

CONTRACTED SERVICES AGREEMENT

THIS CONTRACTED SERVICES AGREEMENT (this “**Agreement**”) is made effective as of 1 December 2021, (the “**Effective Date**”) by and between IETF Administration LLC, a Delaware limited liability company (“**IETF LLC**”) and Brandlogic Corp, a Connecticut corporation (the “**Contractor**”). Contractor and IETF LLC are collectively referred to herein as the “**Parties**”, and each is individually referred to as a “**Party**”.

1. Services.

a. Scope. Contractor will provide to IETF LLC certain brand definition and development services, and other services described in any Statement of Work(s) (“**SOW(s)**”) executed by the Parties or as otherwise mutually agreed by the Parties (collectively, the “**Services**”). The first SOW is attached to this Agreement as Exhibit A. The Parties may agree to amend the scope and nature of the Services, such changes will only be effective when agreed to in writing by both Parties.

b. Work Standards. Contractor will perform the Services in a professional and workmanlike manner and in accordance with the prevailing industry standards for the performance of comparable Services. Contractor agrees to comply with all IETF LLC policies, as provided by IETF LLC to Contractor from time to time.

2. Staffing

a. Key Personnel. To the extent any of the Contractor employees identified as “**Key Personnel**” in the relevant SOW terminate their employment with Contractor, either voluntarily or involuntarily, Contractor will notify IETF LLC and consult with IETF LLC on a suitable replacement with equal or greater qualifications. Contractor will provide a suitable replacement within a reasonable period of time and will give IETF LLC ongoing progress reports during its search. Nothing herein will alter the fact that Contractor may in its sole discretion employ their employees as “employees-at-will” and may terminate their employment for any lawful reason.

b. Subcontractors. Contractor plans for the Services to be performed entirely by Contractor employees. Contractor will not engage the services of third party contractors, individual consultants or subcontractors (“**Subcontractors**”) in connection with the performance of its obligations under this Agreement without the prior written consent of the IETF LLC, specifying both the specific Subcontractor and the scope of work which it is permitted to undertake. To the extent IETF LLC consents to the use of any Subcontractors, Contractor will be fully responsible for each such Subcontractor’s compliance with the terms of this Agreement and for all actions and omissions of such Subcontractors in their performance or failure to perform as required hereunder. Contractor will be responsible for all taxes and other costs and expenses attributable to the compensation payable to, and the Services provided by, Contractor under this Agreement.

- 3. Independent Contractor.** Contractor's relationship with IETF LLC will be that of an independent contractor and nothing in this Agreement is intended to, or should be construed to, create a partnership, agency, joint venture, or employment relationship. Any use by Contractor personnel of any IETF-related titles or positions shall be subject to the IETF LLC's prior and ongoing approval. Consistent with broad direction set by IETF LLC, Contractor will determine what actions are required to perform the Services and to achieve the relevant objectives. Contractor will provide its own equipment and set its own hours. Contractor may engage on other projects during the term of this Agreement, provided such work does not present a conflict of interest, result in disclosure of CI or otherwise interfere with Contractor's ability to complete the Services under this Agreement in a satisfactory manner. Contractor will not be provided any training by IETF LLC and is expected to have all the expertise necessary to carry out the Services. Contractor will be responsible for the compensation of its personnel, including any Subcontractors, and will pay all related taxes, contributions and benefits. IETF LLC will not be responsible for providing any compensation, insurance, medical, disability or other benefits to Contractors' personnel.
- 4. Term.** The initial term of this Agreement will begin on 25 October 2021 and end on 31 December 2022. The Parties may agree in writing to renew the engagement prior to the expiration of the initial term or any subsequent renewal term and the terms of this Agreement will continue to apply during any such renewal terms.
- 5. Termination.**

