

Estimate

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

JOB NAME

[Redacted]

JOB DESCRIPTION

Create a variety of still life product and plated dish images featuring [Redacted] products and convey licensing as defined in each individual project estimate. Discounts are contingent on approval of all four projects noted below and detailed on their individual attached estimates.

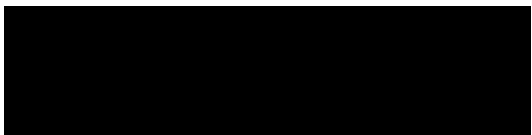
Fees

Combined Creative/Licensing Fee(s) @ 14,500.00	14,500.00
4 Pre-Production Day(s) @ 750.00 ea.	3,000.00
15% Discount on Fees and Reduction of 2 Pre-Pro Days	-3,675.00
Fees Total	13,825.00

Expenses

[Redacted] Expenses @ 5,050.00	5,050.00
[Redacted] Expenses @ 13,500.00	13,500.00
[Redacted] Expenses @ 12,600.00	12,600.00
[Redacted] Expenses @ 12,450.00	12,450.00
Reduction of 1 Food Stylist Day and 1 Prop Stylist Day	-2,100.00
Expenses Total	41,500.00

Sub Total	55,325.00
Total (USD)	55,325.00



Estimate

[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

[Redacted]
[Redacted]

[Redacted]
[Redacted]
[Redacted]

[Redacted]
[Redacted]

JOB NAME

[Redacted]

JOB DESCRIPTION

Create a variety of still life images of individual and grouped products as defined below on one shoot day at a studio in [Redacted], and convey the following licensing to [Redacted]: Trade Advertising use, Trade Collateral use, Internal use and Publicity use of up to 7 images in perpetuity.

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

Client Provisions - Client to provide [Redacted] products.

Fees

Combined Creative/Licensing Fee(s) @ 3,500.00	3,500.00
1 Pre-Production Day(s) @ 750.00 ea.	750.00
Fees Total	4,250.00

Expenses

1 Assistant Day(s) @ 350.00 ea.	350.00
1 Digital Tech Day(s) @ 500.00 ea.	500.00
Prop Stylist Day(s)	
To be billed at \$900 plus prop costs. Total TBD pending creative direction.	
Studio Rental Day(s) @ 1,400.00	1,400.00
Equipment @ 800.00	800.00
Shoot Processing for Client Review @ 250.00	250.00
Color Correction, File Cleanup and Delivery of 7 Selects by FTP @ 1,050.00	1,050.00
Mileage, Parking, Shipping, Misc. @ 300.00	300.00
Lunch Catering @ 400.00	400.00
Up to 8 people	
Expenses Total	5,050.00

Sub Total	9,300.00
Total (USD)	9,300.00

ESTIMATE TERMS

AGREEMENT - This agreement between [REDACTED] (herein "Creator") and the undersigned client (herein "Client") or agency representative (herein "Agency") governs the project described in the accompanying Estimate, and along with these Terms & Conditions, constitutes the entire agreement between the parties. The Fees and Expenses are based on the Job Description as presented by the Client (or Agency) and summarized above. The Client (or Agency) is responsible for the presence of an authorized representative at the shoot to approve the Creator's interpretation of the project. If a Client (or Agency) representative is not present, the Creator's interpretation shall be deemed acceptable. Any changes, whether made orally or in writing, may result in additional charges. The expenses are estimated in good faith, a 10% variance applies to project total. Sales tax is not included in the Estimate. Any applicable sales tax will be added at time of invoice. Client (and/or Agency) hereby indemnifies and holds Creator harmless against any and all liabilities, claims, and expenses, including reasonable attorney's fees, arising from Client's (or Agency's) use of the Work. Estimates are valid for 15 days.

