

United States Postal Service® Population Mobility Trends Data License Agreement

This License Agreement ("**Agreement**") is between YOU, the LICENSEE as designated on the signature page of this agreement and on your USPS Population Mobility Trends ("PMT") Order Form submission ("**LICENSEE**", "**Licensee**", or "**YOU**") and the United States Postal Service, an independent establishment of the executive branch of the Government of the United States, with its headquarters located at 475 L'Enfant Plaza, S.W., Washington, DC 20260 ("**LICENSOR**", "**Licensor**", or "**USPS**"). LICENSOR and LICENSEE may be referred to herein collectively as the "**Parties**" or individually as a "**Party**."

THIS AGREEMENT, TOGETHER WITH ALL EXHIBITS, APPENDICES, SCHEDULES, AND ANY OTHER ATTACHMENTS IDENTIFIED HEREIN, THE PMT ORDER FORM, AND THE ELECTRONIC PRODUCT FULFILLMENT (EPF) WEB ACCESS REQUEST FORM, CONSTITUTES THE COMPLETE AGREEMENT BETWEEN YOU AND USPS. BY SIGNING AND RETURNING THIS DATA LICENSE AGREEMENT AND THE PMT ORDER FORM, YOU INDICATE YOUR AGREEMENT TO THE TERMS OF THIS AGREEMENT. IF YOU DO NOT AGREE TO THE TERMS OF THIS AGREEMENT, DO NOT SIGN AND RETURN THIS AGREEMENT OR THE PMT ORDER FORM.

WHEREAS, Licensor in the ordinary course of its business obtains and produces **data, all of which is confidential and proprietary, on a monthly basis related to Population Mobility Trends ("PMT")** collected in the prior month, including any updates thereto, the descriptions of, specifications for, samples of, and operative web-based links for, such data being provided in **Exhibit A, Population Mobility Trends (PMT) Database Descriptions and Samples**, and such data is the "**Data**" in this Agreement; and

WHEREAS, Licensor desires to license the Data and Database to Licensee, and Licensee desires to license the Data and Database from Licensor, subject to the terms and conditions of this Agreement.

NOW, THEREFORE, in consideration of the mutual covenants, terms, and conditions set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Grant of License. Subject to and conditioned on LICENSEE's payment of the Fee and compliance with all terms and conditions of this Agreement, LICENSOR hereby grants to LICENSEE a non-exclusive, non-sublicensable, and non-transferable license during the Term to use the Data and USPS database (the "**Database**" or "**USPS PMT Database**", defined as the file downloaded by YOU from the LICENSOR'S Electronic Product Fulfillment ("EPF") portal which contains a dataset or compilation of the Data) and any other data relating to PMT, as identified in the PMT Order Form ("**Order**").

Form”, a copy of which is attached hereto as **Exhibit B, Population Mobility Trends (PMT) Order Form**, and defined and described in Exhibit A (“**USPS PMT Database**”), all such data within the database and datasets generically deemed “**Data**” for purposes of this Agreement, for use and incorporation into Licensee’s technology, software, service, platform, and/or product described in **Exhibit D, Population Mobility Trends Tiers of Access and Usage** (the “**Permitted Use**” or “**Use**”). “**Permitted Use**” or “**Use**” means that the Licensee may use, copy, modify and distribute the Database and may use, copy, modify, and distribute the Data in connection with the Permitted Use. The license to the Database and Data is **not** sub-licensable; provided however, that if YOU purchase the Enterprise version of the license, YOU may share the Database and Data with subsidiaries that are at least majority-owned and listed by YOU on **Exhibit C, List Of Subsidiaries and Parent Companies**. No derivative works of the Database or Data are allowed. Licensee may add products as a Permitted Use upon mutual agreement during the Agreement Term and based upon a mutually agreed price. The Data and Database are licensed to YOU, not sold. The Data and Database contain information and data which is proprietary and confidential to the Licensor or others. YOU understand and acknowledge that the Database is copyrighted, and YOU will not delete or obscure any copyright notices contained therein or attached thereto.

