

## SOJERN STANDARD TERMS AND CONDITIONS FOR INTERNET ADVERTISING

The Sojern Standard Terms and Conditions for Internet Advertising (the “**Terms and Conditions**”) set forth the terms on which Sojern, Inc. (“**Sojern**”) will display or permit the display of advertising on its Sites for an **Agency** on behalf of its Advertisers. By executing and delivering a copy of these Terms and Conditions or submitting an Insertion Order to Sojern for acceptance, you agree to these Terms and Conditions. Accordingly, Sojern and Agency agree and acknowledge as follows:

### I. INSERTION ORDERS AND INVENTORY AVAILABILITY

a. From time to time, parties may negotiate insertion orders (“**IO**”) under which a Sojern will deliver advertisements provided by Agency (“**Ad(s)**”) to Sojern’s site(s) (the “**Site**”) for the benefit of an Agency or Advertiser. At Agency’s discretion, an IO may either be submitted by Agency to Sojern or be submitted by Sojern, signed by Agency and returned to Sojern. In either case, an IO will be binding only if accepted as provided in Section I(b) below. Each IO shall specify: (a) the type(s) and amount(s) of inventory to be delivered (e.g., impressions, clicks or other desired actions) (the “**Deliverables**”); (b) the price(s) for such Deliverables; (c) the maximum amount of money to be spent pursuant to the IO (if applicable), (d) the start and end dates of the campaign, and (e) the identity of and contact information for any third party ad server (“**Third Party Ad Server**”), if applicable. Other items that may be included are, but are not limited to: reporting requirements such as impressions or other performance criteria; any special Ad delivery scheduling and/or Ad placement requirements; and specifications concerning ownership of data collected.

b. Sojern will make commercially reasonable efforts to notify Agency within two business days of receipt of an IO signed by Agency if the specified inventory is not available. Acceptance of the IO and these Terms and Conditions will be made upon the earlier of (a) written (which, unless otherwise specified, for purposes of these Terms and Conditions shall include paper, fax, or e-mail communication) approval of the IO by Sojern and Agency; or (b) the display of the first Ad impression by Sojern, unless otherwise agreed upon in the IO. Notwithstanding the foregoing, modifications to the originally submitted IO will not be binding unless signed by both parties.

c. Revisions to accepted IOs must be made in writing and acknowledged by the other party in writing.

### II. AD PLACEMENT AND POSITIONING

a. Sojern must comply with the IO, including all Ad placement restrictions, requirements to create a reasonably balanced delivery schedule, and provide within the scope of the IO, an Ad to the Site specified on the IO when such Site is called up by an Internet user. Any exceptions must be approved by Agency in writing.

b. Sojern will use commercially reasonable efforts to provide Agency at least ten (10) business days prior notification of any material changes to the Site that would change the target audience or significantly affect the size or placement of the Ad specified in the affected IO. Should such a modification occur with or without notice, as Agency’s and Advertiser’s sole remedy for change or notice, Agency may immediately cancel the remainder of the IO without penalty within the ten (10) day notice period and shall not be charged for any affected Ads delivered after such notification. If Sojern has failed to provide such notification, Agency may cancel the remainder of the IO within thirty (30) days of such modification, and in such case shall not be charged for any affected Ads delivered after such modification.

c. Agency acknowledges that Sojern has made its advertising criteria or specifications (including content limitations, technical specifications, privacy policies, user experience policies, policies regarding consistency with Sojern’s public image, community standards regarding obscenity or indecency, other acceptable advertising guidelines, and material due dates) (collectively “**Specifications and Policies**”), electronically accessible to Agency at <http://www.sojern.com/adpolicy>. Changes to the specifications of an already purchased Ad made by Sojern after two (2) business days following acceptance of an IO will allow Agency to suspend (without impacting the end date unless otherwise agreed by the parties) delivery of the affected Ad for a reasonable time in order to either (i) send revised artwork, copy, or active URLs (“**Advertising Materials**”); (ii) request that Sojern resize the Ad at Sojern’s cost, and with final creative approval of Agency, within a reasonable time period to fulfill the guaranteed levels of the IO; (iii) accept a comparable replacement; or (iv) if the parties are unable to negotiate an alternate or comparable replacement in good faith within five (5) business days, immediately cancel the remainder of the IO for the affected Ad without penalty.

