

## Talent Consent of Use and Release Form

Event Date: November 1, 2025

Event Location: Mars PetCare (ARK)  
10000 Roberts Blvd.  
Fort Smith, AR 72916

Title of Program: 2025 BOO BASH

I, the person signing this form below, hereby consent to, authorize and permit Mars Petcare and other Mars affiliates and their respective employees, representatives and authorized agents (collectively, “Mars”) to use, copyright and/or publish, reproduce, broadcast, display, share, copy, edit, crop, modify, create derivative works from, disclose, release and/or distribute in any manner and in any media, (each a “Use”, and collectively, the “Uses”) any video or audio-visual recording, or other reproduction of my name, voice, image, likeness, biographical information, or other identifying materials as captured in photographs, audio, film and video recordings (collectively, “Likeness”) in connection with the October 27, 2023 Mars Petcare Boo Bash and all associated activities (the “Program”) for commercial advertising, television broadcasting and any associated printed material (collectively the “Media”), anywhere in the world, and in perpetuity.

I understand and agree that Mars will be the owner of all rights in and to my Likeness and has the right to license my Likeness, in whole or in part, to others for use in any manner that Mars reasonably determines is consistent with the Program.

I waive the right to inspect or approve versions of my Likeness used for publication or the written copy that may be used in connection with the Uses.

In connection with the content in the Program, I affirm, that I undertake not to violate any applicable statutory provisions and third-party rights (e.g. copyright, trademark or personal rights). Any use of my personal data will take place in compliance with applicable data protection laws and [Mars Privacy Statement](#).

**I consent to the use and publication of my Likeness by Mars in the Media and for the Program specified above. Insofar as my Likeness gives any indication of my ethnic origin, religion, or health (e.g. skin colour, headscarf, glasses), my consent also relates to this information. I understand that I am not obligated in any way to sign this consent, and that I am signing it voluntarily. I understand that I may withdraw my consent at any time towards Mars by sending an email to [petcare.communications@effem](mailto:petcare.communications@effem). The withdrawal of consent does not affect the lawfulness of the processing carried out on the basis of the consent until the withdrawal. If I withdraw my consent, my Likeness will be removed from internal and external websites or my Likeness will be made unrecognizable.**

**I acknowledge that Mars cannot prevent that external third parties may copy my Likeness as available in the Media and cannot ensure that my Likeness will also be removed from these third-party sites. I acknowledge and agree that any materials previously printed and published will not be taken down or destroyed.**

\_\_\_\_\_  
Name of Associate (print name)

\_\_\_\_\_  
Signature of Associate

\_\_\_\_\_  
Date

**MINORS**

**Where the Uses show minor(s) under the age of 18, the consent is being provided by a legal guardian for the minor(s). By signing this agreement, you confirm that you are the lawful legal guardian of the minor(s), that you have legal authority on behalf of the minor(s), and that you consent to the terms set forth herein as they apply to the minor(s).**

\_\_\_\_\_  
Signature of Associate

\_\_\_\_\_  
Name of Associate (print name)

\_\_\_\_\_  
Relationship to Minor(s)

\_\_\_\_\_  
Name(s) of Minor(s)

\_\_\_\_\_  
Date