

DSF²® LICENSE AGREEMENT

THIS LICENSE AGREEMENT for the DSF² Licensed Service (this "Agreement") is made as of the

«Date» day of «Month», «Year», by and between:

(Licensee) «CompanyName»

a _____, having its principal place of business at:

(Address) «Address»

(City) «City» (State) «State» (ZIP+4) «Z4» ,

and the United States Postal Service (USPS), with offices at 225 N Humphreys Blvd Ste 501, Memphis TN 38188-1001.

LICENSE AGREEMENT Number: 671440—01—DSF²—«LicNum»

In consideration of the grant and mutual covenants set forth herein, the parties agree as set forth below in the Introduction, and with more specificity after the Introduction.

Introduction

USPS has created a confidential and proprietary technology system for validating address information, for providing detailed attributes related to a specific address record, and to arrange delivery addresses into USPS[®] delivery sequence order;

The DSF² technology system, hereinafter referred to by its trademark "DSF²" or the "Product", is based upon the USPS proprietary DPV[®] system technology merged with additional data elements from the USPS proprietary Address Management System, along with the USPS eLOT[®] Product and the USPS Delivery Statistics Product;

Licensee acknowledges that said DSF² technology and any subsequent revisions thereof that may be issued by USPS are and will remain confidential and proprietary property of USPS;

USPS represents that it is the sole owner of copyrights and other proprietary rights in and to such portions of the DSF² technology, and that it will remain the sole owner in subsequent revisions thereof;

Licensee shall use the nonexclusive license granted in this Agreement to provide services based upon the DSF² technology for its own and/or its commercial customers' mailing lists for the sole purpose of processing address lists in the preparation of mail that will be submitted to the USPS for acceptance and delivery;

Licensee shall not use the DSF² technology to artificially compile a list of delivery points not already in Licensee's possession or to create other derivative products based upon information received from or through the DSF² technology; and

Licensee will comply with the most current copy of the Licensee Performance Requirements, Exhibits and Appendices.

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1.0 Definitions

- 1.1 As used in this Agreement, the term DSF² Licensed Service or DSF² technology means,
- 1.1.1 the Product previously described within this License Agreement, which is more fully described in Licensee Performance Requirements provided by USPS;
- 1.1.2 any materials, know-how, source code, and technical information that USPS provides to Licensee in written or oral form for use in connection with the Product; and
- 1.1.3 all whole or partial copies on any media, adaptations, modifications, Improvements (as defined in paragraph 3.3.1-3 of this Agreement), translations, derivative works, compilations, partial copies within modification, merges with other materials from whatever source, and updated works based on the foregoing that are provided by USPS or are created by Licensee in accordance with this Agreement.
- Collectively, the above may also be referred to as the “Licensed Materials”.
- 1.2 The term “address attributes” shall refer to the data elements derived through the use of the individual tables (reference Exhibit I in the License Performance Requirements) supplied by USPS to Licensee to perform DSF² processing.

2.0 Sole Purpose and Scope

- 2.1 The sole purpose and scope of this License is limited to providing Licensee with access to Licensed Materials for use by Licensee on its computer system to process address lists for address hygiene, address attribute assignment, and address sequencing services on behalf of either Licensee or Licensee’s customers in preparation of submitting mailpieces to the United States Postal Service® for delivery.
- 2.2 Licensee may not use and may not permit any of Licensee’s customers to use information obtained or derived from the DSF² system for any purpose inconsistent with this Agreement, including but not limited to creating or maintaining any derivative products that incorporate data obtained from use of DSF² Licensed Materials in either whole or in part for the benefit of Licensee or its customers.
- 2.2.1 No proprietary Licensee address list(s) or service products or other system of records that contain(s) address attributes updated through DSF² processing shall be rented, sold, distributed, or otherwise provided in whole or in part for any purpose containing address attributes derived from DSF² processing.
- 2.2.2 Where Licensee or Licensee’s customer already possesses the same address attributes that are contained within the DSF² data, such attributes must be identified to USPS prior to any update derived from DSF² technology. Failure to provide prior notice to USPS of Licensee’s or Licensee’s customer’s possession of pre-existing data elements shall be deemed a concession by Licensee and/or Licensee’s customer that said address attribute data elements were derived solely from processing using the DSF² technology and therefore subject to the terms and conditions of this Agreement.
- 2.3 Neither Licensee nor any of Licensee’s customers may use any data derived directly or indirectly from the use of the DSF² Licensed Materials in any data system, product, or technology except specifically for preparing mail that will be delivered by the United States Postal Service.

