTO & VIDEO RELEASE CONSENT FORM

COMMERCIAL MARKETING USE, NAME & LIKENESS PERMISSION, WORLDWIDE MEDIA LICENSE & WAIVER

CUSTOMER NAME: _____ COMPANY / TITLE: _____ CONSENT DATE: ____/____/20____
COMPANY / PRODUCER: _____ PRODUCT / SERVICE USED: _____ MEDIA TYPE: ☐ Video ☐ Text ☐ Photo

1. PERMITTED DISTRIBUTION CHANNELS & MEDIA SCOPE

CLIENT AUTHORIZES COMPANY TO PUBLISH TESTIMONIAL MATERIALS ACROSS THE FOLLOWING CHANNELS:

☒ Company Website & Landing Pages ☒ Paid Social Media Video Advertisements ☒ Organic Social (YouTube, IG, LinkedIn)
☒ Pitch Decks & Sales Presentations ☒ Print Collateral, Case Studies & Whitepapers ☒ Email Marketing & Newsletter Campaigns

2. LEGAL TERMS OF RELEASE, COPYRIGHT GRANT & PRIVACY WAIVER

ARTICLE 1: WORLDWIDE IRREVOCABLE LICENSE

Customer hereby grants to Company, its successors, and assigns a perpetual, irrevocable, worldwide, royalty-free license to record, edit, reproduce, broadcast, and display the testimonial, quote, photograph, video footage, and audio recordings in any and all media now known or hereafter devised.

ARTICLE 2: NAME, LIKENESS & PROFESSIONAL TITLE

Customer authorizes Company to publish Customer's full name, photographic likeness, voice recording, company name, professional job title, and geographic city/state in direct conjunction with the testimonial.

ARTICLE 3: VOLUNTARY STATEMENT & NO COMPENSATION

Customer acknowledges and confirms that the testimonial represents Customer's honest personal opinion and authentic experience. Customer understands that no financial compensation, royalty, or fee is due or payable for this release.

ARTICLE 4: EDITORIAL RIGHT TO EDIT & ADAPT

Company reserves the reasonable editorial right to edit written quotes for length, grammar, or clarity, and to trim video recordings, provided such edits do not materially alter the substance or intent of Customer's statements.

ARTICLE 5: COMPREHENSIVE WAIVER OF CLAIMS

Customer unconditionally releases and discharges Company from any and all legal claims, demands, or liabilities arising from publication, including without limitation claims for defamation, invasion of privacy, or infringement of publicity rights.

CUSTOMER FORMAL CONSENT & LEGAL RELEASE ATTESTATION:

Customer Authorized Signature: _____

Printed Legal Name: _____

Company / Organization: _____

Professional Job Title: _____

Date Signed: ____/____/20____

Email / Contact Phone: _____