

MODEL RELEASE FORM

1. 1. Parties

This Model Release and Talent Agreement (the "Release") is made on [DATE] between [MODEL NAME], residing at [MODEL ADDRESS], phone [MODEL PHONE], email [MODEL EMAIL] (the "Model"), and [PRODUCER OR CLIENT NAME], a [ENTITY TYPE] located at [PRODUCER ADDRESS] (the "Producer"). References to the Producer include its clients, agencies, licensees, assigns, successors, and anyone authorized by it to use the Images. If the Model is represented, the agency of record is [AGENCY NAME] and the booking is subject to the terms confirmed on the call sheet or booking confirmation dated [BOOKING DATE].

2. 2. Session Details

The Model participated in a photography or video session on [SESSION DATE(S)] at [SESSION LOCATION] for the project known as [PROJECT OR CAMPAIGN NAME] (the "Session"). All still photographs, video footage, audio, outtakes, test frames, behind-the-scenes material, and any derivative, composite, or still frame created from them are the "Images." The Session covered the following looks, wardrobe, or scenarios: [DESCRIPTION OF SHOTS OR SCENES]. Call time was [CALL TIME] and the agreed session length was [SESSION LENGTH], with overtime billed at [OVERTIME RATE] per hour in increments of [OVERTIME INCREMENT].

3. 3. Grant of Rights in Name, Image, Likeness, and Voice

The Model grants the Producer the right to use, reproduce, publish, display, distribute, transmit, broadcast, and exhibit the Images, and to use the Model's name, image, likeness, silhouette, voice, and performance as captured in the Session, in connection with the permitted uses in Section 4. This grant is [SELECT — non-exclusive / exclusive within the categories described in Section 6] and includes the right to sublicense to the Producer's client, agency, and distribution partners for those same uses. The Producer owns all copyright in the Images, and the Model acknowledges that no copyright interest in the Images is created by appearing in them.

4. 4. Permitted Commercial Uses, Media, Territory, and Term

The Images may be used for: [PERMITTED USES, e.g., paid digital and social advertising, print advertising, out-of-home and billboard placement, product packaging, point-of-sale display, brand website and owned social channels, email marketing, trade show and collateral material, public relations, and internal presentations]. Permitted media: [MEDIA LIST, e.g., digital, print, broadcast, cinema, and all media now known or later developed]. Territory: [TERRITORY, e.g., United States and Canada / worldwide]. Usage term: [TERM, e.g., 24 months from first publication / perpetual]. On expiration of the usage term, the Producer will stop placing new media using the Images, will not renew existing placements, and will remove them from owned channels within [TAKEDOWN PERIOD, e.g., 60 days], but is not required to recall printed material, packaging already in the supply chain, or archived material. Renewal of the usage term is available at [RENEWAL FEE OR "a fee to be negotiated in good faith"].

5. 5. Compensation

The Producer will pay the Model [SESSION FEE] for the Session and [USAGE FEE] for the usage rights granted in Section 4, for a total of [TOTAL COMPENSATION], payable within [PAYMENT TERM, e.g., 30 days] of [PAYMENT TRIGGER, e.g., the Session date / receipt of invoice] by [PAYMENT METHOD]. Agency commission of [COMMISSION PERCENTAGE], if applicable, is [SELECT — included in / added to] the amounts above. Reimbursable expenses agreed in advance are [EXPENSES, e.g., travel, wardrobe, or "None"]. The Model waives any claim to royalties, residuals, or additional compensation for uses within the scope of

Section 4, and acknowledges that the compensation stated here is full payment for those rights. Uses outside that scope require a separate written agreement and additional payment.

6. 6. Exclusivity and Competitor Restriction

SELECT ONE. Option A — No exclusivity: the Model is free to work for any other client, including competitors of the Producer's client. Option B — Category exclusivity: for [EXCLUSIVITY PERIOD, e.g., 12 months] from first publication, the Model will not appear in advertising for any company whose primary business is [COMPETITIVE CATEGORY, e.g., athletic footwear] in the Territory. The option selected is: [OPTION A OR OPTION B], and additional compensation for exclusivity of [EXCLUSIVITY FEE] is [SELECT — included in Section 5 / payable separately]. Exclusivity does not restrict the Model from editorial work, personal social media, or work outside the stated category, and it ends automatically if the Producer fails to pay any amount due under Section 5.

7. 7. Restricted and Prohibited Uses

The Images may not be used, without the Model's separate written consent, in connection with any of the following sensitive categories: [RESTRICTED CATEGORIES, e.g., tobacco, vaping, firearms, alcohol, cannabis, gambling, adult content, political campaigns or advocacy, religious advocacy, pharmaceutical or medical condition claims, weight loss or body-image claims, personal hygiene conditions, dating or relationship services, bankruptcy or debt relief services, and any use implying the Model has a medical, mental health, or criminal history]. The Images may not be used in a manner that is defamatory, that places the Model in a false light, or that implies a personal endorsement beyond the campaign described in Section 2. The Producer will pass these restrictions to every licensee and remains responsible for compliance by parties it authorizes.

