



The Electric Light and Power
Company
D:B:A 4:4:4 Camera
3000 W. Commerce St, Suite 120
Dallas, Texas 75212
(214)630-7228

The Electric Light and Power
Company
D:B:A 4:4:4 Camera
9201 Brown Ln Bldg 9 Suite 221,
Austin, TX 78754
512.548.2613

4:4:4 Camera NOLA
1201 N. Al Davis Rd
Harahan, LA 70123
504.418.8107

Rental Contract

Production Name: _____

Production Company: _____

Billing Contact & Address: _____

Shoot Dates: _____

Production Contact: _____

Production Phone: _____

Production Email: _____

Authorized Signature: _____

Print Name: _____

Date: _____

By signing Production agrees to the terms and conditions set forth in the lease agreement. Production agrees to provide insurance with The Electric Light and Power Company listed as loss/payee in the amount necessary to cover the replacement cost of all rented equipment.

TERMS & CONDITIONS

These terms and conditions form the rental contract (the "Rental Contract") between you and The Electric Light & Power Company, Inc., DBA 4:4:4 Camera (the "Rental Company"), and apply to all the equipment and/or vehicles (the "Equipment") rented by you. These terms and conditions constitute the provisions of the Rental Contract.

TESTING THE EQUIPMENT:

You will always have an opportunity to test and examine the Equipment to determine that the Equipment is in good working order. You may test the Equipment at the rental facility, or on location, or at another place in the presence of a qualified representative of the Rental Company. Subject to any defects found during inspection, you are considered to have taken delivery of the Equipment and therefore assume all risk of loss from the time that the Equipment is set aside from the Rental Company's general rental inventory for your use. You are responsible for any damage you cause to equipment, property or person(s), during testing. After completing your tests you must notify the Rental Company of any defective or inoperable equipment immediately upon discovering the defect. Unless you notify the Rental Company of a defect or problem with the equipment supplied, you agree that the Equipment is in good working order and that the Equipment is acceptable to you.

TRANSPORTING EQUIPMENT - PICK UP & DELIVERY:

You must pick up and return Equipment at the rental facility, during business hours, unless otherwise specified by a qualified representative of the Rental Company. IF YOU DO NOT PICK UP AND/OR RETURN THE EQUIPMENT AT THE RENTAL FACILITY YOU ARE RESPONSIBLE FOR TRANSPORTATION TO AND/OR FROM ANY LOCATION. At your request and expense, the Rental Company may arrange shipment of the Equipment to your designated location. You are responsible for all costs (transportation charges, taxes, duties, broker's fees, bonds, insurance and any other costs) incurred during transit. The Rental Company is not responsible for shipping delays once the Equipment is delivered to your carrier. The Rental Company will not accept collect shipments from you.

YOUR RESPONSIBILITIES WITH REGARD TO THE EQUIPMENT: YOU ASSUME THE RISK OF ALL LOSS. Once you have taken delivery of the Equipment, your responsibility includes, but is not limited to, risks while in transit, at all locations named and unnamed, at all studios, while on your own premises and while in use, or storage on the rental facility's premises. Your responsibility ends when the equipment is returned. Equipment will not be deemed to have been returned until all of the following conditions have been met: 1) Equipment has been brought back to the premises during normal business hours; and 2) an inventory has been completed and a missing and damaged list has been compiled, if needed (which such inventory list shall be completed within 5 business days of your return of Equipment). For purposes of clarification, if the Equipment is returned prior to the end of the Rental Contract term, there shall be no reduction in the rental fee. You are responsible for all equipment being stored for you by the Rental Company. You are responsible for all equipment (including but not limited to camera(s), props, sets & wardrobe) which is picked up or stored by the Rental Company for your ultimate use. The Rental Company shall be acting as your agent in storing any such property which belongs to third parties. All risks of physical loss to property which is transported or stored by the Rental Company for your benefit shall remain your responsibility.