d. Ad delivery shall comply with editorial adjacencies guidelines stated on the IO. As Advertiser’s and Agency’s sole remedy for a violation of the foregoing sentence: (i) Ads that run in violation of such editorial adjacencies guidelines, if Sojern is notified of such violation within thirty (30) days of the violation, shall be non-billable; and (ii) after Agency notifies Sojern that specific Ads are in violation of such editorial adjacencies guidelines, Sojern will make commercially reasonable efforts to correct within twenty-four (24) hours such violation. In the event that such correction materially and adversely impacts such IO, the parties will negotiate in good faith mutually agreed changes to such IO to address such impacts. In the event that the parties cannot reach agreement on such changes within five business days from the implementation of such correction, Agency or Sojern may, upon the conclusion of such 5 business day period, immediately cancel such IO, without penalty.

### **III. PAYMENT AND PAYMENT LIABILITY**

#### **a. Invoices**

The initial invoice will be sent upon completion of the first month's delivery or within thirty (30) days of completion of the IO, whichever is earlier. Invoices are to be sent to: Agency's billing address as set forth in the IO and must include information reasonably specified by Agency such as the IO number, Advertiser name, brand name or campaign name, and any number or other identifiable reference stated as required for invoicing on the IO. All invoices pursuant to the IO must be received within one hundred-eighty (180) days of delivery of all Deliverables. Failure by Sojern to send such invoice or make such request shall be considered a waiver of right to payment for delivery of Ads for which no invoice was sent.

Sojern should provide invoices accompanied by proof of performance for the invoiced period, which may include access to online or electronic reporting as addressed in this document, subject to the notice and cure provisions of Section IV. Sojern should invoice Agency for the services provided on a calendar month basis with the cost based on actual delivery or based on prorated distribution of delivery over the term of the IO, as specified in the applicable IO.

#### **b. Payment Date**

Agency will make payment thirty (30) days from receipt of invoice, or as otherwise stated in a payment schedule set forth in the IO. Sojern may notify Agency that it has not received payment in such thirty-day period and whether it intends to seek payment directly from Advertiser pursuant to Section III(c), and may do so five (5) business days after providing such notice.

#### **c. Payment Liability**

Unless otherwise set forth by Agency on the IO, Sojern agrees to hold Agency liable for payments solely to the extent proceeds have cleared from Advertiser to Agency for Ads placed in accordance with the IO. For sums not cleared to Agency, Sojern agrees to hold Advertiser solely liable. Sojern understands that Advertiser is Agency's disclosed principal and Agency, as agent, has no obligations relating to such payments, either joint or several, except as specifically set forth in this Section III(c) and Section X(c).

Agency agrees to make every reasonable effort to collect and clear payment from Advertiser on a timely basis.

Agency's credit is established on a client-by-client basis.

If Advertiser proceeds have not cleared for the IO, other Advertisers from the representing Agency shall not be prohibited from advertising on the Site due to such nonclearance if such other Advertisers' credit is not in question.

Agency will make available to Sojern upon request written confirmation of the relationship between Agency and Advertiser. This confirmation should include, for example, Advertiser's acknowledgement that Agency is its agent and is authorized to act on its behalf in connection with the IO and these Terms and Conditions. In addition, upon the request of Sojern, Agency will confirm whether Advertiser has paid to Agency in advance funds sufficient to make payments pursuant to the IO.

If Advertiser's or Agency's credit is or becomes impaired, Sojern may require payment in advance.

### **IV. REPORTING**

a. Sojern must, within 2 business days of the start date on the IO, provide confirmation to Agency, either electronically or in writing, stating whether the components of the IO have begun delivery.

b. Sojern shall make available on a bi-monthly basis, either electronically or in writing, unless otherwise specified in the IO. Reports must be broken out by day and summarized by creative execution, content area (Ad placement), and other variables defined in the IO, for example, impressions, keywords, and/or clicks.

Once Sojern has provided the online or electronic report, it agrees that Agency and Advertiser are entitled to reasonably rely on it, subject to receipt of Sojern's invoice for such period.

c. In the event that Sojern fails to deliver an accurate and complete report by the time specified, Agency may initiate makegood discussions pursuant to Section VI below.

In the event that Sojern learns that it has delivered an incomplete or inaccurate report, or no report at all, Sojern must cure such failure within five (5) business days. Failure to cure may result in nonpayment for all activity for which data are incomplete or missing, until Sojern delivers reasonable evidence of performance and such report must be delivered within thirty (30) days of Sojern learning of such failure or absent such knowledge, but in any event no later than forty-five (45) days of delivery of all Deliverables.

## **V. CANCELLATION AND TERMINATION**

a. At any time prior to the serving of the first impression of the IO, Agency may cancel the IO with thirty (30) days prior written notice, without penalty. For clarity and by way of example, if Agency cancels the IO fifteen (15) days prior to the serving of the first impression, it will only be responsible for the payment of the impressions served during the first 15 days of the IO.

b. Upon the serving of the first impression of the IO, Agency may cancel the IO for any reason, without penalty, by providing Sojern written notice of cancellation which will be effective after the later of: (i) thirty (30) days after serving the first impression of the IO; or (ii) fourteen (14) days after providing Sojern with such written notice (the “**Cancellation Date**”). In the event of such cancellation of the IO, Agency, shall only be responsible for the impressions served as of the Cancellation Date.

c. Either party may terminate an IO at any time if the other party is in material breach of its obligations hereunder that is not cured within 10 days after written notice thereof from the non-breaching party, except as otherwise stated in this Agreement with regard to specific breaches. Additionally, if Agency or Advertiser commit a violation of the same Policy (as defined below), where such Policy had been provided by Sojern to Agency, on three separate occasions after having received timely notice of each such breach, even if such breach has been cured by Agency or Advertiser, then Sojern may terminate the IO associated with such breach upon written notice. If Agency or Advertiser do not cure a violation of a Policy within the applicable ten (10) day cure period after written notice, where such Policy had been provided by Sojern to Agency, then Sojern may terminate the IO associated with such breach upon written notice.

d. Short rates will apply to cancelled buys to the degree stated on the IO.

## **VI. MAKEGOODS**

a. Sojern shall monitor delivery of the Ads, and shall notify Agency either electronically or in writing as soon as possible (and no later than two (2) weeks before IO end date unless the length of the campaign is less than two weeks) if Sojern believes that an under-delivery is likely. In the case of a probable or actual under-delivery, the parties may arrange for makegood consistent with these Terms and Conditions.

b. In the event that actual Deliverables for any campaign fall below guaranteed levels, as set forth in the IO, and/or if there is an omission of any Ad (placement or creative unit), Agency and Sojern will make an effort to agree upon the conditions of a makegood flight either in the IO or at the time of the shortfall. If no makegood can be agreed upon, Agency may execute a credit equal to the value of the under-delivered portion of the contract IO for which it was charged. In the event that Agency or Advertiser has made a cash prepayment to Sojern, specifically for the campaign IO for which under-delivery applies, then if Agency and/or Advertiser is reasonably current on all amounts owed to Sojern under these Terms and Conditions for such Advertiser, Agency may elect to receive a refund for the under-delivery equal to the difference between the applicable pre-payment and the value of the delivered portion of the campaign. In no event shall Sojern provide a makegood or extend any Ad beyond the period set forth in the IO without prior written consent of Agency.