 - a. For convenience. IETF LLC may terminate this Agreement, any SOW or any subset of Services at any time and for any reason with 45 days' prior written notice to Contractor. Contractor may terminate the Agreement upon 30 days' prior written notice to IETF LLC in the event it determines in good faith that an IETF LLC policy is unreasonable and the parties are unable to resolve such concern in good faith. In addition, the failure by the Parties to renew the Agreement by the last day of the then current term will terminate the Agreement, unless the Parties have agreed to extend the period for renewing the Agreement.
 - b. For cause. Either Party may terminate this Agreement immediately upon written notice if the other Party materially breaches an obligation of this Agreement and does not cure such breach to the reasonable satisfaction of the non-breaching Party within 30 days of receiving notice of such breach.
 - c. Transition. Upon notice of termination for any reason by either Party in accordance with the terms of this Agreement except for IETF LLC's breach, or in the event the Parties do not intend to renew the Agreement (in whole or in part) at the end of the then current term, the Contractor will assist IETF LLC in the orderly and timely transition of the Services, or a subset thereof, to a successor provider (a "**Successor**") by providing certain transition Services (the "**Transition Services**"). Contractor agrees to perform Transition Services upon IETF LLC's request, for a period determined by IETF LLC, but not to exceed 3 months after the date of expiration or termination of the Agreement.

During any period of Transition Services that extends beyond the date of termination or expiration of this Agreement, Contractor will nonetheless continue to perform Services in accordance with the terms of the Agreement and fee structure in effect on the date of notice of termination, unless the Parties mutually agree, pursuant to good faith negotiations, to the application of a revised fee structure during that extension period.

d. Effect of termination. Upon the later of the effective date of expiration or termination of this Agreement or the end of the Transition Services period (hereafter, the “**Termination Date**”), Contractor will have no further obligation to perform the Services. Within 7 days of the Termination Date, Contractor will return to IETF LLC (without retaining copies) all documentation and other materials relating to the Services (except for the records described in Section 7), or, at IETF LLC’s request, destroy all copies of such documentation and materials and certify in writing that such destruction has occurred. Within 30 days after review and acceptance of an undisputed final invoice, IETF LLC will pay to Contractor all Contractor fees, reimbursable expenses and approved costs that are due and owing for the Services and Transition Services per the terms set forth in Section 6.

e. Survival. The provisions of Sections 3, 5, 6, 7, 8, 9, 11, and 14 shall survive the expiration or termination of this Agreement.

6. **Compensation and expenses.**

a. Compensation. IETF LLC will compensate Contractor for the Services at the rates set forth in the applicable SOW and in accordance with the schedule set forth therein. Contractor will send an invoice on a monthly basis or as otherwise set forth in the applicable SOW to IETF LLC at exec-director@ietf.org, which invoices will include a description of Services performed. Unless otherwise provided in the SOW, IETF LLC will pay undisputed amounts of such invoice within 30 days of receipt. All invoices past thirty (30) days of the original payment date, except for portions subject to a good faith dispute, are subject to a late fee of 1.5% per month on the total balance due. IETF LLC shall reimburse Contractor for reasonable costs of collection actually incurred by Contractor, including reasonable attorney's fees and third party collection costs.

b. Expenses. IETF LLC shall reimburse Contractor at its cost for certain expenses and third-party vendor costs incurred by Contractor in connection with the Services, including, but not limited to, website hosting, out-sourced reproduction of documents, transcription, language services, research and research vendors costs, special supplies, trademark searches and other related expenses, to the extent such expenses are pre-approved by IETF LLC in writing. All third party expenses will be billed at negotiated rates, pre-approved in writing by IETF LLC and are not subject to mark-up.

c. Taxes. Fees are exclusive of sales tax. IETF LLC shall pay all applicable taxes, including, without limitation, value added, consumption, sales, use taxes and the like unless IETF LLC provides Contractor proof of its tax-exempt status.