RESTRICTIONS UPON THE USE OF THE EQUIPMENT:

1. **LOCAL USE ONLY, UNLESS OTHERWISE AGREED.** The Equipment shall not be removed from the location/s shown on the reverse side of this Rental Contract and shall not be removed from these location without the consent of the Rental Company. You shall not remove the equipment from the United States to any foreign country without first having notified the Rental Company and obtaining consent of the Rental Company in writing.
2. **USE BY QUALIFIED TECHNICIANS ONLY.** The Equipment may be used only by your duly qualified employees and/or agents and in strict accordance with the use contemplated in this Rental Contract. You shall keep the Equipment in your sole custody and shall not permit the Equipment to be used in violation of any laws.
3. **NO SUBLEASE BY YOU IS PERMITTED.** You may not sublease all or any part of the Equipment without written consent of the Rental Company.
4. **DO NOT REMOVE SERIAL NUMBERS OR COVER COMPANY LOGOS.** You may not remove or cover over any serial numbers, tags, nameplates, or identifying logos on the Equipment showing ownership by the Rental Company.

NO WARRANTY OR GUARANTY: Except as provided by the law, Equipment is rented to you without warranty or guaranty of any kind, expressed or implied, and the Rental Company assumes no responsibility unless agreed to in writing.

EQUIPMENT DAMAGED OR DESTROYED WHILE IN THE FIELD:

1. **AS SOON AS YOU DISCOVER THAT EQUIPMENT IN THE FIELD IS DEFECTIVE,** you should notify the Rental Company of the problem and if necessary return the Equipment to the Rental Company, freight pre-paid, for evaluation. The Rental Company will make a reasonable effort to repair or replace the Equipment in the shortest amount of time.

2. **LOSS AND DAMAGES.** Upon return of damaged equipment, the Rental Company will make a determination of the extent of the damage and the required repairs. You and/or your representative(s), will have a reasonable amount of time to inspect the damage. In determining whether Equipment shall be replaced or repaired, the Rental Company's judgment shall be conclusive upon you. Should the Rental Company determine that the Equipment must be replaced, you will be responsible for the cost to replace the same item or the closest comparably equipped model, at current retail prices less any discounts available, without deduction for depreciation. For purposes of clarification, you shall not be responsible for any damage, replacement or repair in connection with any damage found during your inspection of the Equipment.

LOST, STOLEN OR DESTROYED EQUIPMENT: In the event that after delivery to you, any of the Equipment is lost, stolen, damaged beyond repair, destroyed or otherwise disappears or is not returned for any reason, you will be responsible for the cost to replace the same item or the closest comparably equipped model, at current retail prices less any discounts available, without deduction for depreciation. **AS SOON AS YOU REALIZE THAT EQUIPMENT IS MISSING, NOTIFY THE RENTAL COMPANY, AND FILE A POLICE REPORT.** In all instances immediately report any missing, lost, or stolen equipment to the Rental Company and file a report with the local authorities.

PROPERTY INSURANCE:

1. The Electric Light & Power Company, Inc., DBA 4:4:4 Camera shall be named as LOSS PAYEE for loss or damage to the Equipment rented.
2. Coverage shall include ALL RISKS of loss or damage for Equipment; vehicles physical damage coverage shall include the perils of COMPREHENSIVE and COLLISION.
3. Coverage must be for FULL REPLACEMENT COST OF RENTED MISCELLANEOUS EQUIPMENT. Limits shall be sufficient to encompass all property at risk, regardless of source, but in no event less than \$1,000,000. Any single-item or loss limit must be sufficient to cover the largest, single-item replacement value.
4. Policies shall provide for 10 days written notice to the Rental Company before any policy shall be modified or canceled.
5. Deductible may not exceed \$2,500.

GENERAL LIABILITY INSURANCE:

The Electric Light & Power Company, Inc., DBA 4:4:4 Camera shall be named as ADDITIONALLY INSURED.