## **VII. BONUS IMPRESSIONS**

a. Where Agency utilizes a Third Party Ad Server, Sojern will not bonus more than ten percent (10%) above the Deliverables specified in the IO without prior written consent from Agency. Permanent or exclusive placements shall run for the specified period of time regardless of over-delivery, unless the IO establishes an impression cap for Third Party Ad served activity. Agency will not be charged by Sojern for any additional Ads above any level guaranteed or capped in the IO. If a Third Party Ad Server is being used and Sojern determines or is notified by Agency that the guaranteed or capped levels stated in the IO have been reached, Sojern will use commercially reasonable efforts to suspend delivery within forty-eight (48) hours. In the event Sojern is unable to suspend delivery, it may either 1) serve any additional Ads itself or 2) be held responsible for all applicable incremental Ad serving charges incurred by Advertiser after such notice has been provided and associated with overdelivery by more than ten percent (10%) above such guaranteed or capped levels.

b. Where Agency does not utilize a Third Party Ad Server, Sojern may bonus as many ad units as Sojern chooses unless otherwise indicated on the IO. Agency will not be charged by Sojern for any additional advertising units above any level guaranteed in the IO.

## **VIII. FORCE MAJEURE**

a. Excluding payment obligations, neither party will be liable for delay or default in the performance of its obligations under this Agreement if such delay or default is caused by conditions beyond its reasonable control, including but not limited to, fire, flood, accident, earthquakes, telecommunications line failures, electrical outages, network failures, acts of God, or labor disputes. In the event that Sojern suffers such a delay or default, Sojern shall make reasonable efforts within five business days to recommend a substitute transmission for the Ad or time period for the transmission. If no such substitute time period or makegood is reasonably acceptable to Agency, Sojern shall allow Agency a pro rata reduction in the space, time and/or program charges hereunder in the amount of money assigned to the space, time and/or program charges at time of purchase. In addition, Agency shall have the benefit of the same discounts that would have been earned had there been no default or delay.

b. If Agency's ability to transfer funds to third parties has been materially negatively impacted by an event beyond the Agency's reasonable control, including, but not limited to, failure of banking clearing systems or a state of emergency, then Agency shall make every reasonable effort to make payments on a timely basis to Sojern, but any delays caused by such condition shall be excused for the duration of such condition. Subject to the foregoing, such excuse for delay shall not in any way relieve Agency from any of its obligations as to the amount of money that would have been due and paid without such condition.

c. To the extent that a force majeure has continued for five (5) business days, Sojern or Agency has the right to cancel the remainder of the IO without penalty.

## **IX. AD MATERIALS**

a. It is Agency's obligation to submit Advertising Materials in accordance with Sojern's then existing Specifications and Policies in accordance with Section II(c). Sojern's sole remedy for a breach of this provision is set forth in paragraphs (b and c) below, Section V(c), and Section X(b). If Advertising Materials are late, Advertiser is still responsible for the media purchased pursuant to IO.

b. Sojern reserves the right within its discretion to reject or remove from its Site any Ads where the Advertising Materials or the site to which the Ad is linked do not comply with its Policies, or that in Sojern's sole reasonable judgment, do not comply with any applicable law, regulation or other judicial or administrative order. In addition, Sojern reserves the right within its discretion to reject or remove from its Site any Ads where the Advertising Materials or the site to which the Ad is linked are or may tend to bring disparagement, ridicule, or scorn upon Sojern or any of its Affiliates (as defined below), a Site or the operator of a Site, provided that, unless the operator of a Site directs Sojern to remove an Ad, if Sojern has reviewed and approved such Ads prior to their use on the Site, Sojern will not immediately remove such Ads before making commercially reasonable efforts to acquire mutually acceptable alternative Advertising Materials from Agency.

c. If Advertising Materials provided by Agency are damaged, not to Sojern's specifications, or otherwise unacceptable, Sojern will use commercially reasonable efforts to notify Agency within two (2) business days of its receipt of such Advertising Materials.

d. Sojern will not edit or modify the submitted Ads in any way, including, but without limitation, resizing the Ad, without Agency approval. Sojern shall use all such Ads in strict compliance with these Terms and Conditions and any written instructions provided by Agency.

e. When applicable, Third Party Ad Server tags shall be implemented so that they are functional in all aspects.

f. Sojern, on one hand, and Agency and Advertiser, on the other, will not use the other's trade name, trademarks, logos or Ads in a public announcement (including, but not limited to, through any press release) regarding the existence or content of these Terms and Conditions or an IO without the other's prior written approval.