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- 2.4 Neither Licensee nor any of Licensee's customers may use the DSF² technology to artificially generate address records not already within the possession of Licensee or Licensee's customers.

3.0 Grant of Rights

- 3.1 USPS hereby grants to Licensee a non-exclusive, single use, non-transferable license (the "License") for the period of one year to use DSF² only during the term of and in accordance with this Agreement for the purpose and solely within the scope stated above. The license under this Agreement does not include any express or implied right to use, display, reproduce, distribute or sublicense, disassemble, or reverse compile DSF² except within the limited scope expressly defined in this Agreement. Licensee may
- 3.1.1 Use DSF² in the computer (or computers, upon the prior written approval of USPS and the payment of such additional fees required pursuant to paragraph 8.2 of this Agreement) for which it was acquired, including use at any installation to which the computer(s) may be transferred, provided Licensee obtains USPS' express written approval prior to such transfer;
- 3.1.2 Use DSF² in a backup computer if any computer for which it was acquired is inoperative. Notwithstanding the foregoing, Licensee may not use or copy DSF² for use in any parallel, "hot backup" or similar computer maintained for backup purposes by Licensee or any third party without the express, prior written approval of USPS;
- 3.1.3 Use DSF² in or transfer to a replacement computer, provided that Licensee obtains USPS' express written approval prior to such transfer.
- 3.2 Licensee may only make copies of the DSF² file as authorized and provided for within the Licensee Performance Requirements under this Agreement.
- 3.3 Licensee may not market separate or stand-alone products derived from the DSF² technology or data without prior written permission of USPS.
- 3.3.1 Neither Licensee, nor any person acting for Licensee, may jointly or individually make any invention, improvement, or enhancement ("Improvement"), whether patentable or unpatentable, on or relating to DSF² or any portion thereof without the prior written approval of USPS, which USPS may withhold in its sole discretion.
- 3.3.2 Licensee may not modify the DSF² technology except to the extent necessary to fit in the data processing environment of Licensee. Licensee may not market or otherwise use DSF² technology outside of the scope of the License granted by this Agreement, whether alone or in conjunction with said Improvement, without the specific written approval of USPS, which USPS may withhold in its sole discretion.
- 3.3.3 Licensee shall forfeit to USPS all rights in any Improvements that Licensee fails to report to USPS and/or upon which USPS has not granted prior approval.
- 3.4 In the case where Licensee provides DSF² services to itself or its customer(s), Licensee shall cause the resulting business arrangement to constitute a binding agreement to adhere to the requirements of this Agreement by both Licensee and all subsequent customers. Without limiting the generality of the foregoing, Licensee shall enter into written agreements with its customers to ensure that all obligations of Licensee's customers referred to in this Agreement shall be binding upon Licensee's customers and inure to the benefit of USPS. Upon request of USPS, Licensee shall provide copies of such agreements to USPS.
- 3.5 Licensee may not use DSF² Licensed Materials provided or obtained under this License for any purpose other than the fulfillment of requirements under this License.

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4.0 DSF² Service Use and Performance Standards

- 4.1 USPS is making the DSF² Licensed Materials available for the express purpose of facilitating access to the data contained within the Licensed Materials by the mailing public. USPS has determined that significant public interest exists in the offering of a commercial DSF² service. Accordingly, Licensee shall be required to routinely offer DSF² services to the public without discrimination. Licensee may charge customers a reasonable fee for provision of DSF² services.
- 4.2 To ensure that Licensee's use of the Licensed Materials is primarily for fulfilling commercial processing services, Licensee use of the DSF² Licensed Materials for its own (including any subsidiary or affiliate) account shall not exceed 49% of Licensee's total use of the DSF² Licensed Materials. Processing percentages shall be determined by statistics submitted to USPS by Licensee in accordance with the Licensee Performance Requirements.
- 4.3 USPS shall annually establish minimum public volume processing requirements for Licensee. These requirements will vary from year to year based on the needs and expectations of USPS and will be issued via updates of the Licensee Performance Requirements. Failure to meet these requirements may result in suspension or termination of the License.

