

Case Study Release

CAMPAIGN NAME:

COMPANY NAME:

Thank you for agreeing to allow Google LLC and its affiliates (collectively, "Google") to feature Company in the marketing campaign listed above ("Marketing Campaigns").

The "Permitted Information" means:

- Company's name, logo, related images and other brand features;
- Applicable screenshots and video 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 as provided by Company for use in Marketing Campaigns.

Company grants to Google a royalty-free, worldwide, irrevocable, perpetual, non-exclusive right and license (a) to, and to permit others to, copy and otherwise use the Permitted Information in connection with the Marketing Campaigns, 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. Company acknowledges that Google will own all rights to the Marketing Campaigns. Except for the rights and licenses granted in this release, each party retains all rights it would have independently of this release. Google will provide a copy of the segments of the Marketing Campaigns that incorporate the Permitted Information to Company for approval (not to be unreasonably withheld) prior to initial publication. For purposes of clarification, Google will not provide copies of any derivative works created from those Marketing Campaigns 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 without limitation the power and authority to grant all rights and licenses relating to the Permitted Information.

Signature

Date

Print Name

Email Address

Note: Please provide your Premier Partner Awards "Unique Reference Number"

Premier Partner Awards Unique Reference Number (URN)