## **X. INDEMNIFICATION**

a. Sojern agrees to defend, indemnify and hold harmless Agency and Advertiser, their Affiliates (as defined below) and their respective directors, officers, employees and agents from any and all damages, liabilities, costs and expenses (including reasonable attorneys' fees) (collectively "**Losses**") incurred as a result of a Third Party (as defined below) claim asserting, judgment or proceeding relating to or arising out of (i) Sojern's breach of Section XII, (ii) Sojern's display or delivery of any Ad in breach of this Agreement or the terms of an IO, or (iii) that materials provided by Sojern (and not by Advertiser, including an Ad or Advertising Materials) for an Ad violate the right of a Third Party, are defamatory or obscene, or violate any law, regulations or other judicial or administrative action, except to the extent (1) that the materials resulting in or relating to such claim, judgment or proceeding were prepared for the purpose of fulfilling Advertiser's unique specifications Sojern or (2) that such materials were provided to Advertiser for review and Advertiser knew or should have reasonably known from the visual or sonic expression of the Advertisement Sojern that such material was reasonably likely to violate applicable laws, regulations or other judicial or administrative action, violate the right of a Third Party or are defamatory or obscene. An "**Affiliate**" means, with respect to either party, any corporation, firm, partnership, person or other entity, whether *de jure* or *de facto*, which directly or indirectly owns, is owned by or is under common ownership with such party to the extent of at least fifty percent (50%) of the equity having the power to vote on or direct the affairs of the entity, and any person, firm, partnership, corporation

or other entity actually controlled by, controlling or under common control with such party. A **"Third Party"** means an entity other than the parties to this Agreement, their respective Affiliates, and each of their respective directors, officers, employees and agents.

b. Agency and Advertiser, jointly and severally, agree to defend, indemnify and hold harmless Sojern, its Affiliates and their respective directors, officers, employees and agents from any and all Losses incurred as a result of a Third Party claim, judgment or proceeding relating to or arising out of (i) Advertiser's (A) breach of Section XII or (B) violation of Policies (to the extent the applicable terms of such Policies have been provided to Advertiser at least ten (10) days prior to the violation giving rise to the claim), or (ii) the content or subject matter of any Ad or Advertising Materials (to the extent used by Sojern in accordance with this Agreement or an IO), including but not limited to, allegations that such content or subject matter is false or misleading, violates the right of a Third Party, are defamatory or obscene, or violate any law, regulations or other judicial or administrative action.

c. Agency represents and warrants that it has the authority as agent to Advertiser to bind Advertiser to these Terms and Conditions and each IO. Agency agrees to defend, indemnify and hold harmless Sojern its Affiliates and their respective directors, officers, employees and agents from any and all Losses incurred as a result of Agency's alleged breach of the foregoing sentence.

d. If any action will be brought against either party (the **"Indemnified Party"**) in respect to any allegation for which indemnity may be sought from the other party (**"Indemnifying Party"**), the Indemnified Party will promptly notify the Indemnifying Party of any such claim of which it becomes aware and will: (i) provide reasonable cooperation to the Indemnifying Party at the Indemnifying Party's expense in connection with the defense or settlement of any such claim; and (ii) be entitled to participate at its own expense in the defense of any such claim. The Indemnified Party agrees that the Indemnifying Party will have sole and exclusive control over the defense and settlement of any such third party claim. However, the Indemnifying Party will not acquiesce to any judgment or enter into any settlement that adversely affects the Indemnified Party's rights or interests without the prior written consent of the Indemnified Party.

e. Notwithstanding the foregoing, in the event that any Indemnifying Party is required to defend, indemnify or hold harmless an Indemnified Party from a claim, judgment or proceeding of a Related Party (as defined below) of such Indemnified Party pursuant to this Section X, Losses incurred in connection with such claim, judgment or proceeding will be limited to those that are reasonably foreseeable. A **"Related Party"** is a party in a contractual relationship with the Indemnified Party where such specific contractual relationship relates to the Loss being asserted by that Related Party.