5.0 Conformance with DSF² License Performance Requirements

- 5.1 USPS reserves the right to make any and all changes within the Licensed Materials as it deems necessary in the design, function, reporting requirements, or other components established within the DSF² Licensee Performance Requirements or the DSF² Interface Developers Guide. Licensee shall, in fulfilling its obligation under this License:
- 5.1.1 Adhere to all requirements as published within the most current copy of the DSF² Licensee Performance Requirements. The most current copy shall be that copy maintained by USPS upon its designated web site and available for Licensee's access. Under no circumstance shall USPS be responsible for Licensee's failure to possess the most current copy of the DSF² Licensee Performance Requirements.
- 5.1.2 Licensee's failure to possess the most current copy of the Licensee Performance Requirements shall not constitute justification for Licensee's failure to meet requirements as specified where the Licensee Performance Requirements were made available under the terms of this Agreement.

6.0 DSF² Licensee Selection and License Award Criteria

- 6.1 Each applicant for a DSF² license will be evaluated according to the selection terms specified within the Licensee Performance Requirements. Applicants seeking a DSF² license must submit a proposal as defined in the Licensee Certification Package.
- 6.2 USPS will make the final determination as to whether an applicant's proposal is acceptable or unacceptable based solely upon the proposal submitted. USPS is not responsible for incomplete or inadequate proposals. USPS shall not be responsible for soliciting additional input from applicants in explanation of the applicant's proposal. Applicants are advised to submit proposals that are fully and clearly acceptable without need for additional explanation or information.
- 6.3 Applicant proposals for DSF² licenses will be evaluated on a first-come first-served basis. Applicant proposals that are returned by USPS will be considered closed and any resubmission of a proposal by the applicant will be treated as a newly received proposal.

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- 6.4 USPS, in protecting and preserving the value and integrity of the DSF² service, reserves the right to award DSF² licenses on a non-exclusive basis to as many applicants as are determined to be in the best interest of the United States Postal Service.

7.0 Term of Agreement

The term of this Agreement shall be for one (1) year starting from October 1 of each year, plus any extensions made pursuant to this paragraph 7.0. Each year Licensee shall have the option to extend the term of this Agreement for an additional year by payment to USPS of the required annual licensing fee (See PAYMENT) no less than thirty (30) days prior to the expiration of the Agreement.

8.0 Payments

- 8.1 In consideration for the use of DSF Licensed Materials on only one computer or system platform, Licensee shall pay USPS within ten (10) calendar days of the execution of this Agreement, a prorated License fee in the amount of One Hundred Twenty-Three Thousand Dollars (\$123,000.00) for the initial year of this Agreement. After the initial year, the yearly payment and method of payment will be determined by USPS taking into consideration, among other things, the number of licensees, the estimated operating costs and overhead in the subsequent year, and a portion of the remaining development costs. Yearly payments shall be made to USPS no later than thirty (30) calendar days prior to the expiration of the existing Agreement.
- 8.2 Licensee may provide this service via multiple locations or upon multiple computer system platforms at an additional annual fee of Sixty-One Thousand Five Hundred Dollars (\$61,500.00) per additional computer or system platform.

9.0 Termination and Suspension

- 9.1 Notice, Cure, Breach Termination
- 9.1.1 Licensee must immediately cease, or be forced to cease, all use of the Licensed Materials if Licensee does not properly execute, comply with, and maintain as current all fees under this Agreement required for Licensee to exercise the rights to use the Licensed Materials.
- 9.1.2 If Licensee breaches any material term or provision of this Agreement and fails to cure the breach within ten (10) calendar days after the written notice is issued by USPS identifying the breach (or such longer period of time as set by USPS in said notice), this Agreement will automatically terminate.
- 9.1.3 If Licensee fails to make any payment required by this Agreement or fails to comply with any other terms of this Agreement, other than a material breach under the preceding subsection, and does not cure such failure within thirty (30) calendar days after the written notice is issued by USPS, this Agreement will automatically terminate.
- 9.1.4 USPS, solely in its own sole discretion, may extend the deadlines set forth above. To be valid, any such extension must be in a writing signed by an appropriate USPS official.
- 9.1.5 If the Licensee at any time during the term of this Agreement fails to comply with any of the terms or conditions of this Agreement, USPS may, solely at its own discretion, suspend Licensee's right to use the Licensed Materials or any USPS trademarks by sending Licensee a notice of suspension. Upon receiving notification of the suspension, Licensee shall cease the activities specified by USPS until authorized in writing by USPS that the