2. Data Tiers of Access and Usage. LICENSEE shall have access to the Data and Database as described in Exhibit D, Population Mobility Trends Tiers of Access and Usage, and in the PMT Order Form. LICENSEE shall indicate on the PMT Order Form which product (“PMT Version”) from Exhibit D it is purchasing.
3. Data Use Restrictions. LICENSEE shall use the Database and Data for the Permitted Use only and shall not disclose, release, distribute, or deliver the Database or Data, any portion of the Data or Database, or any other information derived from the Data or Database to any third party without LICENSOR's prior written consent. For the avoidance of doubt, LICENSEE may incorporate the Data into the products or services listed in Exhibit B (PMT Order Form), as allowed by Exhibit D (Population Mobility Trends Tiers of Access and Usage), but no Data either in whole or in part may be transferred or sold by LICENSEE. Any purpose or use not specifically authorized herein is prohibited, unless otherwise agreed to in writing by LICENSOR. Without limiting the foregoing and except as otherwise expressly set forth in Section 1, LICENSEE shall not at any time, directly or indirectly: (i) permit non-parties to this Agreement to copy, modify, distribute, or display the Data or Database, any portion of the Data or Database, or any other information derived from the Data or Database; (ii) rent, lease, lend, sell, sublicense, assign, distribute, publish, transfer, or otherwise make available the Data or Database; (iii) reverse engineer, disassemble, decompile, decode, adapt, or otherwise attempt to derive or gain access to the source of the Data or methods used to compile the Data, in whole or in part; (iv) remove any proprietary notices included within the Database or Data; (v) publish, distribute, or display any compilation

or directory of the Data or, based upon information derived from the Data, create a new database; (vi) use LICENSOR's trademarks, trade names, service marks, logos, or other distinctive brand features; (vii) use the Data in a manner that disparages or negatively affects the USPS; or (viii) use the Data in any manner or for any purpose that infringes, misappropriates, or otherwise violates any intellectual property right or other right of any person, or that violates any applicable law.

4. Reservation of Rights in Data. LICENSOR reserves all rights not expressly granted to LICENSEE in this Agreement. Except for the limited rights and licenses expressly granted under this Agreement, nothing in this Agreement grants, by implication, waiver, estoppel, or otherwise, to LICENSEE or any third party any intellectual property rights or other right, title, or interest in or to the Data and Database. The Data and Database is licensed not sold.
5. Promotion Restrictions. Neither Party will make any public announcement regarding this Agreement, without the written consent of the other Party. Licensee will not promote or publicize the fact that it utilizes data derived from Licensor for the Permitted Use and will not use any of Licensor's trademarks, copyrights, logos, or other intellectual property in connection with the Permitted Use without the written consent of Licensor.
6. Intellectual Property Ownership. LICENSEE acknowledges that, as between LICENSEE and LICENSOR, LICENSOR owns all right, title, and interest, including all intellectual property rights, in and to the Data and Database. Licensor owns all right, title, and interest to the intellectual property rights, including all copyrights and trade secrets, in the Data and Database and any other proprietary material or interest provided to Licensee. Providing to Licensee the compilation of data referred to herein as the Database does not transfer any right, title, or interest to Licensee other than the license to use the Data and Database strictly according to the terms specified in this Agreement. Manipulation, repackaging, recompilation, or the like of the data comprising the Data may create derivative compilations and Licensee agrees Licensor owns and will own all right, title, and interest, including all copyrights, in any and all derivative compilations created by Licensee, its users and sublicensees, or any other entity who accesses the Data or Database directly or indirectly through Licensee or any user or sublicensee, whether permitted under this Agreement or not. Licensee hereby assigns all right, title, and interest, including all copyrights, that it might have, if any, in such derivative compilations, whether they originate at Licensee, a user, a sublicensee, or another entity, to Licensor and agrees to sign such further documentation as is necessary, if any, to effect the assignment and agrees to obtain any other documentation needed to effect the assignment, including that from other entities. Licensor retains all right, title, and interest to compilations of the Data. Licensor may elect to license any such derivative compilations to Licensee, but such license does not convey any right, other than the limited use rights, to Licensee.

