

The letter is to be signed only by a person who legally represents or is authorized to represent the assigning entity. This is proved through a Statement for Current Status issued by the court. A copy of a Power of Attorney with a notary stamp must be enclosed, if a proxy signs this letter.

AUTHORIZATION LETTER

Herewith

/name of the legal entity/

.....

/head office/ management address, IN /

represented by

/proper and family names/

/position/

AUTHORIZES:

PLEASE COMPLETE POINT 1 IF THE LEGAL ENTITY IS ATTENDED BY ONE AGENCY.

PLEASE COMPLETE POINT 1 AND 2 IF THE LEGAL ENTITY IS ATTENDED BY MORE THAN ONE AGENCY.

1.

/name of the advertising agency/

to purchase and negotiate on its behalf and at its own expense commercial time for broadcasting TV commercial announcements in the programs of the following TV programs: bTV, bTV Cinema, bTV Comedy, bTV ACTION, bTV Lady and RING.BG which on its part authorizes

2.

/name of the advertising agency/

to purchase and negotiate on its behalf and at its own expense commercial time for broadcasting TV commercial announcements in the programs of the following TV programs: bTV, bTV Cinema, bTV Comedy, bTV ACTION, bTV Lady and RING.BG which on its part authorizes

BTV MEDIA GROUP EAD in its capacity of the owner of the programs of bTV, bTV Cinema, bTV Comedy, bTV ACTION, bTV Lady and RING.BG

to air TV commercial announcements in the program schedules of the above-mentioned programs.

Subject to the authorization is the TV broadcasting of the TV commercial announcements of products and brands belonging to the legal entity!

DESCRIPTION.....

The Authorization Letter is valid from 2015 until..... 2015

I, the undersigned

/Proper and family names/

in his/her capacity of

/position/

at

/name of the legal entity/

guarantee the undisturbed airing of the ordered TV commercial announcements connected with the included product/service/brand and to this end I take the responsibility before assigning the airing of a concrete commercial announcement in the TV programs of bTV, bTV Cinema, bTV Comedy, bTV ACTION, bTV Lady and RING.BG to make sure that the company/entity/ I represent:

1. has the legal, contractual or conceded in another legal way right to advertise the product/service/brand whose TV commercial announcement it assigns for broadcasting;

2. has the legal, contractual or conceded in another way legal right to use for TV broadcasting the graphic and verbal marks, advertising slogans and messages, musical, literary or other protected works included in the TV commercial announcements, as well as the images of the people advertising the product;

3. has settled its relations, including the property ones, with the authors of the TV commercial announcements provided for broadcasting, as well as with all other holders of copyright or similar rights whose works or performances are included in the announcements, according to the regulations of the Copyright and Similar Rights Law and the other applicable legislation. I also take the responsibility to make sure that these holders or the organizations for joint management of rights authorized by them have submitted all permissions required to use the copyright or similar rights objects created by them for broadcasting in the programs of bTV, bTV Cinema, bTV Comedy, bTV ACTION, bTV Lady and RING.BG, and that all remunerations for this broadcasting are settled for all transmission means for broadcasting and rebroadcasting, including also in electronic communications networks of third parties and internet.

4. The commercial announcement is prepared in accordance with the stipulations of the Radio and Television Law, the Copyright and Similar Rights Law, the Law for Protection of Consumers and for Trade Rules, the Trademarks and Geographical Marks Law, the Law for Protection of Competition and with the other applicable Bulgarian legislation.

The company I represent accept and shall observe the GENERAL SALES RULES For Broadcasting TV commercial communications on the channels owned by BTV Media Group EAD.

I guarantee that the entity I represent shall take full responsibility if as a result of a violation of any of the above-stated guarantees any claims are brought to the owner of the programs. I guarantee that if the Regulatory Institution finds the airing of an advertising spot or sponsorship tag in the programs of bTV, bTV Cinema, bTV Comedy, bTV ACTION, bTV Lady and RING.BG violating the effective legislation and it imposes an administrative sanction, the entity I represent shall take care of the sanction at its own expense.

Date: 2015

Agency 1:

Agency 2:

Authorizer/Declarer:

Signature and stamp:

Signature and stamp: Signature and stamp