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activities may be resumed. USPS shall not be obligated to continue to provide the Licensed Materials to Licensee nor shall USPS be obligated to reimburse any fees for use of the Licensed Materials upon issuance of a notice of suspension or termination.

- 9.1.6 No Waiver. USPS is under no obligation to terminate or suspend this Agreement, and its failure to do so will not be deemed a waiver of its right to do so even in the event of a breach or default by Licensee. USPS's termination and suspension rights herein are in addition to all other rights that USPS may have against Licensee. Resort by USPS to any remedies referred to in this Agreement shall not be construed as a waiver by USPS of its right to resort to any and all other legal and equitable remedies available to USPS.
- 9.2 This Agreement terminates immediately and automatically if Licensee: (i) is dissolved or liquidated or takes any corporate action for such purpose; (ii) becomes insolvent or is generally unable to pay its debts as they become due; (iii) becomes the subject of any voluntary or involuntary bankruptcy proceeding under any domestic or foreign bankruptcy or insolvency law; (iv) makes or seeks to make a general assignment for the benefit of its creditors; or (v) applies for, or consents to, the appointment of a trustee, receiver, or custodian for a substantial part of its property. Licensee will provide USPS with written notice of the occurrence of any of the foregoing within five (5) business days of the occurrence.
- 9.3 In the event USPS elects to discontinue licensing the DSF2, either in its entirety or for a specific platform, USPS shall provide written notice to Licensee at least one (1) year before the discontinuation date ("USPS Discontinuation Date"). Licensee must immediately notify its customers, if any, of the USPS Discontinuation Date. In the event the USPS Discontinuation Date occurs after the end of the current Term, this Agreement will automatically continue for a partial Renewal Term that ends on the USPS Discontinuation Date provided that Licensee pays USPS the pro-rated License Fee based for the partial Renewal Term in accordance with this Agreement. Licensee may elect to terminate this agreement prior to the USPS Discontinuation Date by providing USPS with thirty (30) days written notice as set forth, above.
- 9.4 Notwithstanding other provisions of this Section 9, USPS and Licensee understand and agree that this Agreement is subject to any legislation that might be enacted by the Congress of the United States or any orders or regulations that might be promulgated by any agency, branch, or independent establishment of the United States Government. USPS and Licensee further acknowledge and agree that this Agreement in no way waives USPS's authority to act in its sovereign capacity, and that, pursuant to the sovereign acts doctrine, USPS shall not be held liable for any acts performed in its sovereign capacity, or for any acts performed by any branch, agency, or independent establishment of the United States in their sovereign capacities that may directly or indirectly affect the terms of this Agreement. In the event either USPS or Licensee is required by legislation enacted by the Congress of the United States or any orders or regulations that might be promulgated by any branch, agency, or independent establishment of the United States Government to terminate, or otherwise as a result of such action is unable to perform its obligations under this Agreement, either Party may give notice of termination, which termination (notwithstanding other provisions of this Section 9) will be effective immediately or the effective date of such requirement, whichever is later. The parties agree that in the event that this Agreement is terminated as set forth in the preceding two sentences, or in the event that USPS or Licensee is enjoined from proceeding with this Agreement by any court of competent jurisdiction, such party will not be subject to any liability by reason of such termination or injunction. To the extent that USPS terminates this Agreement on the basis of such legislation, order, or regulation promulgated by any agency, branch, or independent establishment of the United States Government, USPS will not be subject to any liability by reason of such termination.
- 9.5 Notwithstanding the Term of the Agreement established herein, either party may terminate this Agreement upon sixty (60) days written notice to the other party. In the event Licensee cancels this Agreement, USPS will retain all fees paid to USPS under this Agreement.