7. Modification of This Agreement. LICENSOR reserves the right to change the terms, conditions, and notices under which the Data and Database are licensed. Once YOU agree to the use of data licensed under this Agreement, the terms of such use in place at the time of acceptance shall apply throughout the term of this Agreement; however, USPS may apply any such modifications adopted if YOU pay to continue the use of data in subsequent terms. YOU may review the most current terms and conditions of use at <https://postalpro.usps.com/pmt>. If YOU do not agree to, or cannot comply with, the Agreement as amended, YOU must stop using the Data and Database. YOU will be deemed to have accepted the Agreement as amended if You continue to use the Data or Database. YOU acknowledge and agree that continued use of the Data or Database, in each instance, is subject to any such changes and that use of the Data or Database constitutes acceptance of such changed terms. YOU agree to review this Agreement from time to time to ensure compliance with these terms and conditions.

8. Delivery.

(a) All deliveries, renewals, and receipts of payment are fulfilled via the USPS Electronic Product Fulfillment (“EPF”) portal or another portal which may be provided by the USPS. To obtain access to EPF, YOU must complete PS Form 5116, Electronic Product Fulfillment Web Access Request Form located on PostalPro at <https://postalpro.usps.com/EPF001>. Instructions for form submission, log-in to EPF, etc., are found in PS Form 5116.

(b) YOU are responsible for Logon/Logoff, all actions pertaining to the use of YOUR assigned logon ID, and YOU will not provide YOUR logon ID to another person or entity. YOU agree that access to computer data or files not authorized for YOU is prohibited. YOU understand YOUR logon ID, and access to the Data and Database, may be suspended indefinitely if YOU violate security procedures or fail to provide updated information for the information listed above whenever a material change occurs. YOU agree that misuse of a USPS computer system may result in disciplinary action and/or criminal prosecution as well as being a breach of this Agreement.

(c) YOU further agree that any logon ID will be used solely within the scope authorized from USPS. YOU will ensure that no one in YOUR organization will access EPF or YOUR logon ID except those accessing the Database in accordance with this Agreement (or another applicable agreement with USPS). YOU will periodically review use of the assigned logon ID and computer files and/or data for compliance.

(d) USPS reserves the right to change the terms, conditions, and notices under which EPF is offered. YOU will receive a notice in EPF of any change to the terms, conditions, and notices and YOU may review the most current terms and conditions at the website for EPF or the PostalPro website. If YOU do not agree to, or cannot comply with, the EPF terms, conditions, and notices as amended, YOU must stop using EPF. YOU will be deemed to have accepted the terms, conditions, and notices as amended if YOU continue to use EPF.

(e) EPF provides YOU with the opportunity to implement various USPS services and products, which may be modified or expanded in EPF from time to time. YOU acknowledge and agree that YOUR use of EPF, in each instance, is subject to any such changes. YOU agree to review this Agreement and the EPF site from time to time to ensure compliance with these terms and conditions and any changes thereto.

(f) The delivery and availability of the Database is specified in Exhibit D. The delivery and availability of monthly updates is specified in Exhibit D.

