



## Mountain View Vineyard, Inc. Photo & Video Release

By using the hashtag #YesMVV or responding with “yes” or other affirmative statement(s) in response to a request from Mountain View Vineyard, Inc. or Mountain View Vineyard Events, LLC’s (individually and collectively, “MVV”) to use one or more of your photos or videos (the “Media”), you hereby acknowledge that you have read and you understand the provisions of this Photo & Video Release (this “Release”) and you agree as follows:

1. You grant MVV an irrevocable, royalty-free license to use, reproduce, publish, distribute, create derivative works, modify, alter, edit, adapt, and otherwise exploit the Media, in whole or in part, on or in MVV’s social media channels, website, publications, or other marketing or advertising materials in any form, worldwide, and without financial compensation of any kind to you. You acknowledge and agree that MVV’s use and exploitation of the Media confers no rights of ownership or financial compensation whatsoever. You agree that MVV, in its sole discretion, may include appropriate credit to you by including your name or social media username when using the Media. You further agree that MVV retains the right to continue or discontinue use of all or any part of the Media at its sole discretion.

2. You release and hold harmless MVV and its affiliates, officers, employees, contractors, agents, representatives, successors, and assigns (individually and collectively, the “MVV Parties”) from any liability for any claims, demands, damages and liabilities by you or any third party in connection with the use and exploitation of the Media and any reasonable expectation of privacy or confidentiality associated with the use and exploitation of the Media. You further agree to waive and not to enforce any moral rights, ancillary rights, or similar rights in or to the Media against MVV or the MVV Parties.

3. You represent and warrant that you own or have the necessary rights and permissions including, without limitation, all likeness rights with respect to any person, copyrights, and all other intellectual property rights, to use and exploit, and to authorize MVV to use and exploit, the Media in all manners contemplated by this Release without the need of prior consent from, or financial compensation to, any other person or entity.

4. You acknowledge and agree that this Release and any matters relating to this Release shall be governed by the laws of the Commonwealth of Pennsylvania.

If you have any questions regarding this Release, please contact us at [info@mountainviewvineyard.com](mailto:info@mountainviewvineyard.com).