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- 9.6 USPS shall incur no liability for any reason due to the termination of this Agreement.
- 9.7 In the event that the termination effective date does not correspond with the expiration of the Term of this Agreement, USPS shall allow the continued use of the Licensed Materials through the termination date. Licensee shall pay all license fees set forth in this Agreement on a pro-rated basis for the time period between the end of the term of the current Agreement and the termination date specified by USPS in the event the termination date extends beyond the Term.
- 9.8 Upon receipt of any written notice of termination from USPS, Licensee shall immediately notify its customers of the termination date and modify its DSF² system to reflect that its use of the Licensed Materials will expire upon the termination date.
- 9.9 Licensee shall, upon termination, immediately: (i) cease advertising, selling, and filling orders for any services relating to the Licensed Materials; (ii) refund moneys it received for orders not yet filled as of the termination date within fifteen (15) business days of the termination date; (iii) cease all development, testing, or other use of the Licensed Materials; (iv) destroy or deliver to USPS the Licensed Materials along with all whole or partial copies of the Licensed Materials; and (v) deliver to USPS a notarized statement signed by an officer of Licensee confirming return and/or destruction of the Licensed Materials.
- 9.10 No waiver of any provision(s) of this Agreement by either party will constitute a continuing waiver of the provision(s) nor will it constitute a waiver of any other provision.
- 9.11 Each of the above notices will be deemed effective immediately on issuance, without any judicial or court action or other action by USPS.

10.0 Limitation of Liability

- 10.1 OTHER THAN AS SPECIFICALLY SET FORTH IN THIS AGREEMENT, USPS MAKES NO REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, AS TO MERCHANTABILITY, FITNESS FOR ANY PARTICULAR PURPOSE OR OTHERWISE WITH RESPECT TO DSF², NOR SHALL USPS BE LIABLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES EVEN IF IT HAS BEEN OR IS HEREAFTER ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. USPS SHALL NOT BE LIABLE FOR ANY DESIGN, PERFORMANCE, OR OTHER FAULT OR INADEQUACY OF DSF², OR FOR DAMAGES OF ANY KIND ARISING OUT OF OR IN ANY WAY RELATED TO OR CONNECTED WITH SUCH FAULT OR INADEQUACY. IN NO EVENT SHALL USPS' LIABILITY TO LICENSEE UNDER THIS AGREEMENT, IF ANY, EXCEED THE PRO RATA PORTION OF THE ANNUAL LICENSE FEE BASED ON THE EFFECTIVE DATE OF CANCELLATION WITHIN THIRTY (30) CALENDAR DAYS OF THE DATE OF CANCELLATION.

11.0 Indemnity

- 11.1 Licensee agrees to hold harmless, defend, and indemnify USPS for infringement of any U.S. patent, copyright, trademark, or service mark arising out of Licensee's modification to or development of materials and interfaces for use with DSF² under this Agreement. In addition, Licensee agrees to hold harmless, defend, and indemnify USPS and its officers, agents, representatives, and employees from all claims, losses, damage, actions, causes of action, expenses, and/or liability resulting from, brought for, or on account of any injury or damage received or sustained by any person, persons, or property growing out of, occurring, or attributable to any work performed under or related to this License, resulting in whole or in part from any breach of this Agreement or from the negligence or intentional

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misconduct, including any unauthorized disclosure or misuse of the Licensed Materials, by Licensee, or any employee, agent, or representative of Licensee.

12.0 Product Changes

- 12.1 USPS reserves the right to make any changes, modifications, or enhancements (“Product Changes”) to DSF² it deems necessary during the term of this Agreement.
- 12.2 Licensee is required to include all Product Changes in its services to commercial customers within thirty (30) calendar days of receipt of such Product Changes from USPS, unless otherwise specified by USPS.

Licensee must utilize the most current copy of the DSF² Licensee Performance Requirements. Updates to these documents may be published annually and may be mailed to Licensee at the address of record at USPS's sole discretion. In addition, USPS will make available a full copy of the DSF² Licensee Performance Requirements upon its designated web site for Licensee's access. Under no circumstances shall USPS be responsible for Licensee's failure to possess the most current copy the DSF² Licensee Performance Requirements.