9. Competitors of USPS. Licensee may not specifically market or promote the Data or the existence of such Data to entities in the mailing and shipping business, including, but not limited to, FedEx, UPS, Amazon, and DHL, (all such entities, “**Competitors of USPS**”), or otherwise solicit Competitors of USPS to make any use of the Data or Database. Notwithstanding any provision in this Agreement to the contrary, no Competitors of USPS may obtain any rights in the Data or Database, and any purported transfer, sale, assignment, grant, or use by any means or method whatsoever shall not grant any rights to Competitors of USPS and shall be null and void ab initio.
10. Fee and Payment. LICENSEE shall pay LICENSOR the annual fee for each Term (“**Fee**”) set forth in the Order Form at the time the Order Form is returned to USPS.
11. Data Security. LICENSEE shall use all reasonable legal, organizational, physical, administrative, and technical measures, and security procedures to safeguard and ensure the security of the Database and Data and to protect the Database and Data from unauthorized access, disclosure, duplication, use, modification, or loss. LICENSEE will notify LICENSOR within twenty-four (24) hours of any incident involving unauthorized access, disclosure, duplication, use, modification, or loss of the Database or Data to the following email address: jeffrey.j.tackes@usps.gov
12. DISCLAIMER OF WARRANTIES. THE DATA AND DATABASE IS PROVIDED “AS IS” AND LICENSOR HEREBY DISCLAIMS ALL WARRANTIES, WHETHER EXPRESS, IMPLIED, STATUTORY, OR OTHERWISE. LICENSOR SPECIFICALLY DISCLAIMS ALL IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, AND NON-INFRINGEMENT, AND ALL WARRANTIES ARISING FROM COURSE OF DEALING, USAGE, OR TRADE PRACTICE. LICENSOR MAKES NO WARRANTY OF ANY KIND THAT THE DATA OR ANY PRODUCTS OR RESULTS OF ITS USE WILL MEET LICENSEE’S REQUIREMENTS, OPERATE WITHOUT INTERRUPTION, ACHIEVE ANY INTENDED RESULT, BE COMPATIBLE OR WORK WITH ANY SOFTWARE, SYSTEM, OR OTHER SERVICES, OR BE SECURE, ACCURATE, COMPLETE, FREE OF HARMFUL CODE, OR ERROR-FREE.

13. Indemnification. LICENSEE shall indemnify, hold harmless, and, at LICENSOR's option, defend LICENSOR from and against any Losses resulting from any third-party claim based on LICENSEE's: (i) negligence or willful misconduct in using the Data or Database for the Permitted Use; and (ii) use of the Data or Database in a manner not authorized by this Agreement; provided that LICENSEE may not settle any third-party claim against LICENSOR unless such settlement completely and forever releases LICENSOR from all liability with respect to such third-party claim or unless LICENSOR consents to such settlement, and further provided that LICENSOR shall have the right, at its option, to defend itself against any such third-party claim or to participate in the defense thereof by counsel of its own choice. Nothing in this paragraph shall impact the discretion of the United States Department of Justice to take any appropriate action concerning this Agreement.
14. LIMITATIONS OF LIABILITY. IN NO EVENT WILL LICENSOR BE LIABLE UNDER OR IN CONNECTION WITH THIS AGREEMENT UNDER ANY LEGAL OR EQUITABLE THEORY, INCLUDING BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY, AND OTHERWISE, FOR ANY (A) CONSEQUENTIAL, INCIDENTAL, INDIRECT, EXEMPLARY, SPECIAL, ENHANCED, OR PUNITIVE DAMAGES, (B) INCREASED COSTS, DIMINUTION IN VALUE, OR LOST BUSINESS, PRODUCTION, REVENUES, OR PROFITS, (C) LOSS OF GOODWILL OR REPUTATION, (D) USE, INABILITY TO USE, LOSS, INTERRUPTION, DELAY, OR RECOVERY OF ANY DATA OR BREACH OF DATA OR SYSTEM SECURITY, OR (E) COST OF REPLACEMENT GOODS OR SERVICES, IN EACH CASE REGARDLESS OF WHETHER LICENSOR WAS ADVISED OF THE POSSIBILITY OF SUCH LOSSES OR DAMAGES OR SUCH LOSSES OR DAMAGES WERE OTHERWISE FORESEEABLE. IN NO EVENT WILL LICENSOR'S AGGREGATE LIABILITY ARISING OUT OF OR RELATED TO THIS AGREEMENT, UNDER ANY LEGAL OR EQUITABLE THEORY, INCLUDING BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY, AND OTHERWISE, EXCEED THE FEE PAID TO LICENSOR UNDER THIS AGREEMENT.
15. Term and Termination.
- (a) Term. This Agreement is granted for a term of one year from the date of granting. Approximately sixty days before the end of any term, LICENSOR may, in its sole discretion, offer to renew the Agreement for a one-year term, by way of a renewal notice from the USPS EPF portal to LICENSEE. If LICENSEE pays the new Fee, this Agreement will be renewed for an additional one-year term. Without such offer to renew and full payment, no new term will be granted. Each term is also subject to termination and discontinuance as provided in this Agreement.
- (b) Termination.

