



2018 Photo Contest Entry Form

Entry Information

Photographer Name: _____ Farm Permit Number: _____

Email: _____ Phone Number: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Photo Title: _____

Please include a brief description of your photo, including names of individuals and the location (county and farm) where photographed.

Each photo must be submitted with the entry which includes a photo release form. Please email this form, release(s) and image to kschrock@mimilk.com or mail to MMPA Communications, Attn: Photo Contest, 41310 Bridge St., P.O. Box 8002, Novi, MI 48376 by August 1, 2018.

All accepted photos may be used in various media formats for an unlimited amount of time and at no cost to MMPA. Photo credit is not guaranteed for all uses of the images. Contest entrants agree to all the rules and regulations set for and by the decisions made by MMPA.



Photo Release Form

I grant irrevocable permission to Michigan Milk Producers Association ("MMPA") to use my likeness, name, photograph, image, video, or sound recording (collectively, my "Likeness") in all forms and all media, for any purpose related to MMPA's commercial interests, including without limitation, advertising, publicizing, or marketing MMPA's products and services. MMPA may use and license my Likeness to others to use for those purposes, without any further compensation to me. I received valuable consideration for granting this release.

All work using my Likeness that MMPA now creates and all derivative work MMPA creates in the future, will be MMPA's exclusive property. MMPA may edit, alter, copy, exhibit, publish, display, or broadcast my Likeness at any time, including without limitation, in internet material, media, print, video, or brochures. I waive the right to inspect or approve publications in which my Likeness appears.

I am an authorized representative of the dairy or other business described below (the "Business"). On behalf of the Business, I grant MMPA a limited, royalty free, non-exclusive license and permission to include and use the Businesses' trademarks, trade names, service marks, logos, symbols, images and trade dress ("Owner IP") in photographs, images, and video or sound recording created for any purpose related to MMPA's commercial interests. Owner IP must not be used in a false, misleading or defamatory manner against the Business.

I release and agree to hold MMPA, its members, officers, directors, agents, and employees harmless from any claims and damages arising from or related to the use of my Likeness and the Owner IP as provided in this release, including, without limitation, all claims for invasion of privacy, infringement of my right of publicity, defamation, infringement of trademark or copyright, and any other personal and/or property rights.

Check each of the following that applies:

- ☐ Yes I agree to the above statements, and hereby grant permission. I am at least 18 years old and competent to contract in my own name. I have read this Release before signing below, and fully understand the contents, meaning, and impact of this Release.

Signature: _____

Date: _____

Printed Name: _____

Business Name: _____

Address: _____

- ☐ I acknowledge that my child is under 18 years old and lacks the legal capacity to enter into binding agreements. Accordingly, I have read this release and consent to my child's inclusion in the materials will not contest the rights granted in this release and shall assist and support you in any and all legal proceeding for affirmation of this agreement, should you choose to have a court of law affirm this agreement.

Child's Name: _____

Date: _____

Parent Signature: _____

Printed Name: _____

Address: _____

Please return to:

Michigan Milk Producers Association, P.O. Box 8002, Novi, MI 48376