

Please return all pages of this signed Agreement by fax to **+44(0) 207 387 5098** or **+44(0) 207 383 5706**

## **Agreement Regarding Record Attempt (“Agreement”)**

You receive the Agreement Regarding Record Attempt (ARRA) after making an online application for a Guinness World Records™ record. Until we receive a signed copy of this Agreement, your Record Attempt is not registered at Guinness World Records.

- 1.** Please read this document carefully, because it contains important information about the Record Attempt.
- 2.** Fill out all the details on Page 2. The **CLAIM ID NUMBER** is indicated in the email you received following the online application.
- 3.** Sign Page 9 and fax a copy back to us. Please send back all pages (from 2 to 9). For information on how to send back a signed copy of the ARRA, please refer to section 3.a. of the Agreement.
- 4.** Once we receive a signed copy of the Agreement, we will review your claim within 4 weeks and send you the appropriate **GUIDELINES** for the record you intend to attempt. Until you receive the guidelines from us you should not attempt the record. If your request is urgent you can upgrade to our **FAST TRACK** service for a fee. Visit the website or call our offices for more details.
- 5.** When you have the guidelines you can attempt the record and collect all the evidence required for the certification and send them to our offices in London. We will review your submitted evidence within 6 weeks. If you prefer, you can also invite a GUINNESS WORLD RECORDS official to adjudicate your Record Attempt. Visit the website or call our offices for more details.

### **When do I need to send back Schedule Two and Schedule Three?**

**Schedule Two** and **Schedule Three** must be signed and returned by post to our offices only **AFTER** you have made your Record Attempt, together with the evidence and full documentation of your record. Do not send any evidence about your Record Attempt until we ask you to do so, otherwise it may be discarded. After processing your application we will write to you. For more information on the material we need to see for the certification of a record attempt, please refer to Schedule One of the Agreement (Pages 10-12).

### **Who should sign the agreement?**

In general terms the Agreement should always be signed by the person(s) who attempt the record or their parent/legal guardians if they are less than 18 years of age or considered a minor in the jurisdiction of the Record Attempt.

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If you are not personally attempting the record, you can sign the agreement on behalf of the person(s) who attempt the record, by doing so, however, you fully acknowledge that you have each persons' consent (by way of your own separate agreement) to enter into, and sign, this Agreement.

### **Agreement Regarding Record Attempt ("Agreement")**

This Agreement dated..... 20.....

In relation to the record attempt ("Record Attempt") of: .....

.....

Claim ID Number: .....

**Between:** GUINNESS WORLD RECORDS LTD (hereafter referred to as "GWR"/"us"/"we"), Company Number 00541295, of 3<sup>rd</sup> Floor, 184-192 Drummond Street, London, NW1 3HP UK and "you";

**Once you have filled in the details on this front page, read all pages, and signed on page 9 , please return all pages by fax to +44(0) 207 387 5098 or +44(0) 207 383 5706**

**Name:**

(hereafter referred to as "you") .....

**Company/ Organisation:**

[if applicable] .....

**Address:**

.....

**Town/ City/ Postcode:**

.....

**State/ Province/ County:**

.....

**Country:**

.....

**Nationality:**

.....

**Email Address & Telephone No:** .....

**Until we have received a signed copy of this Agreement from you, GWR in no way encourages, authorises or permits any Record Attempt to be carried out and we will have absolutely no connection with or authorise any Record Attempt carried out before such acknowledgement.**

### **TERMS AND CONDITIONS**

These terms and conditions shall apply to your Record Attempt. You agree that in consideration of the mutual promises and covenants given in this Agreement (the sufficiency of which is hereby acknowledged), that all preparations for, undertaking of and consequences of, your Record Attempt shall be governed by the following provisions.

