15 SECONDS OF ROYALS FAME CONTEST

AGREEMENT, GRANT OF RIGHTS AND RELEASE

The following shall constitute a release and agreement (the "Agreement") regarding the submission by the undersigned party (the "Contestant") of a video promoting the Kansas City Royals (the “Submission”) for “15 Seconds of Royals Fame Contest” (the "Contest"), conducted by the Kansas City Royals. Pursuant to the Contest, contestants are invited to submit original videos for review by the Kansas City Royals, from which the Kansas City Royals may, in its sole discretion, select one or more winning submissions. The Contestant understands and agrees that the execution of this Agreement is a prerequisite to entering the Contest, and to the Kansas City Royals’ review of the Submission. All references herein to the Kansas City Royals shall include any of its related entities or affiliates, as well as its partners, directors, officers, agents, employees, consultants, licensees, successors, representatives and assigns.

In consideration for the opportunity to enter the Contest, and the Kansas City Royals' review of the Submission, the Contestant agrees, represents and warrants as follows:

1. Contestant understands and agrees that
   (a) The Kansas City Royals do not undertake to consider the Submission in confidence;
   (b) No confidential relationship exists or shall be deemed to exist between Contestant and the Kansas City Royals by reason of the Kansas City Royals consideration of the Submission or discussion thereof at any time; and
   (c) The Kansas City Royals shall not be under any obligation to regard the Submission as secret or prevent the disclosure thereof.

2. Contestant agrees:
   (a) To follow all of the Kansas City Royals rules (including the Official Contest Rules), directions and instructions in all matters relating to the Contest, and agrees that any and all such rules, directions and instructions are subject to change at the Kansas City Royals sole discretion;
   (b) That any and all prizes are subject to change at the Kansas City Royals sole discretion;
   (c) To accept any and all decisions of the Kansas City Royals on discretionary matters as final (including but not limited to the selection of Contest finalists and winners, the judging process and all decisions relating thereto), and to acknowledge that the interests of the Contest shall override those of any Contestant;
   (d) That the Submission is the Kansas City Royals property, and the Kansas City Royals shall not have any obligation to return the Submission to Contestant; and
   (e) To waive any right that he or she may have to inspect or approve any modifications to or uses of the Submission or any matter that may be used in connection therewith.

3. Contestant represents and warrants that Contestant is not, nor is any member of Contestant's immediate family, an employee, shareholder, officer, director, agent or representative of any person or entity in any way connected with the Contest or the Kansas City Royals or with any of the Kansas City Royals' affiliates, subsidiaries, agents or representatives.

4. Contestant hereby grants irrevocably to the Kansas City Royals all rights, copyrights, rights of publicity and privacy, and any other rights in the Submission, in any and all media now known or hereafter devised. Contestant assigns to the Kansas City Royals the right to use and reuse throughout the universe in perpetuity the Submission and Contestant’s name, voice, image, portrait, picture, likeness, performance, quotes and biographical information, in any manner whatsoever at the Kansas City Royals’ sole discretion. The grants of rights herein specifically include the Kansas City Royals right (but not obligation) to post the Submission and Contestant’s name, voice, image, portrait, picture, likeness, performance, quotes and/or biographical information on the internet for online viewing and/or voting by the public worldwide. Contestant consents to the Kansas City Royals photographing, filming, taping and/or recording Contestant for use in connection with promotion of the Contest and of the Submission.

5. Nothing herein or in the rules of conduct of the Contest shall be deemed to provide Contestant with any right, license or consent to use any names, trademarks, logos, trade dress, images, likenesses, copyrighted materials or other intellectual property of the Kansas City Royals except that Contestant may include the Kansas City Royals Property in its Submission. Contestant agrees that he or she will make no additional use of the Kansas City Royals Property without the prior express written approval.
of the Kansas City Royals in each instance.

6. Contestant further understands and agrees that
   (a) The Kansas City Royals shall be the exclusive judge of the utility, novelty and value of the Submission;
   (b) Consideration of the Submission by the Kansas City Royals is not any admission by the Kansas City Royals
       of the novelty, propriety or originality of the Submission;
   (c) No further action need be taken by the Kansas City Royals with respect to the Submission unless the Kansas
       City Royals' determines to do so; and
   (d) The Kansas City Royals are not under obligation to release to Contestant any details of the Kansas City
       Royals’ actions in connection with the Contest or the Submission.

7. Contestant further understands and agrees that the Kansas City Royals are not under obligation
   (a) to use the Submission;
   (b) to negotiate with or enter into an agreement with Contestant regarding the Submission; or
   (c) to render compensation of any kind relating to The Kansas City Royals’ possession, use or ownership of the
       Submission.

