



THE NEXT GENERATION CAMPAIGN AWARD™
PERMISSION AND RELEASE AGREEMENT

This Permission and Release ("Agreement") is entered into by and between the United States Postal Service, an independent establishment of the executive branch of the Government of the United States (the "Postal Service" or "USPS"), and

("Company")

(Company name)

(Company place of business: street address, state, ZIP Code)

(Company state of registered incorporation)

For valuable consideration, the receipt of which is hereby acknowledged, including the opportunity to be included in USPS promotional and marketing materials, Company grants this Permission and Release to the Postal Service to use the Work identified below as set forth in this Agreement.

- 1. Company is the owner of the direct mailpiece attached (the "Work").
2. Company represents and warrants that it has the authority to grant all of the rights granted in this Agreement, that it owns or controls all rights in the Work, and that the Work does not infringe the copyright, trademark, publicity, or other intellectual property rights of any person or entity.
3. Company hereby grants the Postal Service and its Governors, officers, employees, contractors and agents a perpetual, worldwide, royalty-free, non-exclusive license to use, exhibit, display, publish, reproduce, commend, and comment on the Work, in whole or in part, in any and all media, for purposes of or at: (a) mailing industry events, forums, and presentations (including but not limited to the National Postal Forum); (b) Postal Service advertising, promotions, and presentations (including but not limited to irresistiblemail.com, USPS.com, and Postal Service advertising materials promoting the use of direct mail); and (c) Postal Service internal and archival purposes. Company also consents to the use of Company's name in connection with these purposes.
4. The Postal Service will, when reasonably possible, in all non-internal uses of the Work credit the Work by the agency and the printer for the client as identified in the Company's online submission, agreed to by Company.

IN WITNESS WHEREOF, Company has caused this Permission to be signed and delivered by its duly authorized representative.

(representative name)

(representative contact title)

(representative business phone number)

(representative business email address)

(submission identification code)

(signature)

(date)

If you have any questions about the competition or the process, please send them to nextgenaward@usps.gov or call Aaron Calhoun at (202) 268-6961.