

**Licensing Agreement  
Memphis in May  
World Championship Barbecue Cooking Contest**

Whereas Memphis in May International Festival, Inc. (MIM) holds the exclusive rights to the service mark(s);  
Whereas the Barbecue Team desires to use said service mark(s) for items to be used in conjunction with the Memphis in May World Championship Barbecue Cooking Contest (MIM WCBCC);  
Therefore MIM grants to the Barbecue Team listed below the limited right to use said mark or marks during the 2010 MIM WCBCC as in the matter identified below.

1. The service mark(s) covered by this agreement include:
  - o **Memphis in May International Festival, Inc.**
  - o **Memphis in May**
  - o **Memphis in May World Championship Barbecue Cooking Contest**
  - o **Memphis in May International Barbecue Cooking Contest**
  - o **The official "Rainbow" logo**
  - o **The World Championship Barbecue Cooking Contest logo**
2. Use of the above service marks will always be in good taste. The official representatives of the MIM WCBCC reserve the right to determine if usage is not in the best interest of the MIM WCBCC and may prohibit usage.
3. The Barbecue Team shall pay to MIM a licensing fee of \$100.00 for usage of the service mark(s). Service mark(s) may be used by the Barbecue Team only in association with the team's participation in the 2010 MIMWCBCC and as disclosed in this Agreement.
4. The service mark(s) may not appear in association with the name of any product or business unless the product or business is an official sponsor of the MIM WCBCC.
5. The following is a list of paraphernalia (t-shirts, badges, etc) that you request approval to carry the service mark(s):

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6. The Barbecue Team intends to use the service mark(s) as follows:  
(Include copy of proposed artwork, if possible)

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7. Memphis in May reserves the right of final approval on the use of the service mark (s). Unapproved will result in disqualification.
8. Permission granted by this Agreement is nontransferable.
9. The Barbecue Team shall make no other use of said service mark(s). The service mark(s) may not be used in connection with the sale of any product or merchandise. The service mark(s) may not be used on any product or merchandise sold by the Barbecue Team.

\_\_\_\_\_  
Barbecue Team Representative Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Approved MIM: \_\_\_\_\_ Date Received: \_\_\_\_\_

Date