13.0 Confidentiality of the Product and Customer Address Information

- 13.1 DSF² is confidential and proprietary to USPS and shall remain the property of USPS. Nothing contained in this Agreement shall give Licensee any right, title, or interest in or to DSF² except as a Licensee under the terms of this Agreement.
- 13.2 Licensee agrees to hold all information concerning DSF² in trust, to disclose said information only in accordance with the provisions of this Agreement, to take all reasonable steps (including at a minimum, but not limited to, those steps necessary to comply with paragraphs 13.4 and 22.0 of this Agreement) to safeguard the confidentiality of DSF² and any or all parts thereof and to prevent unauthorized disclosure thereof by Licensee's employees, agents, representatives, and customers.
- 13.3 Unauthorized disclosure includes using DSF² for artificially creating address lists; providing DSF² or any portion thereof to any third party for any purpose or under any conditions except as expressly authorized by this Agreement; or any other use of DSF² and/or the provided source code that is not specifically authorized by this Agreement.
- 13.4 At all times, the Licensee must maintain (a) appropriate security controls to restrict access to the hardware, software (including the server and workstations), and data used in connection with the service or process and to ensure a secure environment for maintaining that hardware, software, and data, (b) personnel and management policies sufficient to provide reasonable assurance of the trustworthiness and competence of its employees and the satisfactory performance of their duties and in accordance with all applicable laws, rules, and regulations, and (c) appropriate computer and network security controls, including the use of reasonable security procedures that are sufficient to ensure that documents, notices, and other information specified in this Agreement that are electronically created, communicated, processed, stored, retained, or retrieved are authentic, accurate, reliable, complete, and confidential, and that business records and data are protected from improper access.
- 13.5 Licensee must adopt and maintain all physical and electronic security measures identified within the DSF² Licensee Performance Requirements or otherwise provided by USPS, including, but not limited to, security measures to detect cases where names and address records have been artificially generated for the apparent purpose of creating a list of new addresses.
- 13.6 The DSF² Licensed Service processing requires the potential Licensee to have access to information (i.e. addresses and return addresses) that appear on mailpieces. To ensure

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the confidentiality of this address information, except as specifically permitted by the USPS, no supplier or subcontractor, and no employee or former employee of any supplier or subcontractor may, at any time, during or after the period of this license, disclose to any third party any address information obtained in the performance of this license. This license does not give the supplier proprietary interest in any address information, and the supplier's right to have, use, and disclose address information is restricted by the license. The Licensee agrees to control and restrict access to address information to persons who need it to perform work under this license and prohibit the unauthorized reproduction of this information.

14.0 Compliance Audits

- 14.0 USPS may, in its sole discretion and upon reasonable notice, inspect and audit Licensee's use of the Licensed Materials at any time during the Term and for three (3) years following the expiration or termination of this Agreement. In conducting such inspection and audit, USPS shall only examine information directly related to Licensee's use of the Licensed Materials to confirm Licensee's compliance with the terms of this Agreement.

15.0 Proprietary Notice and Intellectual Property Representations

- 15.1 All copies of materials referencing the DSF² service or data elements derived from the DSF² service produced by Licensee shall have a notice identifying the same as the confidential and proprietary property of USPS.
- 15.2 No foreign government, foreign corporation, competitor of the United States Postal Service (including any parent, subsidiary or affiliate of such competitor), or any other entity, foreign or domestic, shall be admitted to any share of part of this Agreement or to any benefit that may arise therefrom without the express written approval of USPS or when USPS determines that such admission, share or benefit will not serve the best interest of the United States Postal Service.
- 15.3 USPS represents and Licensee agrees and acknowledges and will not contest that USPS is the sole owner of all rights, title, and interest in the intellectual property rights and any other rights in DSF² Product.
- 15.4 Licensee agrees and acknowledges and will not contest that USPS owns all rights, title, and interest in the trademark DFS2 and that it will use this mark only within the scope of Section 17 below and as a trademark in reference to the USPS DSF² product and services as appropriate. Licensee acknowledges and agrees that in any event should Licensee use any trademarks owned by USPS, such use will inure solely to the benefit of USPS; that all goodwill and reputation in the USPS marks belongs to USPS and will continue to belong to it; and that Licensee will not, at any time, acquire any ownership rights in the USPS marks by virtue of any use it may make of the USPS marks.