- (i) LICENSOR may terminate this Agreement, effective on written notice to LICENSEE, if LICENSEE fails to pay any amount when due hereunder or breaches any of its obligations under this Agreement.
 - (ii) Either Party may terminate this Agreement, effective on written notice to the other Party, if the other Party materially breaches this Agreement, and such breach: (A) is incapable of cure; or (B) being capable of cure, remains uncured ten days after the non-breaching Party provides the breaching Party with written notice of such breach.
- (c) Additional Termination Rights by Licensor. In the event LICENSOR elects to discontinue licensing the Data and/or Database, USPS shall provide written notice to LICENSEE at least 90 days before the discontinuation date (“**Discontinuation Date**”). In the event the Discontinuation Date occurs after the end of the current Term, LICENSEE may, at LICENSOR’s discretion, renew the license for a partial renewal term that ends on the Discontinuation Date (“**Partial Renewal Term**”), provided that LICENSEE pays LICENSOR the pro-rated Fees for the Partial Renewal Term in accordance with this Agreement. In the event of termination by LICENSOR, LICENSEE may be refunded its Fee on a pro-rata basis unless termination is due to a breach of this Agreement.
- (d) Effect of Expiration or Termination. Upon expiration or earlier termination of this Agreement, the license granted hereunder will also terminate. Upon termination, LICENSEE’s obligations under Section 10. (Data Security) will continue. LICENSEE may continue using Data and Databases in its possession, that LICENSEE has paid for, for the Permitted Use only, but LICENSOR will not deliver any updates to the Data or Database as may be specified elsewhere in this Agreement. No expiration or termination will affect LICENSEE's obligation to pay all Fees that may have become due before such expiration or termination.

16. Miscellaneous.

- (a) Force Majeure. In no event shall LICENSOR be liable to LICENSEE or be deemed to have breached this Agreement, for any failure or delay in performing its obligations under this Agreement, if and to the extent such failure or delay is caused by any circumstances beyond LICENSOR's reasonable control, including but not limited to acts of God, flood, fire, earthquake, explosion, epidemics, pandemics, war, terrorism, invasion, riot or other civil unrest, strikes, labor stoppages or slowdowns or other industrial disturbances, or passage of law or any action taken by a governmental or public authority, including imposing an embargo.
- (b) Amendment and Modification; Waiver. With the exception of any URLs/internet weblinks, or other terms listed in the Agreement as being subject to change, no amendment to or modification of this Agreement is effective unless it is in writing

and signed by an authorized representative of each Party. No waiver by any Party of any of the provisions hereof will be effective unless explicitly set forth in writing and signed by the Party so waiving. Except as otherwise set forth in this Agreement, (i) no failure to exercise, or delay in exercising, any rights, remedy, power, or privilege arising from this Agreement will operate or be construed as a waiver thereof and (ii) no single or partial exercise of any right, remedy, power, or privilege hereunder will preclude any other or further exercise thereof or the exercise of any other right, remedy, power, or privilege.

