

The letter is to be signed only by a person who legally represents or is authorized to represent the assigning entity. This is evidenced by the current status data of the legal entity entered in the Commercial Register or through a current status certificate issued by a competent authority. A copy of a notarized power of attorney must be enclosed, if a proxy signs this letter.

AUTHORIZATION LETTER

Herewith

/name of the legal entity/

.....

/unified identity number/

.....

/seat and management address/

represented by

/proper and family names, position/

AUTHORIZES:

AGENCY SERVICING THE LEGAL ENTITY

.....
/name and UIC of the advertising agency/

to purchase and negotiate on my behalf commercial time for broadcasting TV commercial communications on the TV channels bTV, bTV Cinema, bTV Comedy, bTV Action, bTV Lady and RING which on its part authorizes

.....
BTV MEDIA GROUP EAD, UIC 130081393, in its capacity of owner of the channels bTV, bTV Cinema, bTV Comedy, bTV Action, bTV Lady and RING

to air TV commercial communications in the program schedules of the above-mentioned channels.

Subject of the authorization is the TV broadcasting of TV commercial communications of products and brands belonging to the legal entity, namely:

DESCRIPTION.....

The Authorization Letter is valid from 2018 until..... 2018

I, the undersigned,

/proper and family names/

in the capacity of,

/position/

of,

/name of the legal entity/

Guarantee the undisturbed airing of the ordered TV commercial communications connected with the advertised product/service/brand and to this end I take the responsibility before assigning the airing of a concrete commercial communication on the TV channels bTV, bTV Cinema, bTV Comedy, bTV Action, bTV Lady and/or RING 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 communication 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 communications, 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 communications provided for broadcasting, as well as with all other holders of copyright or related rights whose works or performances are included in the commercial communications, according to the regulations of the Copyright and Related Rights Act and the other applicable legislation. I also take the responsibility to make sure that these holders or the organizations for collective management of rights authorized by them have submitted all permissions required for using the copyright or related rights objects created by them for broadcasting on the channels bTV, bTV Cinema, bTV Comedy, bTV Action, bTV Lady and RING, and that all remunerations for this broadcasting are settled for all means of their broadcasting, transmission and retransmission, including also in electronic communications networks of third parties and internet;
4. the commercial communication is prepared in accordance with the stipulations of the Radio and Television Act, the Copyright and Related Rights Act, the Consumer Protection Act, the Marks and Geographical Indications Act, the Protection of Competition Act and with the other applicable Bulgarian legislation.

The company I represent accepts and shall observe the General Sales Rules for broadcasting TV commercial communications 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 BTV Media Group EAD. I guarantee that if a regulatory body finds the airing of a commercial communication on the channel bTV, bTV Cinema, bTV Comedy, bTV Action, bTV Lady and/or RING violating the effective legislation and it imposes an administrative sanction, the entity I represent shall pay the sanction at its own expense.

Date, 2018

Authorizer/Declarer:

Advertising agency:

Signature and stamp:

Signature and stamp: