Asset Name	Length	Expiration Date	Talent Managed By:
Denial	:30	8/31/2025	Hill Holliday
Denial	:15	8/31/2025	Hill Holliday
Denial	:10	8/31/2025	Hill Holliday
#DoTheVapeTalk	:60	5/27/2025	Hill Holliday
#DoTheVapeTalk	:45	5/27/2025	Hill Holliday
#DoTheVapeTalk	:30	5/27/2025	Hill Holliday
#DoTheVapeTalk	:15	5/27/2025	Hill Holliday
Narrator	:30	8/14/2025	Hill Holliday
Narrator	:15	8/14/2025	Hill Holliday
Narrator	:10	8/14/2025	Hill Holliday
Sitcom	:30	8/14/2025	Hill Holliday
Sitcom	:15	8/14/2025	Hill Holliday
Sitcom	:10	8/14/2025	Hill Holliday

Asset Name	Length	Expiration Date	Talent Managed By:
Teen Drama	:30	8/8/2025	Hill Holliday
This Is Serious	:30	8/14/2025	Hill Holliday

		Talen	t
Asset Name	Size	Expiration Date Mana	ged By:
#DoTheVapeTalk	All	In Perp (stock images) Hill Ho	olliday
Narrator	News/Mag	8/14/2025 Hill Ho	olliday
Sitcom	News/Mag	8/14/2025 Hill Ho	olliday

Asset Name	Size	Expiration Date
#DoTheVapeTalk	All	In Perp (Stock Images)
Narrator	Bus Shelter	8/14/2025
Narrator	Billboard	8/14/2025
Sitcom	Bus Shelter	8/14/2025
Sitcom	Billboard	8/14/2025

Asset Name	Size	Expiration Date
Denial (STATICS)	All	In perp
What's Inside (STATICS)	All	In perp
Vape Talk_Dad & Daughter (screengrab from TV spot)	All	5/27/2024
Vape Talk_Mom & Daughter	All	In perp (stock imag
Narrator	All	8/14/2025
Sitcom	All	8/14/2025