

# QUESTIONNAIRE

## FOR THE USE OF MURALS IN A BOOK, FILM, VIDEO OR OTHER PROJECT

### Acknowledgement by potential licensees

This form is submitted to 50 Balmy Law P.C. (the "Firm") for the purpose of having the Firm attempt to contact the artist who controls the mural(s) I am interested in licensing. By signing this form I understand that the Firm is not obligated in any respect to keep the information submitted on this form confidential and that the Firm is not agreeing to provide legal representation to me by accepting this form. If I desire legal advice concerning the license transaction in which I am expressing interest, then I understand I must retain my own attorney, outside of the Firm, to provide such legal advice to me. I acknowledge that the Firm will not provide any legal advice to me. I also acknowledge that by accepting this form the Firm (a) is not obligated to search for or locate the person who controls the mural(s) I am interested in licensing; (b) cannot guarantee the price at which any particular mural can be licensed; and (c) cannot guarantee that the muralist will grant permission to use any particular mural for any particular purpose.

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**Thank you for your interest in San Francisco murals.** In order to receive the muralists' permission to use a mural, please fill out and send this form to:

50 Balmy Law P.C.  
50 Balmy Alley  
San Francisco, CA 94110  
trinh@50balmy.com  
(415) 695-1116 Fax

We receive many requests to use murals every week, in a wide variety of forums and media, so we have developed this form to make it easier and faster for us to communicate with you about your proposal. We appreciate your cooperation! Since several muralists often create a single mural, we have to communicate with several people about your proposal. It is much easier for us to get each muralist's permission for your proposed use if you provide complete information as requested in this form. If the muralists give permission to use the mural(s), we will complete a license agreement using this information and send it to you for a signature. The amount of the licensing fee will be determined based on the nature of the project and reasonable licensing standards.

Where a question doesn't apply to your project, please write "N/A." Feel free to attach additional sheets, if necessary, and any brochures or other materials that will help us better understand your project. Please review it, note any concerns you may have, and return your comments, if any, with this form.

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### Primary Project Contact Person

Name / Title:

Company:

Address:

Phone:

Fax:

Email:

Website:

**Person authorized to sign a license agreement, if different from Contact Person.**

Name, Title:

Company:

Address:

Phone/Fax:

Email/Website:

**Other company that may ultimately own or use your planned production or publication, if different than that listed above.** (For example, where you are a production company doing a film or commercial for another company.)

Contact Name, Title:

Company:

Address:

Phone/Fax:

Email/Website:

Annual Gross Revenue:

Description of ownership or  
use by this company:

Author's name if different from Licensee:

Publisher's name if different from Licensee:

Distributor's name if different from Licensee:

Filmmaker's name if different from Licensee:

Producer's name if different from Licensee:

Videographer's name if different from Licensee:

1. Brief description of your organization or company (non-profit or for-profit, college or school, independent, major studio, industry, etc):

2. Annual gross revenues of your company:

3. Date by which you need us to respond to this request: Estimated project release/distribution date:

4. Brief description of your project including the outline or storyline and how the mural image(s) fits into that (include the medium, content, context, subject matter, purpose, audience, and any other important details about the project):

5. Project will be: Non-fiction Fiction Both

6. Use of project will be: Educational Entertainment  
Commentary News  
Nonprofit For-profit

7. Name of mural(s), artist(s), and location(s) of the mural(s) you would like to use (attach additional sheet if necessary and a photo if you already have one):

8. Use of the mural will be: in whole in part

If in part, describe what part (and/or attach a photo showing which details you would like to use):

9. The mural image(s) will be (check all that apply): a prominent part of the finished project  
featured  
background

If background, what will be in the foreground?

10. Geographically, where do you want to distribute the Publication or Production?

United States          North America          Worldwide          Other

If Other, describe:

11. Length of license sought:

12. Production will be in:          Color          Black & white          Both

13. Production will be in:          English language          Spanish language

or other language:

14. Can you give the artist(s) credit near the reproduction of the mural image(s) or where other credits are listed?          Yes          No

15. I need a reproduction of the mural image(s)          I have my own mural image(s)

16. Proposed license fee or royalty:

17. Select the medium and ways in which you want to use the mural image(s) from the options below. (Please check ALL that apply.)

**A. COMMUNITY EVENT**

Specifically:

On a brochure, flyer, and other materials promoting the event, EXCLUDING t-shirts and other products, specifically:

On t-shirts or other premiums or products that will be sold for:          \$

On t-shirts or other premiums or products that will be given away, specifically:

In connection with a fundraising activity, specifically:

We plan to use any funds raised in this way:

**B. PRINT**

- Specifically:
- Mass-market hard cover book
  - Mass-market paperback book
  - Trade book
  - Textbook – Elementary/Secondary
  - Textbook – College
  - Biography
  - Children’s picture book
  - Periodical
  - Posters
  - Billboards
  - Sales collateral EXCLUDING point-of-sale and packaging
  - Point of sale
  - Packaging
  - Other (specify below)

Dimensions of final publication:

Number of pages:

Mural image(s) will appear:

on front cover

on back cover

inside book

Page number(s) if inside book:

The mural will cover:

full page

half page

quarter page

thumbnail (less than 1.5"x1.5")

Number of editions:

Or number of issues:

Number of copies in first printing:

Second printing planned?

Yes

No

Number of copies in 2nd printing:

Second edition planned?

Yes

No

Use of mural in advertising & promotion of project?

Yes

No

If yes, how?

Catalogues

Flyers

Posters

Billboards

Film Trailer

Audio Trailer

**C. FILM/VIDEO:**  
(the "Production")

Film

Video

Both

Length of final project:

Length of use of  
mural:

Distribution  
agreement?

Yes

Expected  
distribution date:

No

Distribution Company:

Contact Name/Title:

Address

Phone:

Fax:

Email/Website:

The Production

will be distributed via...

may be distributed via...

PBS

Network TV

Cable

Theaters

Internet

DVD

In-house

Wholesale

Retail

If none of the  
above, explain:

If in-house, who?

Wholesale info:

Retail info:

Use of mural in  
advertising & promotion  
of Production?

Yes

If yes, how  
(website,  
catalogue, etc.)?

No

Number of copies of Production for distribution:

**D. ELECTRONIC:**

Specifically:

E-book

CD

Software

Website/still images

Website/streaming video

Other

Number of pressings:

No. of copies in each pressing:

Are downloads allowed? Yes  
No

Are downloads limited? Yes  
No

Distribution method / to whom or what market:

Wholesale \$ per unit:

Retail \$ per unit:

Use of mural in advertising & promotion of Production? Yes  
No

If yes, how (website, catalogue, etc.)?

If use of mural image(s) is on the Internet, are you able to:

Provide links to the author's website? Yes  
No

Refer requests for use of mural image(s) to us? Yes  
No

Offer files at a screen resolution or sampling rate that is adequate for viewing or listening but does not have print, film, sound, video publication, or broadcast quality? Yes  
No

18. Are there any other reproductions associated with this project (such as book, pamphlet, and commercial products)? Yes No

If yes, please describe:

19. Other information, not addressed above, for consideration by artist(s):

Date:

Print Name:

THANK YOU!