Your liability insurance shall be deemed primary and non-contributory insurance in the event of any claim or suit. Liability insurance shall meet the following minimums: Commercial General Liability: \$1,000,000 per occurrence & annual aggregate
Automobile Liability: \$1,000,000 combined single limit Foreign Liability: If filming outside the U.S.A. or Canada: \$1,000,000 per occurrence limit
Aircraft Liability: If filming from an aircraft: \$5,000,000.

COMMERCIAL AUTO LIABILITY INSURANCE:

The Electric Light & Power Company, Inc., DBA 4:4:4 Camera shall be named as ADDITIONALLY INSURED. Coverage must include HIRED AND NONOWNED AUTO LIABILITY and HIRED CAR PHYSICAL DAMAGE ON A DIRECT PRIMARY BASIS. Your insurance should be on a WORLDWIDE BASIS. If you are planning to travel out of the United States with the equipment rented, you must notify the Rental Company well in advance so that we can help you in preparing the proper documentation for travel abroad.

THE RIGHTS OF THE RENTAL COMPANY ARE NOT AFFECTED BY YOUR NON-PERFORMANCE. Your insurers shall agree that the rights of the Rental Company under the insurance coverage as described above shall not be affected by any act or neglect or breach of condition by you, other than non-payments of insurance premiums. Lapse or cancellation of the required insurance shall be an immediate and automatic default of the Rental Contract. Should you fail to procure or pay the cost of maintaining in force the insurance specified in this Rental Contract or to provide the Rental Company upon request with satisfactory evidence of the insurance, the Rental Company may, but shall not be obligated to, procure the insurance for you at an additional cost of 10% for domestic rentals. This is not to be construed as the sale of insurance and is designed to protect only our interests; coverage is not provided for equipment not rented from the Rental Company.

RENTAL CHARGES AND LATE CHARGES:

1. YOU MUST RETURN THE EQUIPMENT ON THE DATE SPECIFIED in the Rental Contract or be subject to additional charges. The last rental day shall be the day specified in the Rental Contract or up until 10:00AM of the next business day. A full additional day's rental will be charged for any Equipment not returned by 10:00AM. Full daily rates shall be charged for each day Equipment is not returned after the date specified for the return of the Equipment.

2. IF YOU RETURN THE EQUIPMENT IN DAMAGED OR NON-WORKING CONDITION, the lease period will be extended by the shortest reasonable time necessary to repair such damage or replace non-repairable Equipment and return the item(s) to the Rental Company's general inventory. The extended rental period shall apply only to the damaged or non-working item(s), unless the item(s) forms a part of other equipment. There may be delays in repair or replacement attributable to causes beyond the Rental Company's control. The acceptance of the return of the Equipment by the Rental Company is not a waiver by the Rental Company of any claims that it may have against you.

3. RENTAL CHARGES FOR THE DAMAGED OR NON-WORKING ITEM(S) shall accrue at full rental rate for the item(s) irrespective of any package discounts or other discounts agreed to at the inception of the Rental Contract, until the item(s) is repaired and/or replaced and the invoice for damages has been paid in full to the Rental Company. If requested you shall advance the money in order to allow the Rental Company to repair or replace the equipment.

4. WEEKENDS AND HOLIDAYS. When on a daily schedule, you will be charged the daily rental rate for weekend days and Holidays if the Equipment is used.

5. MINIMUM CHARGES. The minimum rental period for Equipment to be used other than locally is two days, unless otherwise authorized by a qualified representative of the Rental Company.

CREDIT INFORMATION AND PAYMENT TERMS:

1. The terms of the payment are based upon credit information you supply at the time of rental. Should there be any change in such information, you agree that the Rental Company may demand immediate payment without prior notice.

