

TV COMMERCIAL USAGE AGREEMENT

The commercial I wish to lease is:

TV68 - Wonderful Life 30 Second Commercial

I wish to use this commercial for:

On air infinite use (\$179) - Includes customization slide

Website infinite use (\$139) - Includes customization slide

This agreement between Keener Marketing, Inc. and _____

_____ (herein referred to as signee) grants the right to show in limited venues (as listed below) the copyrighted 30 second commercial indicated above which will be customized for signee.

Signee's license to exhibit this commercial extends only to the agreed upon time frame and locations. Violation of this is subject to the penalties set forth in the Federal Copyright Act. **Neither this commercial nor any portion thereof may be transmitted on youtube.com, or on any internet site unless pre-approved in writing by Keener Marketing, Inc.**

For the amount agreed above Keener Marketing, Inc. will send signee the commercial in digital format via an internet ftp source. This commercial may be duplicated digitally or on DVD as needed by signee to be shown on television and in live local public venues during the term of the lease chosen above. Signee may show this commercial an unlimited number of times during one calendar year on television and in local public venues such as but not limited to churches, schools, and conferences. (The term *local* is used to refer to a single geographic area served by the signee.) If signee chooses a one year lease and then decides to continue showing the commercial after that calendar year, signee agrees to pay Keener Marketing an additional \$39 per year that the commercial is shown. Even one showing of the commercial per year will constitute the need to pay this fee. Commercial must be shown in its entirety. Commercial may not be distributed to other organizations or individuals for use other than promoting the organization who leased it. If another organization wishes to use the commercial they must contact Keener Marketing directly and make arrangements to do so.

Should signee wish to post this commercial on one (1) personal or organization owned website, they must make arrangements with Keener Marketing, Inc. to do so. The website that it will be posted on must be submitted for consideration and Keener Marketing reserves the right to deny any site.

Should this agreement be infringed upon the signee agrees that any legal action will be handled in the courts located in Dayton, Tennessee (Rhea County).

In summary, these are the basic terms:

- Each commercial lease allows for local public use only by the organization who leased it and cannot be distributed to other organizations for use other than promoting the organization who leased it.
- If another organization wishes to use the commercial they must contact Keener Marketing directly.
- Once this lease is expired signee must discontinue use of commercial or pay the appropriate renewal fees.
- Under no circumstances may this commercial be posted on youtube.com or any other internet site that has not been specifically approved in writing by Keener Marketing.

Signed by: _____

Print name: _____

Title: _____

Date: _____

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Signed by: 

Margie Wertz, *President*

Keener Marketing, Inc.

280 Main Street, Dayton, TN 37321