DEFINITIONS - Image/s, Footage, Video, or Photograph/s (herein "Work"), are any copyrightable materials created as a part of the project as agreed to by Creator and Client (or Agency). "Client" is the licensee of the Work as detailed in the Job Description above. "Editorial" use is when the Client publishes the Work in their own editorial publication, for the purpose of educating and/or conveying news, information or fair comment opinion, which is available for sale to the general public, and which does not seek or accept sponsorship to, or in itself, promote a specific product, person, service or company. "Publicity" use is when the Client submits the Work to an outside editorial publication (whether print or electronic) for Editorial use only, and the Client (or Agency) is not paying for that use or placement. "Advertising" use is when the Client (or Agency) is paying for the placement of the Work on or in whatever media it appears. "Collateral" use is when the Work appears in or on a platform that the Client (or Agency) wholly controls and produces, such as a company web site, annual report, brochure, or social media profile, and is intended to promote a commercial product, service, personality or brand. "Public Display" use is when the Work is shown or displayed in a Client maintained space, open to public viewing (i.e. corporate office, trade show, public event), and the Client (or Agency) is not purchasing Advertising space to allow for the placement of the Work within the media or location it appears. "Private Display" use is when the Work is shown or displayed in a non-commercial, private space, closed to public viewing, and the use of which does not promote a commercial product, service, personality or brand. "Point of Purchase" or "Point of Sale" (herein "POS") use is when the Work is included in a non-paid placement Print or Electronic indoor display for the purpose of promoting a product, service or corporation, within a third party retail space or Client location. "Packaging" use is when the Work is printed or displayed on the packaging for a commercial or retail product. "Unlimited" use includes all Editorial, Publicity, Advertising, Collateral, Public Display, and Packaging uses of the Work, defined herein. "Media" is the medium in which the Work is reproduced, inserted, displayed or placed by the Client (or Agency). "Consumer" use is when the Media in which the Work appears is directed toward and/or available to the general public. "Trade" use is when the Media in which the Work appears is directed toward specific industries, professions, or special interest groups for commercial, promotional or Advertising purposes, and is not available to the general public. "Print" is all printed mediums excluding Packaging, OOH and POS. "Web" is all mediums accessible exclusively via an internet browser or internet based software. "Electronic" is all digital and Web mediums excluding Broadcast, TV, Packaging, OOH and POS. "Out of Home" (herein OOH) is all paid placement displays viewable to the general public from any public or private space. "Broadcast" is all network and subscription television and radio outlets.

PAYMENT - 50% Advance payment required to initiate production. Client (or Agency, if project is commissioned and agreed to by Agency), shall make payment within 30 days of invoice. Late payments will be billed a \$20.00/month handling fee and 1.5%/month interest. Applicable sales tax is not included in the Estimate but will be applied to invoice.

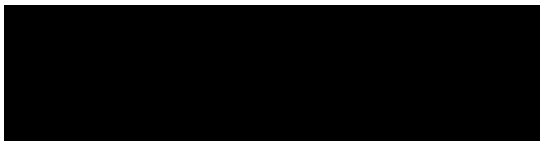
COPYRIGHT, LICENSING – All Work created by the Creator and the associated copyright is the sole and exclusive property of the Creator. Grant of any reproduction rights to the Client is conditioned upon receipt of payment in full from Client (or Agency). All rights not expressly granted in the Job Description above shall be reserved by the Creator. Modification of Work and/or incorporation of Work in any layout or concept shall not constitute a joint work or derivative work. All Licensing Option/s quoted above are valid for 15 days from Work delivery date. If Client (or Agency) wishes to make any additional uses of the Work not detailed in Project Description or Licensing Option/s above, or after the 15 day Licensing Option/s quote expiration, Client (or Agency) shall obtain permission from the Creator and negotiate an additional fee for that use, which may be greater than any Licensing Option/s originally quoted.

CANCELLATIONS, WEATHER, POSTPONEMENTS - In the event of a cancellation or postponement of a shoot by the Client (or Agency) at any time after shoot confirmation/award, Client (or Agency) shall pay all expenses incurred by the Creator up to the time of cancellation, plus a fee equal to 50% of all Creative and Licensing fees quoted above. If a shoot is canceled within one week of confirmed shoot day, Client or Agency shall pay up to 100% of Creative fees, Licensing fees and Expenses quoted above. If a shoot is postponed due to weather, Client will be responsible for all Expenses incurred on each Weather Day, plus a Creator fee to be agreed upon.

POST-PRODUCTION/RETOUCHING – Work will be delivered in a timely fashion, within a mutually agreed upon schedule. Any additional retouching requested by the Client (or Agency) beyond the scope of the Estimate above will be quoted on a case-by-case basis.

Agreed and Accepted: _____ Date: _____
Client (or Agency Representative) Signature

Printed Name and Title: _____



Estimate

[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

[Redacted]
[Redacted]

[Redacted]
[Redacted]
[Redacted]

[Redacted]
[Redacted]

JOB NAME

[Redacted]

JOB DESCRIPTION

Create a variety of still life images of products and recipes incorporating [Redacted] as defined below on one shoot day at a studio in [Redacted], and convey the following licensing to [Redacted]: Trade Advertising use, Trade Collateral use, Internal use and Publicity use of up to 12 images in perpetuity.