- (c) Severability. If any provision of this Agreement is held to be invalid, illegal, or unenforceable by any court having appropriate jurisdiction, such invalidity, illegality, or unenforceability will not affect any other term or provision of this Agreement. Upon such determination that any term or other provision is invalid, illegal, or unenforceable, the Parties hereto shall negotiate in good faith to modify this Agreement so as to affect the original intent of the Parties as closely as possible in a mutually acceptable manner in order that the transactions contemplated hereby be consummated as originally contemplated to the greatest extent possible.
- (d) Survival. Any rights, obligations, or required performance of the parties in this Agreement which, by their express terms or nature and context are intended to survive termination or expiration of this Agreement, will survive any such termination or expiration, including but not limited to the rights and obligations set forth in Section 3 (Data Use Restrictions), Section 6 (Intellectual Property Ownership), and Section 10 (Data Security).
- (e) Governing Law; Venue; Submission to Jurisdiction. This Agreement is governed by and construed in accordance with United States federal law. Venue for any dispute under this Agreement lies in the federal courts for the District of Columbia. Both parties' consent and submit to the jurisdiction of the United States District Court for the District of Columbia.
- (f) Assignment. LICENSEE may not assign or transfer any of its rights or delegate any of its obligations hereunder, in each case whether voluntarily, involuntarily, by operation of law, or otherwise, without the prior written consent of LICENSOR. Any purported assignment, transfer, or delegation in violation of this Section is null and void. No assignment, transfer, or delegation will relieve the assigning or delegating Party of any of its obligations hereunder. This Agreement is binding upon and inures to the benefit of the Parties hereto and their respective permitted successors and assigns.
- (g) Equitable Relief. Each Party acknowledges and agrees that a breach or threatened breach by LICENSEE of any of its obligations under this Agreement would cause the LICENSOR irreparable harm for which monetary damages would not be an adequate remedy and agrees that, in the event of such breach or threatened breach,

the LICENSOR will be entitled to equitable relief, including a restraining order, an injunction, specific performance, and any other relief that may be available from any court, without any requirement to post a bond or other security, or to prove actual damages or that monetary damages are not an adequate remedy. Such remedies are not exclusive and are in addition to all other remedies that may be available at law, in equity, or otherwise.

- (h) Examination of Records. Licensee agrees to keep complete and accurate books of account and records covering all uses of the Data and Database. USPS and its duly authorized representatives, which may include but not be limited to the USPS Office of Inspector General, the USPS Inspection Service, or any independent group or contractors procured by USPS to audit, shall with ten (10) days prior written notice have the right at all reasonable business hours not more frequently than twice (2) a year to examine such books and records in Licensee's possession or under its control with respect to the subject matter and terms of this Agreement, and shall have free and full access thereto for such purposes and for the purpose of making copies thereof. All such books and records shall be kept available for at least three (3) years after the termination or expiration of this Agreement. If Licensee or its representative confirms an audit field work appointment with the party conducting the audit, and such party is subsequently denied access to Licensee's books and records at such confirmed date and time for any reason, Licensee shall pay all reasonable costs and expenses incurred by such party in traveling to conduct such field work and any penalty imposed by the party.
- (i) Sovereign Immunity. LICENSEE acknowledges and agrees 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 any agency, branch, or independent establishment of the United States Government. Notwithstanding anything to the contrary set forth herein, LICENSEE further acknowledges and agrees that this Agreement in no way waives the LICENSOR's authority to act in its sovereign capacity and that, pursuant to the sovereign acts doctrine, the LICENSOR 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, including the Postal Regulatory Commission, that may directly or indirectly affect the terms of this Agreement. In the event that LICENSOR 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 this Agreement, 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 Agreement), will be effective immediately or the effective date of such requirement, whichever is later. In the event that this Agreement is terminated as

set forth in this subsection or LICENSOR is enjoined from proceeding with this Agreement by any court of competent jurisdiction, LICENSOR will not be subject to any liability by reason of such termination or injunction.

(j) Entire Agreement. This Agreement, together with all Exhibits, appendices, schedules, and any other attachments identified herein, the Order Form, and EPF Web Access Request Form, constitutes the sole and entire agreement of the Parties with respect to the subject matter of this Agreement and supersedes all prior and contemporaneous understandings, agreements, and representations and warranties, both written and oral, with respect to such subject matter.