7. **Records.** Contractor agrees to keep and maintain, during the term of this Agreement and for a period of three (3) years thereafter, or for longer periods as required by law or as reasonably requested by IETF LLC (such as for financial or tax purposes or in connection with any ongoing or threatened litigation, suit or proceeding), full and complete records that relate to the provision of Services and that fully substantiate all charges invoiced and Services performed pursuant to this Agreement. All such records will be kept in accordance with generally accepted business and accounting practices, and IETF LLC policies.
8. **Confidentiality & Data Privacy.**
 - a. Confidentiality. In the course of Contractor's engagement with IETF LLC, either Party may be exposed or have access to information, materials or documents that the other Party considers confidential and that is provided to the receiving Party under circumstances reasonably indicating that they are confidential or proprietary ("**CI**"). Each Party agrees, both during and after this Agreement, to maintain the other Party's CI as confidential, and to not disclose or cause to be disclosed the other Party's CI, nor use the other Party's CI for any purpose, except as necessary for the purposes of performing under or receiving the benefits of this Agreement. If either Party is required by order of a court or other governmental body having jurisdiction to disclose confidential information of the other Party, it shall give reasonable notice to the other Party with adequate time for such other Party to seek a protective order. Each Party will return or destroy any CI in its possession upon termination of this Agreement upon the request of the other Party. Each Party acknowledges and agrees that the other Party will be entitled, in addition to any other remedies available to it at law or in equity, to the issuance of injunctive relief, without bond, enjoining any breach or threatened breach of the receiving Party's obligations hereunder with respect to CI, and such further relief as any court of competent jurisdiction may deem just and proper.
 - b. Data Privacy. Contractor may access, collect, use, store and share all IETF data, including but not limited to IETF LLC CI, personal data, content in any form, and any other data received, collected, created or generated by or on behalf of, or made available to Contractor in the course of performing under this Agreement, solely as necessary to perform the Services and/or produce the Work Product. IETF LLC retains all right, title, and interest in the IETF LLC data. Contractor agrees to comply with all applicable laws and IETF LLC policies regarding the treatment, processing and protection of IETF LLC data.
9. **Intellectual Property.**
 - a. Work Product. The IETF Trust is a Virginia common law non-profit Trust whose beneficiary is the IETF community. Upon payment of the corresponding fees described for each applicable deliverables described in an applicable SOW, IETF Trust will own all right, title and interest in and to that deliverable and to all information, materials and other proceeds that Contractor creates related to that deliverable which are set forth in the applicable SOW ("**Work Product**"). All Work Product will be deemed "works made for hire" to the extent permissible under the copyright law, and to the extent any Work

Product may not be so deemed, Contractor hereby assigns all right, title and interest in and to all intellectual property and other proprietary rights in such Work Product to the IETF Trust. Contractor will not incorporate any third party intellectual property into the Services or Work Product without IETF LLC's prior written consent. Contractor retains ownership in all other works Contractor created prior to this Agreement or creates in the future outside of the scope of the Services and Contractor's engagement with IETF LLC ("**Contractor IP**"). Upon termination of this Agreement, Contractor will provide to IETF LLC any working drafts or other interim phases of deliverables Work Product as they exist.

b. Contractor IP. Contractor hereby grants to IETF Trust and IETF LLC a perpetual, irrevocable, world-wide, non-exclusive, royalty-free, license to use, reproduce, display and otherwise fully exploit any Contractor IP incorporated into or otherwise necessary to use the Work Product or Services for the purposes for which they are intended, including with the right to sublicense to the IETF community and to IETF LLC's service providers (but only to the extent necessary in order to permit IETF LLC to obtain the benefit of this Agreement); provided that neither the IETF Trust nor IETF LLC may sublicense Contractor IP in a manner that permits others to compete with Contractor in providing the Services. Contractor is not responsible for alterations to the Deliverables made by IETF LLC or third parties.

c. Data. All data collected in the course of the Services or by the Work Product will be the property of the IETF Trust.

Proprietary Research and Methodology. Notwithstanding any other provision of this Agreement, Contractor does not assign or license to IETF LLC in any way, and retains complete and sole ownership of its proprietary research (other than to the extent that any research is incorporated in work product delivered to IETF LLC), systems of analysis, and business methodology, including but not limited to Contractor's historical database (Corporate Branding Index®), , its proprietary brand valuation analysis system and methodology and any other systems and/or product innovations.