#### **1. Authority**

- a. A Record Attempt shall only be deemed “authorised” by GWR when you have received from GWR:
  - i. A claim number in relation to the Record Attempt (“**Claim ID Number**”); and
  - ii. Email confirmation via the on-line claims process that the proposed Record Attempt set out by you has been agreed and accepted; and
  - iii. Email definition of the Record Attempt that you will attempt to break (“**Guidelines**”).
- b. If you or any of the people undertaking the Record Attempt are under 18 years of age or considered a minor in the jurisdiction of the Record Attempt, you must have your parent or guardian read these terms and conditions and sign on page 9 to confirm on your behalf that your Record Attempt is subject to these terms and conditions. If you are considered a minor in your jurisdiction at the time you sign this document and your parent or legal guardian has not also signed this document, or the relevant jurisdiction does not recognise the validity of documents signed by parents or legal guardians on behalf of minors, your Record Attempt will not be valid or recognized by GWR.
- c. If you are a company, organisation or group of people (“**Group**”), this Agreement must be signed by a person who has been nominated by the Group as the representative and with the authority to enter into this Agreement on their behalf and only one person per Group may be nominated.
- d. If you are engaged, employed or contracted to organize a Record Attempt on behalf of an individual, company, organisation or group of people, you must have each persons’ consent (by way of your own separate agreement) to enter into, and sign, this Agreement.

## **2. Safety in Record Attempts**

- a. You acknowledge that the Record Attempt, (even when conducted in accordance with the Guidelines and any safety advice as may be received by you from time to time) may be dangerous to you and others and you acknowledge and agree that you will be entirely responsible, at all stages of the Record Attempt for:
  - i. Deciding whether or not to proceed with;
  - ii. All safety aspects in relation to the preparation for and/or the undertaking of; and
  - iii. Any and all injury to yourself or others which is caused by;  
the Record Attempt.
- b. You have, at your sole expense, taken all appropriate professional safety advice in relation to all aspects of risk and safety connected with the Record Attempt including but not limited to:
  - i. Identifying any possible risks to yourself, other participants and any spectators; and
  - ii. Identifying and obtaining medical and other resources that shall be readily accessible at the location of the Record Attempt;
  - iii. Taking all necessary precautions and measures either identified in such advice or in accordance with health and safety guidelines issued by any relevant person, body or authority.
- c. **YOU AGREE AND ACKNOWLEDGE THAT EXCEPT WHERE ARISING OUT OF ITS OWN GROSS NEGLIGENCE, GWR, ITS AGENTS, OFFICERS, DIRECTORS, EMPLOYEES, AND SUBSIDIARIES SHALL HAVE NO RESPONSIBILITY FOR THE SAFETY OF ANY PART OF THE RECORD ATTEMPT AND SHALL NOT BE LIABLE TO YOU OR YOUR PERSONAL REPRESENTATIVES FOR ANY LOSS, DAMAGE OR INJURY TO YOURSELF OR THE GROUP, OR YOUR OR THE GROUP'S PROPERTY IN CONNECTION WITH THE RECORD ATTEMPT. YOU ALSO AGREE TO INDEMNIFY GWR AGAINST CLAIMS BY THIRD PARTIES FOR INJURIES ARISING OUT OF YOUR RECORD ATTEMPT.**
- d. Any safety advice provided to you by GWR will be by way of example only, non-exhaustive and will in no way detract from your responsibilities set out herein.
- e. Any Guidelines sent to you by GWR will merely contain a definition of the Record Attempt you will be undertaking and are in no way intended to provide any kind of safety advice or to be construed as providing any comfort to you that the Record Attempt is free from risk.

