

#MBYes Terms and Conditions

Replying with: #MBYes, means you agree to the following terms and conditions:

1. You, as Licensor, agrees to grant Molton Brown Limited (of 130 Shaftsbury Avenue, London W1D 5EU who are registered at Companies House under company number 02414997 '**Molton Brown**') a royalty free, perpetual, global licence to use both your Instagram/Twitter handle and your Instagram/Twitter photograph(s) which contain the hashtag #MoltonBrown subject only to you (as the Licensor) having first responded with the following hashtag: #MBYes (the "Photos") either on Molton Brown's website (www.moltonbrown.co.uk) or in Molton Brown stores (including but not limited to stand-alone stores, outlet stores, pop-up stores, factory stores and in-store concepts and travel retail) and/or on any of Molton Brown's platforms (including but not limited to Instagram, Facebook and Twitter), for marketing and/or in advertising purposes;
2. Molton Brown may, in its absolute discretion, use, reproduce, distribute, combine with other materials, alter and/or edit the Photos in any reasonable manner, without any obligation to the Licensor whatsoever;
3. The Licensor hereby represents and warrants that they:
 - (i) Own all rights in and to The Photos;
 - (ii) They have permission from any person(s) appearing in The Photos to grant the rights herein;
 - (iii) They are aged 18 years or older; and
 - (iv) Molton Brown's use of their Instagram handle and/or Photos will not violate the rights of any third party or any law.
4. The Licensor hereby releases and discharges Molton Brown from all and any obligation to pay for any use of The Photos and any of the intellectual property rights contained therein in connection with the uses described above; and
5. The Licensor hereby releases, discharges and agree to hold Molton Brown and any person acting on Molton Brown's behalf harmless from all claims, demands, and liabilities whatsoever in connection with use of the Photos as described above.