8. Contestant further understands and agrees that consideration of the Submission shall not deprive the Kansas
   City Royals of any rights that it may enjoy to similar or identical concepts developed within, or used by or
   submitted to, the Kansas City Royals or now or hereafter existing in the public domain.

9. Contestant agrees that all services performed by Contestant in connection with the Submission, all results
   of Contestant’s services, all materials contained in the Submission, and all uses thereof by the Kansas City
   Royals whether or not copyrightable and whether created alone or in conjunction with any other person
   or entity (collectively, the "Materials"), belong to The Kansas City Royals, and shall, to the greatest extent
   possible, be considered "works-made-for-hire" within the meaning of the United States Copyright Act. To
   the extent that a court determines that any of the Materials are not considered works-made-for-hire, then
   Contestant hereby assigns and transfers to The Kansas City Royals all right, title and interest in and to the
   Materials and all the rights thereto, including, but not limited to, all copyrights and renewals available, in
   any and all media whether or not known, and in all forms of reproduction, transmission, distribution,
   performance, adaptation, enhancement or display now in existence or hereafter developed, throughout
   the universe, in perpetuity, without any further compensation. Contestant agrees to execute any additional
   documents requested to confirm the foregoing. Contestant agrees not to contest the validity of The Kansas
   City Royals’ ownership of the copyrights or other proprietary rights in the Materials, nor commit or permit
   any act or omission that may impair The Kansas City Royals copyrights or other proprietary rights in the
   Materials. Contestant shall make no use of the Submission, other than as may be expressly approved in
   writing by The Kansas City Royals, and Contestant acknowledges that to do so would constitute infringement
   of The Kansas City Royals’ proprietary rights therein. Contestant understands and agrees that whether or
   not The Kansas City Royals selects the Submission as a winning entry, The Kansas City Royals shall have the
   right to use, reproduce, alter and display the Submission in any and all manner and media, in perpetuity,
   throughout the universe, without any further fee, royalty or other consideration whatsoever.

10. Contestant represents and warrants that:
    (a) Contestant (and any others signing below or executing a separate but contemporaneous Agreement
        concerning the Submission (“Submitting Others”) is/are the sole originator(s) and creator(s) of the
        Submission;
    (b) the Submission is free and clear of any claim of right, title, or interest of any nature on the part of any person
        or organization other than Contestant (and any Submitting Others);
    (c) the Submission is not in the public domain, has never before been shown in whole or in part in any form,
        and that no registration or copyright of the Submission in whole or in part in any form has ever been made;
    (d) neither the Submission nor any review thereof by The Kansas City Royals shall violate any personal, property
        or proprietary rights of any third party including, but not limited to, rights of droit moral, privacy, publicity,
        copyright, trademark, or other intellectual property rights, nor shall the Submission or any review thereof by The
        Kansas City Royals constitute defamation, libel, or slander against any third party;
    (e) Contestant has the full right and authority to submit the Submission to The Kansas City Royals upon all of
        the terms and conditions herein stated; and
    (f) Contestant has fully read and understands and agrees to this Agreement.
To the extent any clearances are required in order for the Contestant to deliver the Submission to The Kansas City Royals in accordance with all of the representations, warranties and agreements made by Contestant herein, Contestant represents, warrants and agrees that he or she has obtained all such clearances.

11. Contestant agrees to indemnify, defend and hold harmless The Kansas City Royals and Major League Baseball Advanced Media, L.P., from and against any claim, loss, obligation, liability, or expense including reasonable attorney's fees that may be asserted against or incurred by the Kansas City Royals in connection with (i) the Submission, (ii) the Contest, or (iii) any breach of any agreement, representation, covenant or warranty made by the Contestant hereunder. Further, Contestant agrees to hold The Kansas City Royals harmless, and agrees not to make any claim against the Kansas City Royals, as a result of his or her participation in the Contest, or in connection with any use or reuse of his or her appearance, name, voice, image, portrait, picture, likeness, performance, quotes, biographical information, and/or any copyrighted material (including, without limitation, any claim that such use infringes upon any right of privacy and/or publicity).

13. Finally, Contestant understands and agrees that:
   (a) There are no agreements, understandings or representations between Contestant and The Kansas City Royals regarding the Contest or the Submission other than as expressly set forth herein, and the provisions hereof may not be modified or waived except through a writing signed by both Contestant and The Kansas City Royals;
   (b) The invalidity of any provision hereof shall not affect the remaining provisions; and
   (c) The law and the courts of the Missouri shall govern the construction of this Agreement, without regard to its conflict of laws principles.

AGREED & ACCEPTED:

CONTESTANT:

Signature: ________________________________
(By parent or guardian if Contestant is under age 18)

Date: ________________________________

Print Name: ________________________________

Address: ________________________________

Telephone #: ________________________________

Fax #: ________________________________

Email: ________________________________