[Redacted]
[Redacted]
[Redacted]
[Redacted]

Client Provisions - Client to provide [Redacted] products and recipes.

Fees

Combined Creative/Licensing Fee(s) @ 5,000.00	5,000.00
1 Pre-Production Day(s) @ 750.00 ea.	750.00
Fees Total	5,750.00

Expenses

1 Assistant Day(s) @ 350.00 ea.	350.00
1 Digital Tech Day(s) @ 500.00 ea.	500.00
2 Food Stylist Day(s) @ 1,200.00 ea.	2,400.00
1 Food Stylist Assistant Day(s) @ 350.00 ea.	350.00
Food @ 450.00	450.00
TBD pending recipes	
3 Prop Stylist Day(s) @ 900.00 ea.	2,700.00
2 Prop Stylist Assistant Day(s) @ 350.00 ea.	700.00
Props @ 1,000.00	1,000.00
TBD pending creative direction	
Studio Rental Day(s) @ 1,400.00	1,400.00
Equipment @ 800.00	800.00
Shoot Processing for Client Review @ 250.00	250.00
Color Correction, File Cleanup and Delivery of 12 Selects by FTP @ 1,800.00	1,800.00
Mileage, Parking, Shipping, Misc. @ 300.00	300.00
Lunch Catering @ 500.00	500.00
Up to 10 people	

Overtime

To be billed at \$757.50/hr after 10 hours.

Expenses Total **13,500.00**

Sub Total 19,250.00

Total (USD) 19,250.00



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PAYMENT - 50% Advance payment required to initiate production. Client (or Agency, if project is commissioned and agreed to by Agency), shall make payment within 30 days of invoice. Late payments will be billed a \$20.00/month handling fee and 1.5%/month interest. Applicable sales tax is not included in the Estimate but will be applied to invoice.

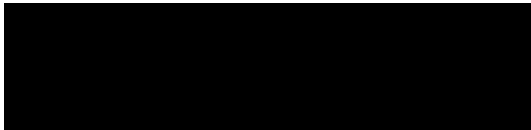
COPYRIGHT, LICENSING – All Work created by the Creator and the associated copyright is the sole and exclusive property of the Creator. Grant of any reproduction rights to the Client is conditioned upon receipt of payment in full from Client (or Agency). All rights not expressly granted in the Job Description above shall be reserved by the Creator. Modification of Work and/or incorporation of Work in any layout or concept shall not constitute a joint work or derivative work. All Licensing Option/s quoted above are valid for 15 days from Work delivery date. If Client (or Agency) wishes to make any additional uses of the Work not detailed in Project Description or Licensing Option/s above, or after the 15 day Licensing Option/s quote expiration, Client (or Agency) shall obtain permission from the Creator and negotiate an additional fee for that use, which may be greater than any Licensing Option/s originally quoted.

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POST-PRODUCTION/RETOUCHING – Work will be delivered in a timely fashion, within a mutually agreed upon schedule. Any additional retouching requested by the Client (or Agency) beyond the scope of the Estimate above will be quoted on a case-by-case basis.

Agreed and Accepted: _____ Date: _____
Client (or Agency Representative) Signature

Printed Name and Title: _____



Estimate

[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

[Redacted]
[Redacted]

[Redacted]
[Redacted]
[Redacted]

[Redacted]
[Redacted]

JOB NAME

[Redacted]

JOB DESCRIPTION

Create a variety of still life images of plated dishes made with [Redacted] as defined below on one shoot day at a studio in [Redacted], and convey the following licensing to [Redacted]: Trade Advertising use, Trade Collateral use, Internal use and Publicity use of up to 6 images in perpetuity.

[Redacted]

[Redacted]

Client Provisions - Client to provide [Redacted], hand talent and any necessary wardrobe styling.