### 3. Adjudication and Authentication

- a. Once you have read, completed and signed this Agreement, please fax the signed Agreement (all pages) to **+44(0) 207 387 5098** or **+44(0) 207 383 5706** or email a scanned copy of the signed Agreement as a PDF or TIFF file attachment with AGREEMENT + YOUR CLAIM ID NUMBER in the subject of the email to [agreement@guinnessworldrecords.com](mailto:agreement@guinnessworldrecords.com) but please note that if you choose to email a scanned copy this must be one single file. Do NOT write anything in the body of the email as it may be deleted. This is an automated email address. We will send you an email to acknowledge receipt and at this point your application will be active on our system. We aim to contact you within 4 to 6 weeks but this may take longer. **Please do not send anything further until we have contacted you via email.** Please add @guinnessworldrecords.com to your safe senders list and make sure you have sufficient space in your inbox for our correspondence.
- b. Additionally, you may request that a GWR adjudicator attend your Record Attempt. GWR will be under no obligation to agree to such a request but if so, GWR may require that you pay a fee and expenses, which may include at GWR's sole determination, airfare, accommodation and daily attendance fee for the adjudicator. If GWR agrees to provide an adjudicator for your Record Attempt, it is agreed that the parties shall enter into a separate agreement for such services.
- c. GWR shall provide you with Guidelines in relation to your Record Attempt. You understand that the Guidelines sent to you will be appropriate for achieving a record recognized by GWR as at the date when the Guidelines are sent out to you and that these Guidelines are not intended to replace common sense or professional advice regarding issues related to safety in connection with the Record Attempt. You acknowledge that Guidelines may be updated or amended at any time and without further notice to you. It is your responsibility to contact GWR before making the Record Attempt if any aspect of the Guidelines is unclear. You can contact our records management team by posting an enquiry from the member's area of the website ([www.guinnessworldrecords.com](http://www.guinnessworldrecords.com)).
- d. GWR shall, at its sole discretion, decide whether any Record Attempt has been successfully completed in accordance with any Guidelines sent to you ("Record"), and note that in the event of any dispute in relation to the interpretation of the Guidelines or the success of a Record, GWR's decision shall be final and no further correspondence will be entered into. You agree and acknowledge that GWR shall have no liability for any loss suffered by you or the Group as a result of GWR deciding that you have or have not been successful in any Record Attempt.

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- e. Any current record information provided is provided only to the best of GWR's knowledge and belief as at the date on which the information is provided to you and is based on the information currently logged on the Guinness World Records® database. The current record may change at any time due to a new record being approved. It is also acknowledged that any Guinness World Records® category or Record may be reviewed and rested or disqualified at any point in GWR's sole discretion and without notice to you. You are responsible for keeping yourself up to date with any new records as GWR will not inform you of any change to the current record.

#### **4. Support Materials and Evidence**

- a. Following completion of your Record Attempt, you must submit Materials in accordance with the guidance specified in Schedule One attached in order to enable GWR to decide whether or not your Record Attempt has been successful. **To accompany the submission of Materials and Evidence, please therefore sign and return the "RECORD CLAIMANTS EVIDENCE SUBMISSION RELEASE" attached to the back of this document (Page 13).**
- b. To the extent that you own the copyright in any Materials submitted to GWR, you hereby:
  - i. grant to GWR an exclusive, royalty free licence in perpetuity to use such Materials in connection with the publishing and marketing of any of GWR's publications and/or the exploitation of the GWR brand in any other media from time to time;
  - ii. agree to waive unconditionally all moral rights owned by you in relation to any Materials submitted to GWR, such that, without limitation, GWR has no obligation to identify you as the author or creator of any such Materials and you will have no right to object to the manner in which GWR treats those Materials.
- c. Where you do not own the Material supplied to GWR, you must obtain from each owner of such Material submitted in the form attached at Schedule Three and submit this with your evidence as outlined in Schedule One. **If this is the case, to accompanying the submission of Materials, please therefore ensure that the 'SUPPORTING MATERIAL RELEASE(S)' attached to the back of this document (Page 14) is/ are signed and returned to us.**
- d. Where you do not own the Material supplied to GWR and are unable to obtain the owner's permission to use such material – common examples being newspaper text and photographs and broadcast News footage – we would still like to see any such material as part of the process to corroborate your claim. We will not use Material (other than for evidential purposes) where we do not have written agreement to do so.

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- e. If the documentation you provide is not sufficient we may reject your claim for insufficient evidence and destroy the material you sent in within one month. It is your responsibility to make sure we receive a full claim.