2. PAYMENT TERMS: Rental invoices and loss and damage invoices are payable upon receipt of invoice and not later than net 10 days. Payments due for 30 days or more shall be considered past due. For each month or part of a month thereafter, a past due or late charge may be assessed, which you are expected to pay. If the Rental Company places the account in the hands of an attorney or other agency for collection, you agree to pay reasonable collection costs, attorney fees and court costs. You agree to pay shall remain primarily liable to the Rental Company for full performance under the terms and conditions of the Rental Contract. The Rental Company may enforce its remedies directly against you without resort to your insurance.

TITLE AND OWNERSHIP: You specifically acknowledge the Rental Company's superior title and ownership of the Equipment and must keep the Equipment free of all liens, levies and encumbrances. You may not assign or pledge the Equipment. **RIGHT OF ENTRY AND INSPECTION:** The Rental Company shall have the right to inspect the Equipment at any time during the rental term, upon reasonable notice of no more than 24 hours. You shall make any and all arrangements necessary to permit a qualified employee of the Rental Company access to the location of the Equipment. If a breach of any of the provisions of this Rental Contract occurs, the Rental Company has the right to remove all of the Equipment without any liability to you, and without prejudice to the Rental Company's right to receive rent due or accrued to, including the date of removal of the Equipment.

INDEMNIFYING THE RENTAL HOUSE: You agree to indemnify the Rental Company and to hold the Rental Company and its employees and agents harmless from and against any and all losses, damages, claims, demand or liability of any kind or nature whatsoever, including legal expenses, arising from the use, condition (including, without limitation, latent and other defects) (collectively "Claims") or operation of the Equipment, and by whosoever used or operated during the rental term, but excluding any Claims arising out of Rental Company or its employee and/or agents gross negligence and/or willful misconduct. This indemnification shall continue in full force and effect during and after the term of the rental for causes arising during the term of the rental.

THIS AGREEMENT SHALL BE GOVERNED BY THE LAWS OF THE STATE OF TEXAS. The Rental Contract shall be deemed to have been made in Dallas County, and shall be interpreted and the rights and liabilities of the parties determined, in accordance with the laws of the State of Texas.

WHEN THE CUSTOMER IS A CORPORATION, the person executing the Rental Contract on behalf of such corporation warrants that he/she has full authority of such corporation to sign the Rental Contract and obligate the corporation.

DEFAULT AND BREACH OF TERMS: In the event you shall fail to make any of the rental payments when due or shall fail to perform any other covenant or condition hereof to be performed by you (subject to your right to cure any non-monetary failure within 10 days from Rental Company's written notice of such failure), the Rental Company may, in addition to all other remedies provided by law, exercise any one or more of the following, with or without demand, notice or legal process:

- a. Recover from you all sums then due;
- b. Repossess the leased equipment (by entering upon your premises, if necessary) without liability for trespass, or responsibility with respect to the leased equipment or to any article left in or attached to same, and recover from you all damages sustained by the Rental Company as a result;
- c. Recover from you any and all damages which the Rental Company shall have sustained by reason of nonperformance by you of the terms and conditions of this lease;
- d. Retain, free from any claim by you, all payments or other property theretofore received under this lease;
- e. Recover from you all expenses incurred by the Rental Company's protection of its rights under this agreement, including, without limitation, attorney's fees, court costs, and costs of location, repossessing, repairing, reconditioning and storing the leased equipment.

ENTIRE AGREEMENT: The signed Rental Contract and these Terms & Conditions constitute the entire agreement between you and the Rental Company. Any changes must be made in writing and agreed to by both parties.

