

ZOLL  
11802 Ridge Parkway, Suite 400  
Broomfield, Colorado 80021 U.S.

March 2, 2015

**Re: Contract for Media Content**

This letter of agreement (the "Agreement") between ZOLL Data Management Services, a Division of ZOLL Medical Corporation ("ZOLL") and Video/Cable Communications Office of West Allis ("West Allis") is to provide visual content of the West Allis Fire Department using ZOLL's EMS Mobile Health product within the department and the community. West Allis will be responsible for providing ZOLL with visual content consisting of photographs and video clips that highlight the use of ZOLL's EMS Mobile Health product (the "Project"), specifically: EMT unit leaving station and arriving at patient's residence; EMT and patient interaction; EMT using ZOLL equipment and software; and interview footage of Chief Bane, Cpt. Bandomir and EMTs. ZOLL intends on using the recorded media as part of its own market outreach to Fire Departments and EMS Services to build awareness on its new mobile integrated healthcare product.

Upon successful completion of the photo and video shoot referenced below, with confirmation of such provided in writing by Mark Gambale, Senior Product Marketing Manager, ZOLL will pay three hundred dollar (\$300) to West Allis. Zoll shall not use any material supplied by West Allis that were created in the photo and video shoot unless and until West Allis receives payment as provided herein. ZOLL agrees to pay West Allis within 30 days of receipt of an invoice. Additionally, ZOLL will provide West Allis a copy of its content release form for subjects to sign. This release will allow ZOLL unrestricted use of the content for marketing purposes. West Allis agrees to perform a video and photo shoot within two (2) weeks of approving this Agreement. West Allis Video/Cable Communications Office agrees to provide recorded and released media within seven (7) days of the initial recording. This media will be shared with Mark Gambale via his Dropbox account folder:

[https://www.dropbox.com/sh/ee900l8rwa01ngl/AADmgJq4\\_YeozSYhv4IMBvo2a?dl=0](https://www.dropbox.com/sh/ee900l8rwa01ngl/AADmgJq4_YeozSYhv4IMBvo2a?dl=0)

Once the photo and video shoot footage set forth above is provided to Zoll, West Allis shall have no further obligation. Nothing in this Agreement shall be construed as entitling Zoll to the use of any other photos, video, or other visual or audio materials produced or created by West Allis.

All notices relating to this Agreement should be sent via electronic mail and first class mail to the designated contacts below.

Zoll agrees to indemnify West Allis and hold West Allis harmless from any claim related to intellectual property rights related to Zoll's use or reuse of the photos and videos provided to Zoll.

ZOLL Contact:

Mark Gambale, Senior Product Marketing Manager:



ZOLL

11802 Ridge Parkway, Suite 400

Broomfield, Colorado 80021 U.S.A.

303-801-1831

mgambale@zoll.com

West Allis Contact:

Jerry Musial:



Video/Cable Communications Coordinator

414-302-8350

jmusial@westalliswi.gov

Approved this 6 day of March, 2015



Scott Post

City Attorney