## **XI. LIMITATION OF LIABILITY**

Excluding the parties obligations under Section X or damages that result from a breach of Section XII or intentional misconduct by the parties, in no event will either party be liable for any consequential, indirect, incidental, punitive, special or exemplary damages whatsoever, including without limitation, damages for loss of profits, business interruption, loss of information and the like, incurred by the other party arising out of this Agreement, even if such party has been advised of the possibility of such damages.

## **XII. NON-DISCLOSURE, DATA OWNERSHIP, PRIVACY AND LAWS**

a. Any marked confidential information and proprietary data provided by one party, including the Ad description, and the pricing of the Ad, set forth in the IO, shall be deemed **"Confidential Information"** of the disclosing party. Confidential Information shall also include information provided by one party, which under the circumstances surrounding the disclosure would be reasonably deemed confidential or proprietary. Confidential Information shall not be released by the receiving party to anyone except an employee, or agent who has a need to know same, and who is bound by confidentiality obligations. Neither party will use any portion of Confidential Information provided by the other party hereunder for any purpose other than those provided for under this Agreement.

b. For purposes of this Section, Agency and Advertiser shall be considered one party. Notwithstanding anything contained herein to the contrary, the term **"Confidential Information"** shall not include information which: (i) was previously known to a party; (ii) was or becomes generally available to the public through no fault of the receiving party (**"Recipient"**); (iii) was rightfully in Recipient's possession free of any obligation of confidence at, or subsequent to, the time it was communicated to Recipient by the disclosing party (**"Discloser"**); (iv) was developed by employees or agents of Recipient independently of and without reference to any information communicated to Recipient by Discloser; or (v) was communicated by Discloser to an unaffiliated third party free of any obligation of confidence. Notwithstanding the foregoing, either party may disclose Confidential Information in response to a valid order by a court or other governmental body, as otherwise required by law or the rules of any applicable securities exchange or as necessary to establish the rights of either party under this Agreement; provided, however, that both parties will stipulate to any orders necessary to protect said information from public disclosure.

c. All personally identifiable information provided by individual web users who are informed that such information is being gathered solely on behalf of Advertiser pursuant to the Advertiser's posted privacy policy is the property of Advertiser, is subject to the Advertiser's posted privacy policy, and is considered Confidential Information. Any other use of such information must be set forth in the IO signed by both parties.

d. Sojern, Agency, and Advertiser shall post on their respective Web sites their privacy policies and adhere to their privacy policies, which abide by the applicable laws. Failure by Sojern, on one hand, or Agency or Advertiser, on the other, to continue to post a privacy policy or non-adherence to its own privacy policy is grounds for immediate cancellation of the IO by the other parties.

e. Agency, Advertiser and Sojern will comply with at all times, all applicable federal, state and local law, ordinances, regulations and codes which are relevant to their performance of their respective obligations under this Agreement.

**XIII. THIRD PARTY AD SERVERS**  
**(Applicable if Third Party Server Is Used)**

a. Sojern will track delivery through its ad server and Agency will also track delivery through its proprietary or subcontracted Third Party Ad Server whose identity is set forth in the IO. Agency may not substitute the Third Party Ad Server specified in the IO without Sojern's consent. Agency and Sojern agree to give reciprocal access to relevant and non-proprietary statistics from both ad servers, or if such is not available, provide weekly placement-level activity reports to each other. In the event that the Sojern's ad server measurements are higher than those produced by the Agency's Third Party Ad Server by more than 10% over the invoice period, Agency will facilitate a reconciliation effort between Sojern and Third Party Ad Server. If the discrepancy cannot be resolved and Agency has made a good faith effort to facilitate the reconciliation effort, the Agency reserves the right to either:

1. Consider the discrepancy an under-delivery of the Deliverables as described in Section VI(b) whereupon the parties shall act in accordance with that Section, including the requirement that Agency and Sojern make an effort to agree upon the conditions of a makegood flight, except that for purposes of this Section XIII(a)(1), delivery of any makegood shall be measured by the Third Party Ad Server, or

2. Pay Sojern based on Agency Third party Ad Server reported data, plus a ten percent (10%) upward adjustment to delivery.