## **5. Successful Record**

- a. If your Record Attempt is considered and authorised by GWR as being successful GWR will provide you with a certificate recognizing the Record and it will be included in the Guinness World Records® private database of world records.
- b. GWR may, at its sole discretion, allow details of your Record to be given to third parties, including the media and the general public.
- c. GWR will be under no obligation to include the Record, or any details in relation to it, in any edition of the Guinness World Records® book or any other Company publication, website, television show or other medium in which the Company exploits its brand but if it is included, you acknowledge that the Company (or its third party licensees) shall not be liable in any way for any error in respect of any details associated with the Record or the Record Claimant.

## **6. Warranty and Indemnity**

- a. You warrant and undertake to us:
  - i. that all information that you submit to GWR in association with the Record Attempt will, to the best of your knowledge, be true and accurate in all respects;
  - ii. that you are fully entitled to assign the Material to us and that nothing in the contribution (whether by way of inflection or gesture or otherwise) will infringe the copyright, right of privacy, right of publicity, trade marks or any other right of any person, breach any contract or duty of confidence, constitute a contempt of court, be defamatory or be calculated to bring any person into disrepute;
  - iii. that where you are signing this document on behalf of a Group who are to participate in the Record Attempt, all such participants in the Group have read, are fully aware and have consented to the terms of this document.
- b. You shall indemnify on demand and hold harmless GWR (and, as applicable from time to time, GWR's parent, subsidiaries, affiliates, officers, directors, licensees, assignees, agents and employees) from and against any and all losses, demands, claims, damages, costs, expenses (including reasonable legal fees) and liabilities suffered or incurred by GWR as a

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result of a claim by a third party arising out of your breach of any provision of these terms and conditions.

## **7. General Provisions**

a. All photographs of you, and all "personal data" (as defined in the Data Protection Act 1998) provided by you to GWR (including your name, contact details, age and occupation) will be held and used by GWR and its affiliates and licensees for the purposes of:

- i. processing your application to undertake a Record Attempt;
- ii. publishing and marketing any of GWR's publications; and
- iii. exploiting the GWR brand in any other media;

and you consent to the transfer of such personal data to any GWR duly authorised licensee and/or any GWR duly authorised representative for such purposes and to the transfer of such personal data to countries outside of the European Economic Area for such purposes, and you waive any and all claims against GWR, its licensees and assignees, based on rights of publicity or privacy.

b. Trademark use

i. You acknowledge that the words "GUINNESS WORLD RECORDS" and the "star and column" logo are trademarks of GWR and are protected by trade mark registrations or applications for registrations throughout the world and as such their usage is restricted. However, once GWR has authorised your Record Attempt and/or once GWR authorises you as having achieved a Record, you may without consulting GWR:

1. issue press releases stating your intention to break a Guinness World Records® Record, or your success in doing so;
2. state in media interviews that you are making a Guinness World Records® Record Attempt, or that you have done so successfully;

provided that the words are used in the body of the text, and not in headlines. In the event that you wish to make reference to a Guinness World Records® Record in the title of a press release, written permission must be gained from GWR.

- ii. You may not use the GWR Logo anywhere on any press release, or in any other fashion.
- iii. You agree that you will only use the words 'Guinness World Records®' to the extent necessary to identify and describe your Record Attempt, and you agree to refrain

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from using the GWR Logo, or doing anything that in any way suggests an affiliation with GWR other than your Record Attempt.