8. 8. Alteration, Composites, and Retouching

The Producer may crop, retouch, color correct, resize, composite, digitally alter, and combine the Images with other material, artwork, text, or footage for the permitted uses. The Producer will not alter the Images in a way that is materially misleading about the Model, that depicts the Model in a demeaning or disparaging manner, or that materially changes the Model's body in a way the Model has objected to in writing here: [RETOUCHING RESTRICTIONS, or "None"]. The Producer will not use the Images to train, generate, or create synthetic likenesses of the Model using artificial intelligence tools without the Model's separate written consent and additional compensation.

9. 9. Waiver of Inspection and Release of Claims

The Model waives any right to inspect or approve the finished Images, the copy or caption accompanying them, or the context in which they appear, except where an approval right is expressly granted here: [APPROVAL RIGHTS, e.g., the Model may approve the final selects within [NUMBER] business days of delivery, or "None"]. The Model releases the Producer and its authorized licensees from all claims arising out of the permitted use of the Images, including claims for invasion of privacy, right of publicity, defamation, false light, and any claim based on blurring, distortion, alteration, or composite use occurring in production or reproduction. This release does not extend to uses outside Section 4 or to the prohibited uses in Section 7.

10. 10. Model Representations and Warranties

The Model represents and warrants that they are at least [AGE OF MAJORITY, e.g., 18] years of age and legally competent to sign, or that a parent or guardian is signing under Section 11; that they have full right and authority to grant the rights in this Release; that they are not bound by any exclusivity, agency, union, or endorsement agreement that conflicts with this Release, except as disclosed here: [DISCLOSED CONFLICTS, or "None"]; that

any wardrobe, tattoo, trademark, or artwork visible on the Model that requires third-party clearance has been disclosed to the Producer; and that they are signing voluntarily after having read and understood this Release. The Model will indemnify the Producer against loss arising from a breach of these representations.

11. 11. Minor Models

IF THE MODEL IS UNDER [AGE OF MAJORITY]: Minor's name: [MINOR NAME]. Date of birth: [MINOR DOB]. The parent or legal guardian signing below represents that they have legal authority to grant this Release on the minor's behalf, consents to the minor's participation and to all uses described here, and agrees to the same terms as if they were the Model. The Producer will comply with all applicable child labor rules governing hours, breaks, education, and on-set supervision, and a parent or guardian will be present throughout the Session. Where state law requires court approval, a guardian account, or a work permit for a minor performer, the Producer will not use the Images until those requirements are satisfied.

12. 12. Credit, Copies, and Portfolio Use

The Producer [SELECT — will / is not required to] credit the Model in published material, in the form [CREDIT LINE]. The Model will receive [NUMBER] final digital files within [DELIVERY PERIOD, e.g., 45 days] of the Session for personal portfolio and social media use only, which is non-commercial and does not permit resale, licensing, or use in advertising for any other party. The Model may not publish Images before the campaign launch date of [EMBARGO DATE] and will not disclose confidential product information, unreleased branding, or campaign strategy learned during the Session. The Producer may use behind-the-scenes material for its own portfolio and case studies.

13. 13. Governing Law, Term, and General Provisions

This Release is governed by the laws of the State of [GOVERNING STATE], without regard to conflict of laws rules, and any action will be brought in the courts located in [VENUE COUNTY AND STATE]. This Release is the entire agreement between the Parties regarding the Session and the use of the Images, supersedes any prior booking confirmation to the extent inconsistent, and may be modified only in a writing signed by both Parties. The rights granted here are irrevocable for the usage term stated in Section 4, provided the Producer has paid the compensation due. If any provision is unenforceable, the remainder stays in effect. This Release binds the Parties and their heirs, successors, and permitted assigns.

14. 14. Signatures

By signing below, the Model confirms having read and understood this Release, including the usage term, territory, exclusivity, and restricted uses, and agrees to be bound by it. MODEL: Signature: _____.
Printed Name: [MODEL NAME]. Date of Birth: [DOB]. Date: [DATE]. PARENT OR LEGAL GUARDIAN (required if the Model is a minor): Signature: _____. Printed Name: [GUARDIAN NAME].
Relationship: [RELATIONSHIP]. Date: [DATE]. PRODUCER: [PRODUCER NAME]. Signature: _____.
Printed Name: [SIGNER NAME]. Title: [TITLE]. Date: [DATE]. WITNESS (optional): _____. Date: [DATE]. Electronic signatures have the same effect as originals.

15. Disclaimer

This template is provided for general informational purposes only and is not legal advice. Right of publicity law is state-specific and, in some states, survives death and extends to voice and digital replicas; several states have enacted rules addressing synthetic likenesses and artificial intelligence generated performances. Union agreements such as SAG-AFTRA impose their own terms that override private contracts for covered work, and minors performing commercially are subject to child labor rules, work permits, and in some states court approval and trust

account requirements. Stock agencies and brand clients often require their own release wording. Consult a licensed attorney before relying on this document for a national campaign or a minor performer. Use of this template does not create an attorney-client relationship with ScanContract.

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