10. Warranties. Contractor warrants that (i) it will perform all Services in a professional and workmanlike manner, in accordance with highest ethical standards, (ii) it has the right and authority to enter into this Agreement, (iii) it has the knowledge and skills to provide the Services, (iv) it will comply with all applicable laws, statutes, or regulations in the performance of the Services, (v) that it will comply with all IETF LLC policies, as may be provided by IETF LLC to Contractor from time to time and (vi) the Services and Work Product, and the use of any Contractor IP in accordance with this Agreement, will not violate or in any way infringe upon the copyright or trade secret rights of third parties. Contractor warrants that the work will perform in accordance with any applicable documentation, specifications and written descriptions agreed upon by IETF LLC and Contractor in writing. Contractor will use commercially reasonable efforts to ensure that the Work Product will not infringe upon third party intellectual property rights, but Contractor does not perform patent searches or extensive trademark searches.

11. **Indemnification.**

a. Indemnification of IETF. Contractor agrees to indemnify, defend and hold IETF LLC and its member, directors and officers, and the IETF Trust and the IETF Trustees harmless from third party claims, losses or expenses (i) arising in connection with Contractor's (or from any Subcontractor's) breach of this Agreement, (ii) alleging that all or any part of the Work infringes or misappropriates a copyright or a trade secret of any third party, or (iii) caused by Contractor's (or any Subcontractor's) negligence or willful misconduct but not to the extent caused by the conduct, misconduct, act, omission or negligence of IETF or its personnel or agents, or IETF's performance or non-performance of its obligations under this Agreement..

b. Indemnification of Contractor. IETF LLC agrees to indemnify, defend and hold Contractor (and its officers, directors, managers, owners and agents) harmless from all claims of third parties (i) arising in connection with IETF LLC's breach of this Agreement, (ii) asserting that its rights were infringed as a result of using materials provided to such Contractor indemnified party by IETF LLC in the manner, and for the purposes, for which such use was specifically authorized in performance under this Agreement, and without violation of any law, rule, regulation, policy or contractual obligation; or (iii) caused by IETF LLC's, or its agents 'negligence or willful misconduct, but not to the extent caused by the conduct, misconduct, act, omission or negligence of Contractor or its personnel or agents, or Contractor's performance or non-performance of its obligations under this Agreement.

c. Terms of Defense and Indemnification. An indemnified party will promptly notify the indemnifying Party, in writing, of any claim for which it believes that it is entitled to indemnification. An indemnified party will, at the indemnifying Party's request and expense, allow the indemnifying Party to conduct and/or settle all negotiations and litigation resulting from the claim. Notwithstanding the foregoing, the indemnified party may employ counsel at its own expense to assist it with respect to any such claim; provided, however, that if the retention of such counsel is necessary because of a conflict of interest of either the indemnifying Party or its counsel or because the indemnifying Party does not promptly assume control of the claim, the indemnifying Party will bear the expense of such counsel. No indemnified party will have authority to settle any claim on behalf of the indemnifying Party. Each indemnified party will cooperate with the indemnifying Party, who will reimburse the indemnified party for any reasonable out-of-pocket expenses (including the reasonable fees of attorneys and other professionals) the indemnified party incurs in providing the requested assistance.

12. Insurance. Contractor will maintain any required and customary insurance in amounts and types reasonable for the type of business conducted by Contractor and at IETF LLC's request, will make IETF LLC an additional insured under any such applicable policy. Contractor will provide evidence of insurance and endorsements at IETF LLC's request, and will cooperate with IETF LLC in good faith to adjust such insurance coverage as appropriate for the Services.