(k) Notices. Any notice required or permitted to be given under this Agreement shall be in writing and addressed as below (or to such other name and email address as shall be provided to the other Party in writing in advance of any such notice, from time to time):

For USPS:

LICENSING DEPARTMENT
ADDRESS SERVICES
UNITED STATES POSTAL SERVICE
225 N HUMPHREYS BLVD STE 501
MEMPHIS TN 38188-1001

For Licensee: _____
Name: _____
Title: _____
Address: _____
Email Address: _____

(l) Counterparts. This Agreement may be executed in counterparts, each of which is deemed an original, but all of which together are deemed to be one and the same agreement.

[signature page follows]

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date and year written below. Each signatory to this agreement represents that they have authority to sign this agreement and bind their respective party to its terms.

BY SIGNING IN THE SPACE PROVIDED IMMEDIATELY BELOW, LICENSEE ACKNOWLEDGES AND AGREES TO THE TERMS AND OBLIGATIONS OF THIS DATA LICENSE AGREEMENT.

LICENSEE

SIGNED: _____
NAME & TITLE: _____
COMPANY: _____
DATE: _____

PLEASE SIGN AND RETURN TO USPS AT THE NOTICES ADDRESS (ABOVE)

UNITED STATES POSTAL SERVICE

SIGNED: _____
NAME: Earl L. Johnson, Jr.
TITLE: Director, Addressing Technology
DATE: _____

EXHIBIT A
POPULATION MOBILITY TRENDS (PMT) DATABASE
DESCRIPTIONS AND SAMPLES

Use this link - <https://postalpro.usps.com/pmt> - to access the following documents, all of which are incorporated herein and made a part of this Agreement:

- + Tech Guide
- + Briefing Sheet
- + Data Sample

FOR DISPLAY ONLY

EXHIBIT B

POPULATION MOBILITY TRENDS (PMT) ORDER FORM

The most recent copy may be found on Postal Pro at <https://postalpro.usps.com/pmt>

FOR DISPLAY ONLY

EXHIBIT C

List of Subsidiaries and Parent Companies
(To be provided by Licensee when applicable)

FOR DISPLAY ONLY

EXHIBIT D

Population Mobility Trends Tiers of Access and Usage

Product	Description	License Requirements
Population Mobility Trends 12-Month Historical - Internal	"Base subscription product" Twelve one-month updates	Internal use only
Population Mobility Trends 12-Month Historical - Limited	Twelve one-month updates with permission to publish limited summaries	Publish highlights in external media with attribution and disclosure requirements, right to audit, and level of detail/exposure limitations
Population Mobility Trends 48-Month Historical – Internal	48M historical data with twelve one-month updates	Internal use only
Population Mobility Trends 48-Month Historical - Limited	48M historical data with twelve one-month updates with permission to publish limited summaries	Publish highlights in external media with attribution and disclosure requirements, right to audit, and level of detail/exposure limitations
Population Mobility Trends 48-Month Historical - Enterprise	48M historical data with twelve one-month updates with limited distribution to subsidiaries and parent companies, to be listed by Licensee on Exhibit C to this Agreement, which must be shared with and approved by USPS	Sharing of product with subsidiary companies for internal use only
Population Mobility Trends 48-Month Historical – Enterprise R	Enterprise product renewal consisting of twelve one-month updates with limited distribution to subsidiaries and parent companies, to be listed by Licensee on Exhibit C to this Agreement, which must be shared with and approved by USPS	Sharing of product with subsidiary companies for internal use only

Note: More detailed descriptions of each PMT product appear on the pages that follow.

Population Mobility Trends 12-Month Historical - Internal

A tabular dataset built upon aggregated USPS National Change of Address data and 2020 Census demographics (income, age, household size). The data is aggregated to highlight the 9 highest volume destination ZIP Codes (3 local, in-state, and out-of-state) people are migrating to for each source ZIP. Census demographic data is included for the top 3 volume breakdowns by demographic category (income, age, household size). Data is included if the total count of source and destinations exceed a threshold

Usage is restricted to internal purposes only; no derivative works or publication of findings of any kind.

Product is offered as an annual subscription with 12 monthly updates. The file format is comma delimited.