FOREIGN USE (OUTSIDE THE U.S.):

- 1. You must notify the Rental Company of your intention to use the Equipment outside the U.S.A. and gain their permission to do so.
- 2. TERMS AND CONDITIONS APPLY. All of the preceding terms and conditions apply to Equipment which is rented from a U.S.A. based Rental Company and is transported to a location outside the U.S.A.
- 3. SHIPMENT OUTSIDE THE U.S.A. The Rental Company will only allow shipment through an established Customs Broker, contracted by you. Said U.S. Customs Broker is to register the equipment with United States Customs, using a United States Customs Form 4455, prior to the Equipment leaving the U.S.A. A certified copy of the registration form must be returned to the rental house OR said Customs Broker will arrange a Carnet through the United States Council of the International Chamber of Commerce, stipulating that you: shall (1) return the said products described in the Carnet to the USA, or (2) pay such customs duties, excise taxes, and/or charges which may be imposed by any country for it's failure to return said products'. A certified copy of the Carnet must be returned to the renter.
- 4. RENTAL HOUSE WILL PROVIDE AN ITEMIZATION OF ALL EQUIPMENT, Listing: brand name; country of origin/manufacture; item; serial numbers; and replacement value.
- 5. ALL BROKERAGE CHARGES AND SHIPPING CHARGES, fees and taxes are to be borne by you and prepaid prior to shipment.
- 6. RETURNING SHIPMENTS SHOULD BE CONSIGNED TO THE ORIGINATING CUSTOMS BROKER for clearance and re-entry into the U.S. In no cases is the Equipment to be shipped directly back to the Rental Company. Returning shipments should contain instructions to the Customs broker regarding the disposition of the Equipment after clearing the U.S. Customs (i.e. deliver equipment to the Rental Facility, or to your U.S.A. address).
- 7. YOU ACKNOWLEDGE THAT RENTAL CHARGES ACCRUE for time in transit, including the time Equipment may be in the hands of the designated Customs broker, or U.S. Customs Service. You acknowledge and agree that the payment of U.S. Import Duty Taxes which may be levied for foreign made goods is your responsibility, even though you followed the above procedures.

CANCELLATION POLICY: In the event of cancellation when on a daily or weekly schedule, cancellation charges may apply in consideration of the Rental Company's preparing, holding in reserve or sub renting equipment, facilities or vehicles on your behalf. By keeping the Rental Company informed of your shooting schedule you can either minimize or avoid cancellation fees.

Signature _____

Name _____

Date _____

TEXAS SALES AND USE TAX EXEMPTION CERTIFICATION

Name of purchaser, firm or agency	
Address (Street & number, P.O. Box or Route number)	Phone (Area code and number)
City, State, ZIP code	

I, the purchaser named above, claim an exemption from payment of sales and use taxes (for the purchase of taxable items described below or on the attached order or invoice) from:

Seller: The Electric Light & Power Company, dba: 4:4:4 Camera

Street address: 3000 W.Commerce St., Suite 120 City, State, ZIP code: Dallas, TX 75212

Description of items to be purchased or on the attached order or invoice:

Production equipment rentals

Purchaser claims this exemption for the following reason:

Used solely and directly in the production of motion picture filming for television commercials. Texas Tax Code 151.31P Rule 3.300 Property used in Manufacturing

I understand that I will be liable for payment of sales or use taxes which may become due for failure to comply with the provisions of the Tax Code: Limited Sales, Excise, and Use Tax Act; Municipal Sales and Use Tax Act; Sales and Use Taxes for Special Purpose Taxing Authorities; County Sales and Use Tax Act; County Health Services Sales and Use Tax; The Texas Health and Safety Code; Special Provisions Relating to Hospital Districts, Emergency Services Districts, and Emergency Services Districts in counties with a population of 125,000 or less.

I understand that it is a criminal offense to give an exemption certificate to the seller for taxable items that I know, at the time of purchase, will be used in a manner other than that expressed in this certificate and, depending on the amount of tax evaded, the offense may range from a Class C misdemeanor to a felony of the second degree.

sign here ▶	Purchaser	Title	Date

NOTE: This certificate cannot be issued for the purchase, lease, or rental of a motor vehicle.
THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID.
Sales and Use Tax "Exemption Numbers" or "Tax Exempt" Numbers do not exist.

This certificate should be furnished to the supplier. Do **not** send the completed certificate to the Comptroller of Public Accounts.