Fees

Combined Creative/Licensing Fee(s) @ 3,000.00	3,000.00
1 Pre-Production Day(s) @ 750.00 ea.	750.00
Fees Total	3,750.00

Expenses

1 Assistant Day(s) @ 350.00 ea.	350.00
1 Digital Tech Day(s) @ 500.00 ea.	500.00
2 Food Stylist Day(s) @ 1,200.00 ea.	2,400.00
1 Food Stylist Assistant Day(s) @ 350.00 ea.	350.00
Food @ 450.00	450.00
TBD pending recipes	
3 Prop Stylist Day(s) @ 900.00 ea.	2,700.00
2 Prop Stylist Assistant Day(s) @ 350.00 ea.	700.00
Props @ 1,000.00	1,000.00
TBD pending creative direction	
Studio Rental Day(s) @ 1,400.00	1,400.00
Equipment @ 800.00	800.00
Shoot Processing for Client Review @ 250.00	250.00
Color Correction, File Cleanup and Delivery of 6 Selects by FTP @ 900.00	900.00
Mileage, Parking, Shipping, Misc. @ 300.00	300.00
Lunch Catering @ 500.00	500.00
Up to 10 people	
Casting from Cards	
To be billed at \$750 as needed	
Hand Talent	
To be billed at \$210/hr as needed	

Wardrobe Styling
TBD

Expenses Total **12,600.00**

Sub Total 16,350.00

Total (USD) 16,350.00



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PAYMENT - 50% Advance payment required to initiate production. Client (or Agency, if project is commissioned and agreed to by Agency), shall make payment within 30 days of invoice. Late payments will be billed a \$20.00/month handling fee and 1.5%/month interest. Applicable sales tax is not included in the Estimate but will be applied to invoice.

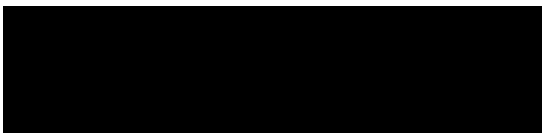
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POST-PRODUCTION/RETOUCHING – Work will be delivered in a timely fashion, within a mutually agreed upon schedule. Any additional retouching requested by the Client (or Agency) beyond the scope of the Estimate above will be quoted on a case-by-case basis.

Agreed and Accepted: _____ Date: _____
Client (or Agency Representative) Signature

Printed Name and Title: _____



Estimate

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

JOB NAME

[Redacted]

JOB DESCRIPTION

Create a variety of still life images of packaging and plated dishes incorporating [Redacted] products as defined below on one shoot day at a studio in [Redacted], and convey the following licensing to [Redacted]: Trade Advertising use, Trade Collateral use, Internal use and Publicity use of up to 6 images in perpetuity.

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

Client Provisions - Client to provide [Redacted] products

Fees

Combined Creative/Licensing Fee(s) @ 3,000.00	3,000.00
1 Pre-Production Day(s) @ 750.00 ea.	750.00
Fees Total	3,750.00

Expenses

1 Assistant Day(s) @ 350.00 ea.	350.00
1 Digital Tech Day(s) @ 500.00 ea.	500.00
2 Food Stylist Day(s) @ 1,200.00 ea.	2,400.00
1 Food Stylist Assistant Day(s) @ 350.00 ea.	350.00
Food @ 300.00	300.00
TBD pending recipes	
3 Prop Stylist Day(s) @ 900.00 ea.	2,700.00
2 Prop Stylist Assistant Day(s) @ 350.00 ea.	700.00
Props @ 1,000.00	1,000.00
TBD pending creative direction	
Studio Rental Day(s) @ 1,400.00	1,400.00
Equipment @ 800.00	800.00
Shoot Processing for Client Review @ 250.00	250.00
Color Correction, File Cleanup and Delivery of 6 Selects by FTP @ 900.00	900.00
Mileage, Parking, Shipping, Misc. @ 300.00	300.00
Lunch Catering @ 500.00	500.00
Up to 10 people	

Expenses Total	12,450.00
<hr/>	
Sub Total	16,200.00
Total (USD)	16,200.00

ESTIMATE TERMS

AGREEMENT - This agreement between [REDACTED] (herein "Creator") and the undersigned client (herein "Client") or agency representative (herein "Agency") governs the project described in the accompanying Estimate, and along with these Terms & Conditions, constitutes the entire agreement between the parties. The Fees and Expenses are based on the Job Description as presented by the Client (or Agency) and summarized above. The Client (or Agency) is responsible for the presence of an authorized representative at the shoot to approve the Creator's interpretation of the project. If a Client (or Agency) representative is not present, the Creator's interpretation shall be deemed acceptable. Any changes, whether made orally or in writing, may result in additional charges. The expenses are estimated in good faith, a 10% variance applies to project total. Sales tax is not included in the Estimate. Any applicable sales tax will be added at time of invoice. Client (and/or Agency) hereby indemnifies and holds Creator harmless against any and all liabilities, claims, and expenses, including reasonable attorney's fees, arising from Client's (or Agency's) use of the Work. Estimates are valid for 15 days.