Population Mobility Trends 12-Month Historical - Limited

A tabular dataset built upon aggregated USPS National Change of Address data and 2020 Census demographics (income, age, household size). The data is aggregated to highlight the 9 highest volume destination ZIP Codes (3 local, in-state, and out-of-state) people are migrating to for each source ZIP. Census demographic data is included for the top 3 volume breakdowns by demographic category (income, age, household size). Data is included if the total count of source and destinations exceed a threshold.

Usage includes rights to publish highlights in external media.

- Attribution and disclosure requirement with right to audit:
 - Must provide USPS the link to article/summary of findings once published
- Permissible Summary Examples:
 - Geometric aggregations that do not expose underlying data (Cities, counties, ZIP3, etc.)
 - Temporal nationwide, statewide, or regionwide trends
 - Qualitative visualizations
 - Heat maps
 - Limited area ranking lists
- Restricted Summaries:
 - Any representation of the underlying data
 - Interactive applications or visualizations that expose underlying data
 - Unaggregated ZIP Code level data
 - Resharing files, including but not limited to subsets beyond article scope, background databases, derivative products

Product is offered as an annual subscription with 12 monthly updates. The file format is comma delimited.

Population Mobility Trends 48-Month Historical - Internal

A tabular dataset built upon aggregated USPS National Change of Address data and 2020 Census demographics (income, age, household size). The data is aggregated to highlight the 9 highest volume destination ZIP Codes (3 local, in-state, and out-of-state) people are migrating to for each source ZIP. Census demographic data is included for the top 3 volume breakdowns by demographic category (income, age, household size). Data is included if the total count of source and destinations exceed a threshold

Usage is restricted to internal purposes only; no derivative works or publication of findings of any kind.

Product is offered as a one-time 48-month historical file and 12 monthly updates. The file format is comma delimited.

Population Mobility Trends 48-Month Historical - Limited

A tabular dataset built upon aggregated USPS National Change of Address data and 2020 Census demographics (income, age, household size). The data is aggregated to highlight the 9 highest volume destination ZIP Codes (3 local, in-state, and out-of-state) people are migrating to for each source ZIP. Census demographic data is included for the top 3 volume breakdowns by demographic category (income, age, household size). Data is included if the total count of source and destinations exceed a threshold.

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- Attribution and disclosure requirement with right to audit:
 - Must provide USPS the link to article/summary of findings once published
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 - Unaggregated ZIP Code level data
 - Resharing files, including but not limited to subsets beyond article scope, background databases, derivative products.

Product is offered as a one-time 48-month historical file and 12 monthly updates. The file format is comma delimited.

Population Mobility Trends 48-Month Historical - Enterprise

A tabular dataset built upon aggregated USPS National Change of Address data and 2020 Census demographics (income, age, household size). The data is aggregated to highlight the 9 highest volume destination ZIP Codes (3 local, in-state, and out-of-state) people are migrating to for each source ZIP. Census demographic data is included for the top 3 volume breakdowns by demographic category (income, age, household size). Data is included if the total count of source and destinations exceed a threshold.

Usage includes rights to sharing of product (derivative works) with subsidiaries and parent companies for internal use only.

- Specific use case must be approved by USPS
- List of subsidiary companies must be shared with and approved by USPS

Product is offered as a one-time 48-month historical file and 12 monthly updates. The file format is comma delimited.

Population Mobility Trends 48-Month Historical – Enterprise R

A tabular dataset built upon aggregated USPS National Change of Address data and 2020 Census demographics (income, age, household size). The data is aggregated to highlight the 9 highest volume destination ZIP Codes (3 local, in-state, and out-of-state) people are migrating to for each source ZIP. Census demographic data is included for the top 3 volume breakdowns by demographic category (income, age, household size). Data is included if the total count of source and destinations exceed a threshold.

Usage includes rights to sharing of product (derivative works) with subsidiaries and parent companies for internal use only.

- Specific use case must be approved by USPS
- List of subsidiary companies must be shared with and approved by USPS

Product is offered as an enterprise product renewal with 12 monthly updates. The file format is comma delimited.

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