- iv. You agree that you will not use the Guinness World Records® mark for any commercial purpose whatsoever, including published accounts of your experiences as a record attempter or holder. Any usage other than described above requires a license from GWR. For further information you may contact Guinness World Records.
- c. These Terms and Conditions supersede any previous agreements between the parties relating to any Record Attempt or Record and no representations made by or on behalf of GWR in relation to any Record Attempt or Guinness World Records® achievement shall form part of these Terms and Conditions (provided that nothing in these terms and conditions shall be deemed to exclude or restrict GWR's liability to you for its fraudulent misrepresentations).
- d. These Terms and Conditions have been drawn up in English. Although translations in other languages of these Terms and Conditions may be available, such translations may not be up to date or complete. Accordingly, you agree that in the event of any conflict between the English language version of these Terms and Conditions and any other translations thereof, the English language version shall prevail.
- e. A person who is not a party to these terms and conditions has no rights under the Contracts (Rights of Third Parties) Act 1999 to rely upon or enforce any provision of these terms and conditions but this does not affect any right or remedy of a third party which exists or is available apart from that Act.
- f. If any term, condition or provision of these Terms and Conditions is determined to be unlawful, invalid, void or for any reason unenforceable, the validity and enforceability of the remaining terms, conditions and provisions shall not in any way be affected or impaired.
- g. This Agreement may be freely assigned or licensed by us.
- h. **THIS AGREEMENT AND ALL MATTERS ARISING OUT OF YOUR RECORD ATTEMPT SHALL BE GOVERNED AND CONSTRUED IN ACCORDANCE WITH ENGLISH LAW AND SUBJECT TO THE EXCLUSIVE JURISDICTION OF THE ENGLISH COURTS, AND YOU WAIVE ANY AND ALL OBJECTIONS YOU MIGHT OTHERWISE HAVE TO VENUE, OR TO THE PERSONAL JURISDICTION OF THE ENGLISH COURTS.**

By signing this Agreement, you acknowledge and agree that it shall constitute the terms of your Record Attempt. You must sign and return this Agreement to GWR prior to your Record Attempt and your Record Attempt will not be valid without it.

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**I HAVE READ AND UNDERSTAND ALL OF THE FOREGOING TERMS AND CONDITIONS AND AGREE TO BE BOUND BY THEM IN EXCHANGE FOR THE OPPORTUNITY TO ACHIEVE A RECORD.**

**Signed**

.....

**Print name:** .....

**Position in Company (if applicable):** .....

**If you are under 18 (or under 21 if your jurisdiction requires), a Parent/ Guardian must read this Agreement and sign on your behalf:**

.....

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## **SCHEDULE ONE**

### **GUIDANCE ON SUPPORTING MATERIALS & EVIDENCE**

#### **PLEASE READ IN FULL THESE IMPORTANT NOTES ON THE PROCEDURE OF SUBMISSION OF MATERIALS & EVIDENCE:**

**If you are submitting materials and evidence AFTER your Record Attempt has taken place, to accompany the submission of Materials, please ALWAYS sign and return the “RECORD CLAIMANTS EVIDENCE SUBMISSION RELEASE” attached as Page 13.**

**If you are submitting materials and evidence (which does not belong to you) AFTER your Record Attempt has taken place, to accompanying the submission of Materials, please ensure that the ‘SUPPORTING MATERIAL RELEASE(S)’ attached as Page 14 is/ are ALWAYS signed and returned.**

**Please note that without the submission of these signed releases, we will be unable to process your Record Claim.**

#### **PROCEDURE TO SUBMIT MATERIALS & EVIDENCE:**

- The below Materials should be sent, for the attention of the Records Management Department with the Claim ID Number clearly marked to **Guinness World Records Limited, 184-192 Drummond Street, London, NW1 3HP, United Kingdom**. All Materials should be in **English** (with translations where necessary) and clearly marked with your **name, address and Claim ID Number**.
- GWR will be under no obligation to return any Materials to you in any circumstances.
- If the documentation you provide is not sufficient we may reject your claim for insufficient evidence and destroy the Materials you sent in within one month. It is your responsibility to make sure we receive a full claim.
- All Material submitted for Records that cannot be accepted is kept only for one month and then it is destroyed.
- You should note that we may be unable to confirm your status as a Guinness World Records® Record Holder until satisfied that we can use the Materials you have submitted in support of your Record Attempt in any media without further reference to you or any third party. This not only includes our world famous publications, but all manner of uses (by us or others) such as on television, radio, videocassettes, DVDs, licensed merchandise, and the internet.

