



RELEASE AGREEMENT

Trupanion, Inc., a Delaware corporation (collectively with its affiliates, "**Trupanion**") regularly seeks images and endorsements from veterinarians, authorities in the pet care industry and pet owners for use in its business. This agreement authorizes Trupanion to use your image, images of your pet(s) or other property and/or any statements you may make to Trupanion, directly or indirectly, with or without attribution, for Trupanion's business purposes, as Trupanion may determine appropriate in its sole discretion.

By signing below, you hereby irrevocably authorize Trupanion to take and use those images, images of your pet(s) and/or other property and/or quotes or other statements you may make to Trupanion ("**Your Property**") for any use Trupanion deems appropriate in its business, including in the promotion and marketing of Trupanion, without any further consideration, via newspaper and magazine publications, printed materials, online, billboards, television and/or radio. You further understand Your Property and any related copyrights will be owned exclusively by Trupanion and you will make no claim of ownership of Your Property or any related copyrights for any purpose.

You understand that Your Property may be altered. For example, your images (and/or images of your pet(s)) may be altered, intentionally or unintentionally, and your quotations and/or statements may be edited. You affirmatively waive any right you might otherwise have had to inspect or approve the finished product or products, or the advertising copy or other published matter that may be used in connection with Your Property, or the use to which it may be applied. You hereby release, discharge, and agree to hold harmless and defend Trupanion and its employees and contractors, and all persons acting under their permission or authority, or those for whom they are acting, from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise you're your Property.

You understand your name and identity may be revealed and/or attributed to Your Property, at Trupanion's sole discretion.

You fully discharge Trupanion, its parent and affiliated companies and the respective officers, directors, trustees, employees, agents of each, including subcontractors, from any and all claims, monetary and otherwise, that you may have against Trupanion, its parent, affiliates or subcontractors, arising out of the use of Your Property.

You acknowledge that you are a legally competent adult and that you have received sufficient and valuable consideration for entering into this release. This release will be binding on your heirs, legal representatives, successors and assigns.

You agree that your electronic signature to this agreement is intended to authenticate this writing and to have the same force and effect as manual signatures. Electronic signature means any electronic sound, symbol, or process attached to or logically associated with a record and executed and adopted by a party with the intent to sign such record.

THIS AGREEMENT PROVIDES TRUPANION WITH YOUR ABSOLUTE AND UNCONDITIONAL CONSENT, WAIVER, AND RELEASE OF LIABILITY, ALLOWING TRUPANION TO PUBLICIZE AND COMMERCIALY EXPLOIT YOUR NAME, LIKENESS, AND OTHER PERSONAL CHARACTERISTICS AND PRIVATE INFORMATION AS SET OUT ABOVE. BY SIGNING, YOU ACKNOWLEDGE THAT YOU HAVE READ AND UNDERSTOOD ALL OF THE TERMS OF THIS AGREEMENT AND THAT YOU ARE GIVING UP SUBSTANTIAL LEGAL RIGHTS, INCLUDING THE RIGHT TO SUE COMPANY.



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