16.0 Advertising

- 16.1 In order to ensure the widest access possible by mailers to the services available from DSF² processing, Licensee shall publicly advertise at its own expense its commercial DSF² processing services. Said advertising of DSF² commercial services by Licensee shall occur no less than twice per year via a media outlet recognized as routinely servicing the mailing services industry.
- 16.2 Licensee may advertise DSF² matching services only as follows:
- a. The legend "Non-exclusive Licensee of the United States Postal Service" shall appear once and not more than once in each advertisement.

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- b. Licensee shall not suggest by any business or trade name any association with the USPS or the United States Government.
- c. Licensee shall not employ in its advertising or marketing activities any language, conduct, mode of dress, or other representation or sales technique from which a prospective purchaser might infer that Licensee or its agent is an employee or representative of the USPS or the United States Government.
- d. All Licensee advertising shall clearly and conspicuously state that the price at which their services are being offered by Licensee is not established, controlled, or approved by the USPS or the United States Government.

17.0 License to Trademark DSF²

- 17.1 USPS hereby grants a license to Licensee to use the mark DSF² strictly to reference the Licensed Materials, including the DSF² Licensed Service and Product, in accordance with USPS' prior approval and USPS' standards.

18.0 Approval Of Advertising And Method Of Sale

- 18.1 In order to assure that prospective purchasers are not misled by any aspect of the advertising or method of sale of DSF² services, and to specifically assure that the relationship between Licensee and USPS is correctly represented, USPS shall have the right to review all Licensee's proposed methods of sale and proposed advertising.
 - 18.1.1 For the purposes of this paragraph, advertising means Licensee's public disclosures concerning DSF², including but not limited to proposed copy for news releases, radio, Internet, television, magazine and newspaper advertisements, email, telephone, and direct mail solicitations.
- 18.2 Licensee shall not publish or distribute any advertising or engage in any method of sale that has not been approved by USPS. The granting or withholding of approval shall be at the sole discretion of USPS.
- 18.3 USPS shall within twenty (20) business days of receipt of proposed advertising or a proposed method of sale, approve it in writing or provide a written statement of the reasons for disapproval and, at its discretion, a statement of the changes necessary for approval. USPS failure to respond within twenty (20) business days shall be deemed disapproval of a proposed advertisement or method of sale.
- 18.4 USPS reserves the right to require Licensee to immediately withdraw and/or modify any advertising material bearing reference to DSF² Licensed Materials that have not previously been reviewed or approved by USPS. USPS shall not be liable for any Licensee costs to perform said withdrawal and/or modification.

19.0 Compliance with CASS™ Certifications And Periodic Verification Of DSF² Matching Capability

- 19.1 Licensee shall maintain current CASS certification for ZIP + 4[®] Coding and Delivery Point Coding. To meet this requirement Licensee must be re-certified for DSF² at each CASS cycle or as specified by USPS.
- 19.2 This required test shall be performed in conjunction with the CASS certification. In addition to the CASS certification, USPS shall have the right to test the accuracy of the

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DSF² process at any time without advance notice.

- 19.3 Failure to meet the standards established by the CASS certification process or for DSF² processing as defined within the Licensee Performance Requirements may result in suspension or termination of this License.

20.0 Notices

- 20.1 Any notice to be given under this Agreement shall be given in writing at the address of each party set forth in this Agreement, or to such other address a either party may designate by written notice to the other.

21.0 Jurisdiction and Venue

- 21.1 This Agreement will be interpreted under U.S. federal law, and, if none is applicable, under the law of the State of New York as interpreted by U.S. Court of Appeals for the Second Circuit, without regard to its choice of law or conflicts of law principles.

- 21.2 The parties acknowledge and agree that any action taken with respect to this Agreement will be brought in a federal court located in Washington, the District of Columbia. Licensee irrevocably (i) submits to the exclusive personal jurisdiction of such court in Washington, the District of Columbia; (ii) waives any objection that it may have at any time to the laying of venue of any proceedings brought in such court; (iii) waives any claim that such proceedings have been brought in an inconvenient forum; and (iv) further waives the right to object, with respect to such proceedings, that such court does not have personal jurisdiction over Licensee.