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- Therefore in advance of your record attempt you should consider carefully the type of Materials you intend to submit. This may be more difficult to do after the event if you lose contact with any of those involved. In many ways it is as important as the Record Attempt itself.
- It is for you to decide what to submit. We receive all forms of Materials including photographs, videotapes, audio cassettes, newspaper clippings and printed reports. Whatever you do, please try to keep your Materials as simple as possible to ensure that you control what you submit. If you include any photographs or video in your submission ensure that the photographer or camera operator has signed this form as he or she may own rights in those photographs or images. This should all be relatively easy to organise and describes most of the Material we receive. However as soon as you start adding other materials such as music, film clips and recordings from television broadcasts you may encounter rights difficulties. Depending upon the nature of your record attempt this may be impossible to avoid. But unless this further material is essential to your submission you should try not to include it.
- Please consider the Materials & Evidence list below (1-6) carefully including the details of Material which is owned by you (or others who have signed the appropriate form) as well as other Materials which you have included but may not own.
- Copies of video, photographs, official certificates and most other evidence are suitable, although original witness statements and log books must be sent in – photocopies of these will not be acceptable.

### **MATERIALS & EVIDENCE**

**1. Signed statements of authentication (“Statements”):** by two independent persons (“Witnesses”) who have attended the Record Attempt and can confirm all details of the claim:

- where applicable, at least one of the Witnesses should be qualified (or an official) in the subject area of the Record Attempt;
- the Witnesses must have “standing” in the local community, meaning that they must be prominent and respected. Examples of such persons include public notaries, justices of the peace, police officers, judges, mayors or town councillors and newspaper editors. The job or position of each Witness must be clearly stated on his or her witness statement;
- except where both the Witnesses are members of the same professional body, or are officials of a national sporting organisation (or equivalent body), the Witnesses must be independent of (i.e. not normally associated with or related to) each other as well as independent of you. Witnesses may not take part in the organisation or planning of the Record Attempt nor be a participant in it;
- You can replace the requirement for two witness statements, with **ONE** statement by a notary public, or a statement authenticated by a notary public;

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- the Statements may not take the form of pre-prepared printed statements that are simply signed by the Witness. Each Statement must be compiled by the Witnesses themselves (on their own headed notepaper where possible) and include the Witnesses' signature and full contact information (including name, address, telephone number and/or email address);
- the Statements should confirm (with detail where necessary) that you have abided by the Guidelines;
- all statements must be in English Language or professionally translated;
- for record attempts that take place over several hours or days, or cover a large area and several locations it is possible for more than two Witnesses to be present in "shifts". In this case GWR expects to see log books signed by the witnesses on duty, but two overall statements covering the event as a whole and indicating place, date, time, names of participants, record details, and confirming that the overall witnesses have spoken with all parties involved and have sufficient elements to attest to the authenticity of the claim.

## **2. Independent corroboration in the form of media coverage:**

This may include cuttings from local or national newspapers, specialist or general interest magazines, and recordings of television or radio news reports.

## **3. Video footage of the Record Attempt on VHS (PAL or NTSC), DVD or CD-Rom:**

Where possible, the original footage should also be supplied on DV or Mini DV.

## **4. High quality colour photographs:**

Photographs may be submitted in digital format on CD-Rom or DVD (taken at 300dpi in a 15cm x 15cm size), or in traditional photographic print or slide format. Colour photocopies are not acceptable. Print-outs of digital images are only acceptable if the photograph is also provided in digital format.

## **5. Where appropriate to the event, a signed and dated logbook showing that the attempt has been the subject of unremitting surveillance:**

Time and duration of rest breaks taken, where relevant, should be shown.

## **6. Measurements (where applicable) should be made by suitably qualified individuals and witnessed by the Witnesses:**

Accurate professional equipment should be used for measuring and all relevant measures must be given.

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**SCHEDULE TWO**

**RECORD CLAIMANT'S EVIDENCE SUBMISSION RELEASE**

Name of Record Claimant: .....

