

## UW HEALTH BUCKY! LICENSE AGREEMENT

University of Wisconsin Hospitals and Clinics Authority dba UW Health, 600 Highland Ave, Madison, WI 53792 ("Licensor"), hereby grants the Board of Regents of the University of Wisconsin System, acting through Wisconsin Public Media, **PBS Wisconsin**, 821 University Ave., Madison, WI 53706 ("Licensee") non-exclusive rights to use select footage and photographs from various visits of Bucky Badger to the American Family Children's Hospital ("Footage and Photos"), under the following conditions:

- 1. "Footage and Photos" shall constitute the following files previously provided to PBS Wisconsin by Licensor:
  - a. Footage and photos of the Bucky Badger ("Bucky") visit to American Family Children's Hospital on September 18, 2025
  - b. Photos of Bucky's visit to American Family Children's Hospital from September 12, 2024
- 2. Licensee may use Footage and Photos in its *Bucky!* program ("Program"). Licensee may distribute the Program via broadcast, online streaming, public display, or in any other format or media through the world in perpetuity for noncommercial or promotional purposes.
- 3. Ownership of Footage and Photos remains with Licensor. Licensee shall not acquire any rights to Footage outside of the rights granted herein. Licensee shall be sole copyright owner of Program.
- 4. Licensee shall acknowledge Footage and Photos were provided by UW Health (Licensor).
- 5. Licensor attests it has the full authority to grant the rights described herein and affirms that, to the best of its knowledge, no other permissions are required from any other person or entity.
- 6. This conferment shall be governed by the laws of the State of Wisconsin.

<b>FOR</b>	Univ	ersity	of	Wisconsir	ı Hos	pitals	and	Clinics A	Authori	tv	

00 DR	09.18.2025	
	Date —	