

**COPYRIGHT RELEASE FORM**

Dear ACR Contributor:

The U.S. Copyright Law considers conference proceedings to be "collective work." This characterization requires that authors agree contractually to certain procedures. In order for the Association for Consumer Research (ACR) to have the right to publish your paper in Advances in Consumer Research, and possibly reprint it in other publications, whether separately or in connection with other collective works, we ask that you agree to the following with regard to your contribution to the ACR publication identified in this letter:

You and the Association for Consumer Research agree that without any additional consideration therefore, your contribution to the Association publication identified below shall belong to ACR upon submission to ACR, and ACR shall have the right to reprint said contribution in such form and at such time or times as it may, in its sole discretion, determine. Except as we may otherwise agree in writing, you waive all rights statutory or otherwise, to copyright said contribution, and ACR shall have the right to copyright the same, if it so desires.

The contribution and the ACR publication to which this letter refers is: Cornelia Pechmann and Linda Price (eds.), Advances in Consumer Research, vol. XXXIII, 2006. Please indicate your acceptance of the terms and conditions stated in this letter by typing in your paper title, signing in the space provided below, and mailing it to:

Rajiv Vaidyanathan, Executive Director  
Association for Consumer Research  
UMD Labovitz School of Business & Economics  
11 East Superior Street, Suite 210  
Duluth, MN 55802  
Phone: 218-726-7853

Sincerely,

**ASSOCIATION FOR CONSUMER RESEARCH**

YOUR PAPER TITLE: \_\_\_\_\_

ACCEPTED AND AGREED TO on \_\_\_\_\_  
Day      Month      Year

Contributor: \_\_\_\_\_  
Signature

Contributor: \_\_\_\_\_  
Signature

Contributor: \_\_\_\_\_  
Signature

Note: Each contributor can sign on one form, or on separate forms. Due: October 28, 2005.