Claim ID: .....

In respect of GWR considering my Record Attempt and submitted Materials:

- 1) I grant to GWR the right to use the Materials I am sending to GWR in connection with my Record Attempt for use by GWR in connection with the business of GWR, which includes use in any GWR publication, encyclopaedia, production, website or any other media;
- 2) I acknowledge that I have read and understood Schedule One, including the 'Important Notes' section which accompanies this Agreement and confirm that no parts of the Materials referred to in paragraph 1 above have been copied from materials owned by third parties;
- 3) I agree that I do not and will not require GWR to identify me as the author or creator of any of the Materials I am sending to GWR in connection with the Record Attempts, and that I do not and will not object to the manner in which GWR treats those Materials;
- 4) I acknowledge that so far as I am aware the information and facts I am providing are true;
- 5) I agree that the personal information I am providing, including my name and photograph, may be held and used by GWR and its agents or affiliates for all and any purposes connected with the publication and commercialisation of Guinness World Records®, and to the transfer of that personal information to countries outside the European Economic Area for these purposes;
- 6) I acknowledge that the words "GUINNESS WORLD RECORDS" and the star and column logo are trademarks of GWR, protected by trade mark registrations or applications for registrations throughout the world. I understand that if GWR confirms my record, GWR will license me to use the words "GUINNESS WORLD RECORDS" in referring to myself as a "Guinness World Records® Record Holder" for personal, non-commercial purposes only. I may not use the star and column logo or any other trade mark or logo used by GWR without GWR's further consent.
- 7) This Agreement shall be governed and construed in accordance with the laws of England and the parties hereby submit to the exclusive jurisdiction of the English Courts.

**(If you created any of the Materials for submission to GWR in connection with the Record Attempt, you must sign this Agreement below or get a parent/ guardian to sign if you are under 18 years of age).**

**Signature: ..... Parent/ Guardian (If applicable): .....**

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**SCHEDULE THREE**

**SUPPORTING MATERIAL RELEASE**

To: GUINNESS WORLD RECORDS LIMITED (“Guinness World Records”)  
3<sup>rd</sup> Floor, 184-192 Drummond Street, London NW1 3HP

From: Name of Owner of Material (the “Owner”).....  
Address.....

Dated:

Dear Sirs

**“RECORD ATTEMPT – CLAIM ID: [ \_\_\_\_\_ ]”**

In consideration of the sum of One Pound (£1) (receipt of which and the adequacy of which is acknowledged), I assign to Guinness World Records Limited absolutely with full title guarantee free from all third party rights (where relevant, by way of present assignment of future copyright) the entire copyright and all other intellectual property rights of whatsoever nature (whether vested, future or contingent) in all Material (as outlined below) submitted by me or the Record Claimant in connection with the Record Attempt throughout the world for the full period of copyright and all renewals, revivals, reversions, reinstatements and extensions of the same and after that, so far as possible, in perpetuity. In addition, I hereby waive my entitlement to all so-called “moral rights” in the Work as provided for by the Copyright, Designs and Patents Act 1988 and any other such similar rights in any other country throughout the world.

I warrant that I am the sole author of the Work, that I am entitled to enter into this Assignment and that I have not disposed of or encumbered the rights in the Work in any way which would derogate from the assignment of rights under this Assignment.

**THIS AGREEMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF ENGLAND AND THE PARTIES AGREES TO SUBMIT TO THE EXCLUSIVE JURISDICTION OF THE ENGLISH COURTS. YOU AGREE TO WAIVE ANY AND ALL OBJECTIONS YOU MIGHT OTHERWISE HAVE TO VENUE, OR TO THE PERSONAL JURISDICTION OF THE ENGLISH COURTS.**

I agree that I shall do all such acts and execute such documents as Guinness World Records may require to vest in or confirm to Guinness World Records or its successors in title and licensees the said rights.

**Signed:** .....

**Print Name:** .....

**Description of Material:** .....

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**Date Material was created:** .....