

# **License Agreement**

This License Agreement (this "Agreement") is made effective as of the date signed (tl	ne "Effective
Date") between PCF Investment Group, Inc., DBA InvestorPro.com, 604 N. 13th St.,	Suite 8,
Rogers, AR 72756 ("Licensor") and	"Licensee",
whose address is	

In consideration of the mutual promises contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

## CONTENT OF LICENSED MATERIALS; GRANT OF LICENSE

The materials that are the subject of this Agreement shall consist of Licensor's proprietary television and radio commercials (hereinafter referred to as the "Licensed Materials").

Licensee acknowledges that the copyright and title to the Licensed Materials and any trademarks or service marks relating thereto remain with Licensor. Licensee shall have no right, title or interest in the Licensed Materials except as expressly set forth in this Agreement.

Licensor hereby grants to Licensee non-exclusive and non-transferable use of the Licensed Materials.

### **FEES**

There is no fee to Licensee for the use of the Licensed Materials for as long as Licensee maintains a web site in good standing with Licensor and this License Agreement has not been cancelled for any other reason.

Use of the Licensed Materials after termination of this agreement constitutes unauthorized use. In the event of unauthorized use by Licensee, Licensee agrees to pay Licensor a License fee equal to \$250.00 for each instance of unauthorized use. This amount must be paid within thirty-days of unauthorized use or balance due shall carry interest at the maximum amount allowed by law. This paragraph shall survive termination of this License Agreement.

Licensee will incur fees in regard to customization of Licensed Material. The payment of customization charges does not give Licensee any copyright or ownership rights in the Licensed Material.

## **AUTHORIZED USE OF LICENSED MATERIALS**

The Licensed Materials may be used for purposes of advertising Licensee's real estate investment business for as long as Licensee maintains a web site in good standing with Licensor. Licensee may NOT advertise any real estate investment business that Licensee is not a principle owner. The commercials may not be used to promote any site that is not hosted by PCF at the time the commercials are aired. No other rights of any kind or nature whatsoever are granted hereunder.

# SPECIFIC RESTRICTIONS ON USE OF LICENSED MATERIALS

Unauthorized Use. Licensee shall not permit any third-party to use the Licensed Materials.

Modification of Licensed Materials. Licensee shall not modify or create a derivative work of the Licensed Materials without the prior written permission of Licensor.

Licensee may not reproduce or distribute the Licensed Materials except for purposes of providing copies to media companies who have sold media time to Licensee.

## LICENSOR PERFORMANCE OBLIGATIONS

Availability of Licensed Materials. Licensor shall make the Licensed Materials available to Licensee in CD or DVD format.

#### LICENSEE PERFORMANCE OBLIGATIONS

Protection from Unauthorized Use. Licensee shall implement reasonable procedures to restrict access to the Licensed Materials to Authorized Users.

## **TERM**

Unless otherwise terminated, this License shall continue in effect for as long as Licensee maintains a web site in good standing with Licensor. This License shall terminate immediately upon cancellation of Licensee's web site services with Licensor unless other arrangements have been agreed to in writing by both parties prior to the cancellation of Licensee's web site services.

# **EARLY TERMINATION**

Notwithstanding anything else in this Agreement:

In the event that Licensor believes that Licensee has materially breached any obligations under this Agreement, or if Licensor believes that Licensee has exceeded the scope of the License, Licensor shall so notify Licensee in writing. Licensee shall have thirty (30) days from the receipt of notice to cure the alleged breach and to notify the Licensor in writing that cure has been effected. If the breach is not cured within the thirty (30) day period, Licensor shall have the right to terminate the Agreement without further notice.

Licensor reserves the right to terminate this Agreement early at Licensor's sole discretion. If Licensor terminates this Agreement without cause, Licensor shall reimburse Licensee for customization charges paid by Licensee. Under any circumstances, Licensor's total liability shall not exceed the amount paid by Licensee to Licensor for customization of commercials.

Upon Termination of this Agreement Licensee's right to use Licensed Materials shall be terminated. Upon Termination all copies of Licensed Materials must be either returned to Licensee or destroyed.

# **LIMITATIONS ON WARRANTIES**

Notwithstanding anything else in this Agreement:

Neither party shall be liable for any indirect, special, incidental, punitive or consequential damages, including but not limited to loss of data, business interruption, or loss of profits, arising out of the use of or the inability to use the Licensed Materials.

Licensor makes no representation or warranty, and expressly disclaims any liability with respect to the content of any Licensed Materials, including but not limited to errors or omissions contained therein, libel, infringement of rights of publicity, privacy, trademark rights, moral rights, or the disclosure of confidential information.

Except for the express warranties stated herein, the Licensed Materials are provided on an "as is" basis, and Licensor disclaims any and all other warranties, conditions, or representations (express, implied, oral or written), relating to the Licensed Materials or any part thereof, including,

without limitation, any and all implied warranties of merchantability or fitness for a particular purpose.

Licensor makes no representation or warranty, and expressly disclaims any liability with respect to the legality of the Licensed Material in any particular area. Licensor is solely responsible for obeying any applicable laws, rules, regulations or other governmental regulations in connection with the use of the Licensed Materials.

### **ENTIRE AGREEMENT**

This Agreement constitutes the entire agreement of the parties and supersedes all prior communications, understandings and agreements relating to the subject matter hereof, whether oral or written.

#### **AMENDMENT**

No modification or claimed waiver of any provision of this Agreement shall be valid except by written amendment signed by authorized representatives of Licensor and Licensee.

### **SEVERABILITY**

If any provision or provisions of this Agreement shall be held to be invalid, illegal, and unenforceable or in conflict with the law of any jurisdiction, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

### WAIVER OF CONTRACTUAL RIGHT

Waiver of any provision herein shall not be deemed a waiver of any other provision herein, nor shall waiver of any breach of this Agreement be construed as a continuing waiver of other breaches of the same or other provisions of this Agreement.

### NOTICES

All notices given pursuant to this Agreement shall be in writing and may be hand delivered, or shall be deemed received within five (5) days after mailing if sent by registered, certified or priority mail, return receipt requested, or delivery confirmation requested. Either party may from time to time change its Notice Address by written notice to the other party.

### APPLICABLE LAW

This Agreement shall be governed in all respects by the laws of the State of Arkansas, without reference to conflicts of law principles. The parties hereby submit to the jurisdiction of, and waive any venue objections against, the state and federal courts in Benton County, Arkansas. Any court proceeding shall be conducted in Benton County, Arkansas, and judgment award may be entered into any court having jurisdiction thereof. The failure of Licensor to act with respect to a breach by Licensee or others does not waive Licensor's right to act with respect to subsequent or similar breaches. Any dispute Licensee may have with respect to this License Agreement must be commenced within one year after it arises, or the cause of action is barred.

	_	
	1	
Licensee Signature	Printed Name	Date
<del></del>		
Licensor Signature	Lynn Hahn, President	Date

I agree to the Terms and Conditions set forth in this License Agreement.