

## CASE STUDY RELEASE

MARKETING CAMPAIGN (“**Campaign**”):

COMPANY (“**Company**”):

Company authorizes Google Asia Pacific Pte. Ltd. (“**Google**”) and its affiliates to feature Company in the Campaign.

The “Permitted Information” means:

- Company’s name, logo, related images and other brand features;
- applicable screenshots and videos of Company’s advertisements and websites;
- data from Company’s advertising accounts with Google;
- press releases and quotes from Company, as approved of in advance by Company;
- audio-video footage and transcripts of interview(s) with Company’s employee(s); and
- other content provided by Company for use in the Campaign.

Company grants to Google and its affiliates a royalty-free, worldwide, irrevocable, perpetual, non-exclusive and sublicensable right and license (a) to, and to permit others to, copy, reproduce, publish, adapt, communicate and otherwise use the Permitted Information in connection with the Campaign, including but not limited to use in videos, printed brochures, websites, emails, and blog posts, and (b) to any legal rights necessary for Google to use the Permitted Information as permitted by this release. Google owns all rights in the Campaign. Except for the rights and licenses granted in this release, each party retains all rights it would have independently of this release. Company is not entitled to receive any fee from Google.

Google will provide a copy of the segments of the Campaign that incorporate the Permitted Information to Company for approval (not to be unreasonably withheld) before initial publication. For purposes of clarification, Google will not provide copies of any derivative works created from the Campaign to Company for approval.

The person signing below represents and warrants that he or she has full power and authority to authorize this release, including but not limited to, the power and authority to grant all rights and licenses relating to the Permitted Information.

Each party to this release agrees to use electronic signatures. IN NO EVENT WILL EITHER PARTY BE LIABLE FOR ANY DAMAGES UNDER THIS RELEASE IN EXCESS OF USD100. CALIFORNIA LAW, EXCLUDING CALIFORNIA’S CHOICE OF LAW RULES, WILL GOVERN ALL CLAIMS ARISING OUT OF OR RELATING TO THIS RELEASE. ALL CLAIMS WILL BE LITIGATED EXCLUSIVELY IN THE FEDERAL OR STATE COURTS OF SANTA CLARA COUNTY, CALIFORNIA, USA, AND THE PARTIES CONSENT TO PERSONAL JURISDICTION IN THOSE COURTS.

Agreed on the date stated below.

\_\_\_\_\_  
Signature

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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Email Address

