

## PARENT/LEGAL GUARDIAN CONSENT AND RELEASE – DAIRY MAX PRODUCT INNOVATION PITCH COMPETITION

I, \_\_\_\_\_, am the parent/legal guardian of \_\_\_\_\_ (the “Competition Entrant”). I hereby consent to the Competition Entrant’s participation in The Dairy MAX Product Innovation Pitch Competition (the “Competition”). I hereby agree that I have read the Competition Rules, a copy of which are attached hereto as Attachment A, and agree that the Competition Entrant is bound by those Competition Rules. For good and valuable consideration, the receipt of which is hereby acknowledged, I hereby grant to Dairy MAX, Inc. (“Dairy MAX”) the right and permission to publish, reproduce, or otherwise use **the Competition Entrant’s name, likeness, and image, and/or written material and photographs about or by the Competition Entrant, and the product, concept, and prototype described in the Competition Entrant’s Competition entry**, singularly or in conjunction with other photographs or other images or written material, for advertising, publicity, commercial or other business purposes related to the Competition, including, but not limited to, publishing on the internet and in emails. I understand that the copyright for all photographs or other images of Competition Entrant and the product, concept, and prototype described in the Competition Entrant’s Competition entry will be held by Dairy MAX. I understand that this copyright includes, without limitation, any and all rights to include such photographs or other images of Competition Entrant and the product, concept, and prototype described in the Competition Entrant’s Competition entry in any future publication of Dairy MAX, in any format or media, related to the Competition.

I hereby grant to Dairy MAX the authority to reproduce and use Competition Entrant’s name, the photographs or other images of Competition Entrant, and the product, concept, and prototype described in the Competition Entrant’s Competition entry, in all domestic and foreign markets. Further, I hereby grant Dairy MAX the authority to authorize others to reproduce and use Competition Entrant’s name, the photographs or other images of Competition Entrant and the product, concept, and prototype described in the Competition Entrant’s Competition entry.

I hereby waive all rights to compensation for any use of Competition Entrant’s name, regardless of how it is displayed. I hereby waive all rights to compensation for any of the photographs or other images of Competition Entrant, regardless of how they are displayed. I hereby waive all rights to compensation for any use of the product, concept, and prototype described in the Competition Entrant’s Competition entry, regardless of how they are displayed. I hereby waive any right to inspect or pre-approve the manner in which Competition Entrant’s name, the photographs or other images of Competition Entrant, or the product, concept, and prototype described in the Competition Entrant’s Competition entry appear in printed or electronic form.

I hereby waive and release any claims or actions of every kind against Dairy MAX and its directors, officers, agents, employees and customers, and against Dairy MAX’s affiliates and advertising agencies, and their directors, officers, agents, and employees, resulting or arising from (1) any use of Competition Entrant’s name, the photographs or

other images of Competition Entrant, or the product, concept, and prototype described in the Competition Entrant's Competition entry; and (2) Competition Entrant's participation in the Competition and/or any prize awarded in the Competition.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **Attachment A**

[include a copy of the Competition Rules]