22.0 Title 39 Compliance

- 22.1 The address information within the DSF² Licensed Materials is covered under 39 USC 412. Accordingly, Licensee shall take all steps necessary to secure the DSF² Licensed Materials in a manner that fully complies with Section 412 constraints prohibiting the disclosure of address lists.
- 22.2 Licensee shall ensure that neither Licensee nor Licensee's customers are using the DSF² Licensed Materials for the purpose of creating mailing lists. Licensee must adopt at a minimum all security measures as identified within the Licensee Performance Requirements to detect cases where address records have been artificially generated and presented to the DSF² service for the apparent purpose of creating a mailing list.

23.0 Entire Agreement

- 23.1 This Agreement constitutes the entire Agreement between USPS and Licensee concerning the subject matter thereof and supersedes all previous agreements and understandings. This Agreement may not be altered, amended, or modified except by a written instrument signed by authorized representatives of USPS and Licensee.

24.0 Non-Transferable

- 24.1 Except as specifically set forth in the license grant and without the prior written consent of USPS, Licensee will not assign or otherwise transfer any of its rights, or delegate or otherwise transfer any of its obligations or performance, in whole or in part, under this Agreement, in each case whether voluntarily, involuntarily, by operation of law, or otherwise, and without limiting its generality, any merger, consolidation, or reorganization

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involving Licensee (regardless of whether licensee is a surviving or disappearing entity) will be deemed to be a transfer of rights, obligations, or performance under this Agreement that are prohibited by this Agreement. Any purported assignment, delegation, or transfer in violation of this Agreement is void. This Agreement is binding upon and inures to the benefit of the parties hereto.

25.0 Competitive Restriction

25.1 No delivery-services competitor (including any parent, subsidiary or affiliate of such competitor) of the USPS, including any domestic or foreign corporation that provides delivery services, any foreign postal administration or any foreign government agency that provides delivery services, or any domestic subsidiaries of any foreign corporation, foreign postal administration, or foreign government that provides delivery services may be a licensee under this Agreement. In addition, no licensee under this Agreement may permit any delivery-services competitor (including any parent, subsidiary, or affiliate of such competitor) of the USPS, including any domestic or foreign corporation, any domestic subsidiaries of any foreign corporation or foreign postal administration, or any foreign government to become a sublicensee or subcontractor or affiliate in conjunction with the fulfillment of this License.

26.0 Furnishing of DSF² Licensed Materials

26.1 All Licensed Materials associated with DSF² will be furnished directly to Licensee at Licensee's address as set forth in this Agreement, unless Licensee specifies another address in writing. Licensed Materials shall be updated on a frequency defined with the Licensee Performance Requirements. Licensee shall be prepared to accept all updates of the Licensed Materials via electronic file transfer that shall be made available at the discretion of USPS.

27.0 Liquidated Damages/Equitable Relief

27.1 Due to the sensitive nature of the confidential and proprietary information contained in the Licensed Materials, Licensee acknowledges that unauthorized use and/or disclosure of Licensed Materials will irreparably harm USPS' rights to control its intellectual property. Accordingly, Licensee (i) agrees to reimburse USPS for any unauthorized use and/or disclosure at a rate of treble (3 times) the current annual fee charged to Licensee under this Agreement or treble the average total revenue Licensee obtained through its use of the Licensed Materials, whichever amount is greater, and (ii) consents to such injunctive or other equitable relief as a court of competent jurisdiction may deem proper.

27.2 Upon the assessment of a penalty under this Agreement, Licensee shall forfeit all rights provided under this Agreement and shall be prohibited from reacquisition of a license for a period of not less than 5 years.

28.0 Survival Obligations

28.1 Notwithstanding the expiration or termination of this Agreement, the obligations set forth in paragraphs 1, 2, 3.3.1, 3.3.3, 3.5, 9, 10, 11, 13, 14, 15, and 21, 22, 24, and 27 shall survive such expiration or termination.

DSF²® LICENSE AGREEMENT

IN WITNESS WHEREOF, the parties have executed this Agreement effective as of the date first written above:

LICENSEE:

BY: _____

NAME: _____

TITLE: _____

DATE: _____

UNITED STATES POSTAL SERVICE

BY: _____

NAME: James D. Wilson

TITLE: Director, Addressing & Geospatial Technology

DATE: _____

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FOR DISPLAY ONLY