13. **Dispute Resolution.** The Parties will first negotiate in good faith to attempt to resolve any dispute arising in connection with this Agreement, including escalation to representatives of each Party. If the dispute is not resolved within 30 days of escalation, either Party may initiate litigation.
14. **LIMITATION OF LIABILITY.** EXCEPT FOR INDEMNIFICATION AND CONFIDENTIALITY OBLIGATIONS, CONTRACTOR SHALL NOT BE LIABLE TO THE IETF LLC OR IETF TRUST FOR ANY SPECIAL, CONSEQUENTIAL, INCIDENTAL, PUNITIVE, EXEMPLARY, OR INDIRECT DAMAGES ARISING FROM OR RELATING TO ANY BREACH OF THESE TERMS, EVEN IF IT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. EXCEPT FOR INDEMNIFICATION AND CONFIDENTIALITY OBLIGATIONS, CONTRACTOR'S ENTIRE LIABILITY, WHETHER IN CONTRACT, TORT OR OTHERWISE, SHALL NOT EXCEED THE FEES PAID OR DUE UNDER THE APPLICABLE SCOPE OF WORK.
15. **Non-solicitation.** Each party hereby agrees that during the Term of this Agreement and for a period of twelve (12) months thereafter, it (the "Hiring Party") shall not knowingly solicit for employment or retain as consultant any person who, in connection with this Agreement, had direct contact with the Hiring Party and who was an employee of the other party.
16. **Miscellaneous.**
 - a. Governing Law. This Agreement will be governed by Delaware law.
 - b. Assignment. Contractor may not assign or delegate any of its rights or obligations set forth in this Agreement without IETF LLC's prior written consent.
 - c. Third Party Beneficiaries. This Agreement is binding and will inure solely to the benefit of the Parties hereto (and to the benefit of the IETF Trust with respect to intellectual property), and their respective successors and permitted assigns. The IETF Trust and the indemnified parties in Section 10 is the only intended third party beneficiary to this Agreement. Other than the IETF Trust and the indemnified parties, nothing in this Agreement will be enforceable by a third party.
 - d. Force Majeure. Performance under this Agreement by either IETF LLC or Contractor may be subject to acts of God (flood, earthquake, tornado, fire, etc.), disasters, civil disorder, strike, declaration(s) of war, war, threats or acts of terrorism, or similar acts, disease, epidemic, pandemic, measures of any governmental authority, US Department of State, World Health Organization, CDC or other governmental or international agency travel advisory, non-availability of food, beverages or other supplies or disruption of transportation, disruption of facilities or other emergencies, or any other cause beyond the Parties' control, which makes it inadvisable, impracticable, illegal or impossible for either Party to perform as originally contracted under this Agreement. In such an event, the affected party is relieved from performance (except for payment obligations) for so long as and to the extent required by the event, whether or not the underlying applicable event is foreseeable at the time of execution of this Agreement,

and may terminate this Agreement for any one or more such events which continues for thirty (30) days or more, without liability or penalty, upon written notice to the other Party. Should such termination occur prior to the performance by Contractor under this Agreement, IETF LLC shall be refunded all deposits made. Should the termination occur during performance under this Agreement, IETF LLC shall be obligated to pay for all goods and services rendered to IETF LLC up to the time of termination, and shall be refunded all deposits remaining after payment for goods and services rendered up to the time of termination within 30 days after written notice of termination. Any deposits to be returned to Contractor shall be refunded to the IETF LLC within 30 days after written notice of termination.

e. Entire Agreement; Amendment. This Agreement, together with any SOWs, constitutes the sole and entire agreement of the Parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings, agreements, representations and warranties, both written and oral, with respect to such subject matter. The Parties may amend this Agreement in a writing signed by both Parties.

f. Counterparts. This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together will be deemed to be one and the same agreement.

g. Notices. All notices, requests, directions, approvals or other communications to be provided hereunder will be in writing and will be deemed to have been sufficiently given (a) upon receipt if delivered in person; or (b) on the date transmitted if by email or facsimile, except legal notices and notices regarding breach, termination and indemnification must be sent by personal delivery, or by email or facsimile with delivery confirmed, by nationally recognized commercial overnight courier with delivery confirmed, or by mail by United States registered or certified mail, return receipt requested. All notices will be sent to the applicable Party at the address(es) set forth below (or as otherwise instructed in writing by such Party);:

If to IETF LLC:

IETF Administration LLC
1000 N. West St, Ste. 1200
Wilmington, DE 19801
Attn: IETF Executive Director
exec-director@ietf.org

If to Brandlogic Corp

Tenet Partners
11 West 42nd Street, 31st Floor
New York, NY 10036
Attention: Alan Posner, CFO & Senior Partner
aposner@tenetpartners.com

[SIGNATURE PAGE FOLLOWS]

Read and agreed to by:

IETF ADMINISTRATION LLC

DocuSigned by:

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By: Jay Daley
Title: IETF Executive Director
Email: exec-director@ietf.org

BRANDLOGIC CORP

DocuSigned by:

58F324DFE8B64CD...