b. Sojern will make reasonable efforts to publish, and Agency shall make reasonable efforts to cause the Third Party Ad Server to publish, a disclosure in the form specified by the AAAA and IAB regarding their respective ad delivery measurement methodologies with regards to compliance with the IAB/AAAA Ad Measurement Guidelines.

c. Section XIII(a) shall be terminated upon the establishment of an IAB/AAAA certification process for compliance with the IAB/AAAA Ad Measurement Guidelines. Upon such termination the parties shall negotiate in good faith a replacement or successor language for that Section.

d. Where an Agency is utilizing a Third Party Ad Server and that Third Party Ad Server cannot serve the Ad, the Agency shall have a one-time right to temporarily suspend delivery under the IO for a period of up to seventy-two (72) hours. Upon written notification by Agency of a non-functioning Third Party Ad Server, the Sojern has twenty-four (24) hours to suspend delivery. Following that period, Agency will not be held liable for payment for any Ad that runs within the immediate seventy-two (72) hour period thereafter until the Sojern is notified that the Third Party Ad Server is able to serve Ads. After the seventy-two (72) hour period passes and Agency has not provided written notification that Sojern can resume delivery under the IO, Advertiser will pay for the Ads that would have run or are run after the seventy-two (72) hour period but for the suspension and can elect Sojern to serve Ads until Third Party Ad Server is able to serve Ads. If Agency does not so elect for Sojern to serve the Ads until Third Party Ad Server is able to serve Ads, Sojern may utilize the inventory that would have been otherwise used for Sojern's own advertisements or advertisements provided by a third party Upon notification that the Third Party Ad Server is functioning, Sojern will have seventy-two (72) hours to resume delivery. Any delay in the resumption of delivery beyond this period, without reasonable explanation, will result in Sojern owing a makegood to Agency.

**XIV. MISCELLANEOUS**

a. Sojern represents and warrants that Sojern has all necessary permits, licenses, and clearances to sell the inventory represented in the IO subject to the terms and conditions of this agreement, including any applicable Policies. Advertiser represents and warrants that Advertiser has all necessary licenses and clearances to use the content contained in their Ads and Advertising Materials.

b. Neither Agency nor Advertiser may resell, assign or transfer any of its rights or obligations hereunder, and any attempt to resell, assign or transfer such rights or obligations without Sojern's prior written approval will be null and void. All terms and provisions of these Terms and Conditions and each IO will be binding upon and inure to the benefit of the parties hereto and their respective permitted transferees, successors and assigns.

c. These Terms and Conditions and the related IO constitute the entire agreement of the parties with respect to the subject matter and supersede all previous communications, representations, understandings, and agreements, either oral or written, between the parties with respect to the subject matter of the IO. The IO may be executed in counterparts, each of which shall be an original and all of which together shall constitute one and the same document.

d. In the event of any inconsistency between the terms of an IO and these Terms and Conditions, the terms of the IO shall prevail. These Terms and Conditions and all IOs shall be governed by the laws of the State of Nebraska. Sojern and Agency (on behalf of itself and not Advertiser) agree that any claims, legal proceeding or litigation arising in connection with the IO (including these Terms and Conditions) will be brought solely in the state and federal courts in Douglas County, Nebraska, and the parties consent to the jurisdiction of such courts. No modification of these Terms and Conditions or any IO shall be binding unless in writing and signed by both parties. If any provision herein is held to be unenforceable, the remaining provisions shall remain in full force and effect. All rights and remedies hereunder are cumulative.

e. Any notice required to be delivered hereunder shall be delivered three days after deposit in U.S. mail, return receipt requested, one business day if sent by overnight courier service, and immediately if sent electronically or by fax. All notices to Sojern and Agency shall be sent to the contact as noted in the IO with a copy to the Legal Department. All notices to Advertiser shall be sent to the address specified on the IO.

f. Sections III, VI, X, XI, XII, and XIV shall survive termination or expiration of this Agreement and Section IV shall survive for thirty (30) days after the termination or expiration of this Agreement. In addition, each party shall return or destroy the other party's Confidential Information and remove Advertising Materials and Ad tags.