

General Legal Notes

- You must use industry-standard **clearance forms** (provided or approved by your Production Counsel) allowing you to grant all the rights and comply with all of your obligations under the Agreement and all Laws.
- **International productions** must retain local legal counsel with relevant production experience to ensure that agreements and releases are legally binding and enforceable, and that any local Laws are considered and incorporated into production planning to ensure that the program is cleared and suitable for worldwide exploitation.
- An **agreement** or **release** should be signed by any individual (including guest stars and extras) who is identifiably featured on screen (including in photographs, magazine covers, posters, or similar materials).
- Use of actual products, recognizable voices and characters, and items protected by copyright, trademark/trade dress law or landmarks **should be avoided** unless a valid agreement for their use is in place. Any product placement or sponsorship must comply with the guidance described in [Product Placement and Sponsorships](#).
- Discuss with your Production Counsel any intended use of **buttons, uniforms, badges, awards** and/or **insignia** (e.g., of an actual police department, Boy Scouts, Red Cross, Academy Award, Nobel Prize, etc.) prior to on-screen use.
- A **materials release, license agreement, assignment** or **work-for-hire agreement** should be signed in connection with the use of any protected third party elements identifiable on screen (e.g., music, ringtones or similar audio clips, video clips, art, mock-ups of an actual newspaper masthead, magazine cover, book covers, posters, billboards, graffiti, map, signage, photograph or other visible artwork, including any artwork on T-shirts or other clothing).
- A **location permit** must be obtained and a **location release** must be signed in connection with any footage shot on location. If possible, it is recommended to obtain the signed location release before any footage is shot. Location agreements should include permissions for all action which takes place at the various sites. An **area release** should be posted prominently in any public location where filming is taking place, including at any entrances to public events, and should be documented on video.
- Discuss with your Production Counsel any depicted true or fictionalized **real events, impersonations, parodies**, sounds-alikes, look-alikes, or facetious statements about or other depictions of public figures. Producer's sources for events must be primary sources (contemporaneous newspaper reports, court documents, interviews with witnesses, etc.) and not secondary sources (another author's copyrighted work, such as autobiographies, copyrighted magazine articles, etc.).

Any deviation from the above general guidelines must be accompanied by an acceptable opinion letter from Production Counsel stating why the clearance or release is not necessary. Without limiting the foregoing, any reliance on the fair use defense must be escalated to YouTube Clearance for review. You may be required to provide a fair use opinion letter.