DEFINITIONS - Image/s, Footage, Video, or Photograph/s (herein "Work"), are any copyrightable materials created as a part of the project as agreed to by Creator and Client (or Agency). "Client" is the licensee of the Work as detailed in the Job Description above. "Editorial" use is when the Client publishes the Work in their own editorial publication, for the purpose of educating and/or conveying news, information or fair comment opinion, which is available for sale to the general public, and which does not seek or accept sponsorship to, or in itself, promote a specific product, person, service or company. "Publicity" use is when the Client submits the Work to an outside editorial publication (whether print or electronic) for Editorial use only, and the Client (or Agency) is not paying for that use or placement. "Advertising" use is when the Client (or Agency) is paying for the placement of the Work on or in whatever media it appears. "Collateral" use is when the Work appears in or on a platform that the Client (or Agency) wholly controls and produces, such as a company web site, annual report, brochure, or social media profile, and is intended to promote a commercial product, service, personality or brand. "Public Display" use is when the Work is shown or displayed in a Client maintained space, open to public viewing (i.e. corporate office, trade show, public event), and the Client (or Agency) is not purchasing Advertising space to allow for the placement of the Work within the media or location it appears. "Private Display" use is when the Work is shown or displayed in a non-commercial, private space, closed to public viewing, and the use of which does not promote a commercial product, service, personality or brand. "Point of Purchase" or "Point of Sale" (herein "POS") use is when the Work is included in a non-paid placement Print or Electronic indoor display for the purpose of promoting a product, service or corporation, within a third party retail space or Client location. "Packaging" use is when the Work is printed or displayed on the packaging for a commercial or retail product. "Unlimited" use includes all Editorial, Publicity, Advertising, Collateral, Public Display, and Packaging uses of the Work, defined herein. "Media" is the medium in which the Work is reproduced, inserted, displayed or placed by the Client (or Agency). "Consumer" use is when the Media in which the Work appears is directed toward and/or available to the general public. "Trade" use is when the Media in which the Work appears is directed toward specific industries, professions, or special interest groups for commercial, promotional or Advertising purposes, and is not available to the general public. "Print" is all printed mediums excluding Packaging, OOH and POS. "Web" is all mediums accessible exclusively via an internet browser or internet based software. "Electronic" is all digital and Web mediums excluding Broadcast, TV, Packaging, OOH and POS. "Out of Home" (herein OOH) is all paid placement displays viewable to the general public from any public or private space. "Broadcast" is all network and subscription television and radio outlets.

PAYMENT - 50% Advance payment required to initiate production. Client (or Agency, if project is commissioned and agreed to by Agency), shall make payment within 30 days of invoice. Late payments will be billed a \$20.00/month handling fee and 1.5%/month interest. Applicable sales tax is not included in the Estimate but will be applied to invoice.

COPYRIGHT, LICENSING – All Work created by the Creator and the associated copyright is the sole and exclusive property of the Creator. Grant of any reproduction rights to the Client is conditioned upon receipt of payment in full from Client (or Agency). All rights not expressly granted in the Job Description above shall be reserved by the Creator. Modification of Work and/or incorporation of Work in any layout or concept shall not constitute a joint work or derivative work. All Licensing Option/s quoted above are valid for 15 days from Work delivery date. If Client (or Agency) wishes to make any additional uses of the Work not detailed in Project Description or Licensing Option/s above, or after the 15 day Licensing Option/s quote expiration, Client (or Agency) shall obtain permission from the Creator and negotiate an additional fee for that use, which may be greater than any Licensing Option/s originally quoted.

CANCELLATIONS, WEATHER, POSTPONEMENTS - In the event of a cancellation or postponement of a shoot by the Client (or Agency) at any time after shoot confirmation/award, Client (or Agency) shall pay all expenses incurred by the Creator up to the time of cancellation, plus a fee equal to 50% of all Creative and Licensing fees quoted above. If a shoot is canceled within one week of confirmed shoot day, Client or Agency shall pay up to 100% of Creative fees, Licensing fees and Expenses quoted above. If a shoot is postponed due to weather, Client will be responsible for all Expenses incurred on each Weather Day, plus a Creator fee to be agreed upon.

POST-PRODUCTION/RETOUCHING – Work will be delivered in a timely fashion, within a mutually agreed upon schedule. Any

additional retouching requested by the Client (or Agency) beyond the scope of the Estimate above will be quoted on a case-by-case basis.

Agreed and Accepted: _____ Date: _____
Client (or Agency Representative) Signature

Printed Name and Title: _____