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PERSONAL PHOTO AND VIDEO RELEASE

Occasionally, we use social media to tell the story of happy patients. Our legal folks tell us we must obtain your written permission. You can read all of the details below. But here's a quick synopsis of the legal jargon. By signing below:

1. You give us permission to post media (text, photos, videos, etc.) of you on our website or social media (Facebook, Twitter, etc.) that includes your name or picture.
2. We will always notify you before we take a photo or video.
3. If you change your mind, we can remove the post.
4. Opticare Vision Center is released from any liabilities that occur because of the post.

Here's the legal verbiage.

I permit, Opticare Vision Center, its representatives, and any media agencies, to use online, video film, print, tape or otherwise, my name, likeness, photo, comments, videos, performance and actions, and to use, in perpetuity, and to authorize others to use, for any purpose including, but not limited to such recording in any production on television and radio broadcasts and rebroadcasts, website use, social media outlets i.e. Facebook and Twitter, in theatrical exhibitions, in print, the internet, in electronic media, and in any and all other media now known or hereafter devised throughout the world, and to use, license, market and distribute in any medium or forum said productions and any other productions in which said recording may be incorporated.

I waive the right to inspect or approve any such use of my name, comments, likeness, videos, photo, or actions, and hereby also authorize Opticare Vision Center to use my name, comments, likeness, photo, videos, actions and biography for purposes of promotion and publicity Opticare Vision Center shall be under no obligation to actually use my name, comments, photo, actions, videos, submissions, voice, likeness or biography.

All photos, comments, and videos shall become the property of Opticare Vision Center and will not be returned. I irrevocably assign and transfer to Opticare Vision Center any and all rights, title, and interest in the photos, comments, and videos including, without limitation, all copyright. Said client Opticare Vision Center shall have the right to edit or modify photos, comments, and videos for use in perpetuity without my consent or compensation and I hereby waive all moral rights in connection with such photos and videos.

I release Opticare Vision Center from all claims and liabilities of any kind arising out of or in connection with the recording of such images, including, without limitation, claims based upon invasion of privacy, defamation, or right of publicity. I agree that this release does not in any way conflict with any existing commitment on my part.

Signature of patient or parent/guardian of a minor

Date