By: Alan Posner
Title: CFO and Senior Partner
Email: aposner@tenetpartners.com

EXHIBIT A
STATEMENT OF WORK #1

This Statement of Work #1 (“**SOW**”) is entered into effective as of this 1st day of December, 2021 (the “**Effective Date**”) by and between Brandlogic Corp (“**Contractor**”) and IETF Administration LLC (“**IETF LLC**”). This SOW is incorporated into, and forms a part of, the Contracted Services Agreement, dated 1 December, 2021 by and between the Parties (the “**Agreement**”). Any term not defined herein will have the meaning ascribed to it in the Agreement. This SOW must be signed by both Parties to be effective.

1. **Description of Services:** Contractor agrees to provide brand definition and development services (collectively, the “**Services**”) to the IETF LLC as set out in the IETF Brand Values RFP, attached hereto. Such Services may include but are not limited to: review, research and interviews, as well as the development and delivery of materials that describe and articulate IETF brand values so they are more easily understood by and appealing to audiences outside the IETF. Contractor may, as part of the Services, be expected to participate in various meetings, and will perform other activities as mutually agreed by Contractor and IETF.

Schedule of Deliverables:

- Hold kickoff workshop by 17 December 2021
- Complete document review, competitive audit and interviews by 24 January 2022
- Deliver and present findings summary by 31 January 2022
- Deliver brand positioning by 18 February 2022
- Deliver messaging matrix and guidelines by 7 March 2022

NOTE RE: OWNERSHIP: Upon payment of the corresponding fees described for each applicable deliverable described in this SOW, IETF Trust will own all right, title and interest in and to all information, materials and other proceeds that Contractor creates related to that deliverable.

2. **Fees:** Total fees for the services covered under this SOW shall be [REDACTED] to be invoiced on the following schedule:

[REDACTED]	[REDACTED]

The Agreement shall dictate the terms of payment and reimbursement for expenses.

3. Term: This SOW shall be effective as of 25 November 2021 and shall remain in effect until 31 March 2022, after which the IETF LLC and Contractor may agree in writing (email to suffice) to extend the term of this SOW for an additional period. In the event the term of this SOW extends beyond the term of the Agreement, the terms and conditions of the Agreement will remain in effect for the benefit of this SOW only.

4. Key Personnel. The following individuals are Key Personnel as described in the Agreement for purposes of the Services described in this SOW:

- Renee Malfi
- Larry Oakner (** Larry Oakner is an approved individual consultant for performance of the Services described in this SOW)

5. Management. Contractor's primary contact at the IETF LLC for this SOW will be: Greg Wood, Director of Operations and Communications. The IETF LLC primary contact will be generally responsible for overseeing Contractor's performance under this SOW and providing related instructions and feedback to the Contractor. Contractor may refer to certain RFC documents published by the IETF Community as a reference and guide to the intended nature of certain Services where relevant, but any instructions, interpretations or directions provided by the IETF LLC primary contact to Contractor shall supersede the content of RFCs and control for purposes of Contractor's performance of the Services under this SOW. While Contractor will work with the IETF LLC primary contact in the ordinary course of the Services, the IETF Executive Director shall at all times have the authority to provide additional instructions, feedback and other direction to Contractor. In the event of a conflict between the direction received from the IETF LLC's primary contact and the IETF Executive Director, Contractor will provide written notice of the conflict and ask for clarification, provided that instructions received from the IETF Executive Director shall supersede those received from any other IETF LLC contacts.

Reporting: Contractor will provide regular reports on a weekly basis regarding the status of the Services, schedule for deliverables and such other information as requested by the IETF LLC primary contact or the IETF Executive Director.

6. Changes in Scope. To the extent the Parties agree to make any changes to the scope of Services described in this SOW, they will also agree in good faith to any appropriate adjustments (if applicable) to the fees set forth in this SOW.

7. Agreement. All of the terms, covenants and conditions set forth in the Agreement are incorporated herein by reference as if the same had been set forth herein in full.

[SIGNATURE PAGE FOLLOWS]

IETF ADMINISTRATION LLC

DocuSigned by:



9C9A1E4C912046C...

By: Jay Daley
Title: IETF Executive Director
Email: exec-director@ietf.org

BRANDLOGIC CORP.

DocuSigned by:



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