

Legacy Marriott Image Usage
Right Placeholder

This form identifies property photography that has gone through legal compliance in Marriott's legacy Digital Asset Management systems (MDAM/MAL/SAL) before migration to the DAC.

Marriott policies require written proof of usage rights and a contact sheet for each image used by Marriott. To avoid undue disruption of the asset migration to AEM and HWS, these assets are approved for use to promote the property, even though the usage rights may be missing.

This form covers assets Marriott may use to promote the property identified by the image (including above-property materials in which a photo is captioned with the hotel's name). Any other use (for example, to promote a Brand or the Company as a whole) is at the sole risk of the business unit that uses the image.

Once the underlying usage rights for an image are located, those usage rights should replace this form for all applicable pictures. **Until then, this form must accompany each image used by Marriott without documentation establishing that Marriott owns the copyright in the image or has a license from the copyright owner to use the image.**

In the event a third-party claim that the use of an image covered by this form violates that party's copyright or other intellectual property rights:

- If Marriott used the image to promote the hotel identified in the picture, the business unit that provided the image (in most cases, the hotel) will be liable for all costs of resolving the claim (including attorneys' fees and settlement payments)
- If the image was used by Marriott other than to promote the hotel identified in the picture, the business unit that used the image will be liable for all costs of resolving the claim.
- If Marriott gave the image to another party for its use, the business unit that provided the image to the third party would be liable for all costs of resolving the claim.

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