

**BABSON COLLEGE 2012 ROCKET PITCH EVENT
PUBLICITY AND LIABILITY RELEASE**

I, being at least eighteen (18) years of age, both for myself and as an authorized officer or representative of the company identified below ("Company"), hereby authorize and irrevocably grant Babson College and the representatives of the Babson College 2012 Rocket Pitch Event (the "Event"), their respective successors and assigns, the following rights: (i) to record my likeness, image, name, voice, performance, biographical information, or otherwise on film, video, audio, CD, DVD, or other media; to edit such media in their discretion; (ii) to incorporate that material into recorded programs, print publications, electronic publications, software, movie and sound films or tapes, broadcasts (radio and television), programs, or otherwise, including a so-called YouTube.com channel established for the Event; (iii) and to use and license others to use such publications, recordings, software, movie and sound films and tapes and broadcast programs in any manner of media whatsoever, including unrestricted use for purposes of publicity, advertising and sale promotion, and to use my name, likeness, voice, and biographic or other information and the Company's name in connection therewith (including inclusion in the Event's **Recap Book** which contains a list and description of all businesses participating in the Event and a summary of their so-called pitches and on the Event's website directory which contains a list of the business that participated in the Event).

I understand that the Event exclusively owns all rights to these recordings and materials irrespective of the form in which they are produced or used, excepting only the Company's business plan as to which Babson College and the Event shall have a non-exclusive license to use the same in connection with the Event, and I am authorizing the use of the aforementioned items, at any time or times, throughout the world in perpetuity, without compensation or permission.

I represent that I have the right to enter into this Publicity and Liability Release, both individually and on behalf of the Company, and that my performance and the rights I have granted in this Agreement will not conflict with or violate any commitment or understanding I or the Company have with any other person or entity. I further agree to indemnify and hold harmless the Event, Babson College, representatives of the Event, and their respective licensees, agents, successors and assigns from any and all claims and liability for damages, losses, or expenses of any sort arising from the making of such recordings and their use, including, without limitation, claims with respect to my or the Company's right to privacy or publicity, and including reasonable attorney's fees, rising out of the inaccuracy or breach of any provisions of this Publicity and Liability Release .

I have read and understood the contents hereof, and have the right and authority to execute this release and indemnification. I understand that this Publicity and Liability Release is to be interpreted under the laws of the Commonwealth of Massachusetts without resort to its conflict of laws rules, and I hereby submit to the jurisdiction of the courts of the Commonwealth of Massachusetts. This Publicity and Liability Release represents the entire understanding of the parties and may not be amended unless mutually agreed to by both parties in writing.

Signature and Printed Name
Print Your Company Name: _____
Print Your Title: _____
Phone Number: _____
Date: _____, 2012