

MK.IO LICENSE AGREEMENT

THIS MK.IO LICENSE AGREEMENT (this “Agreement”) is between MK Systems USA Inc. having its principal place of business at 2611 Internet Blvd, Ste 120, Frisco, Texas 75034 USA for and on behalf of itself and its Affiliates (“Supplier”), and you (“You”), each a “Party” and together the “Parties”.

The terms of this Agreement together with the Service Specific Terms shall apply to and govern Your subscription to Supplier’s as a service MK.IO Video Services (the “Services”). The applicable Service Specific Terms shall be determined by the specific Services that You subscribe to. In the event of a conflict or ambiguity between the terms of this Agreement, the Service Specific Terms and any other incorporated document, the order of precedence to resolve that conflict shall be, in order of priority: any agreed amendments, the applicable Service Specific Terms, this Agreement, and then any other document expressly incorporated by reference herein. Any other terms and conditions set out or referred to in any other document or other communication are hereby excluded.

BY SUBSCRIBING TO THESE SERVICES (INCLUDING WHERE APPLICABLE BY SELECTING “GET IT NOW”, “ACTIVATE”, “SUBSCRIBE” OR “CLICK TO BUY” OR DERIVATIONS THEREOF), OR BY ACCESSING OR USING A SERVICE, OR BY DOWNLOADING, INSTALLING, COPYING, OR USING ANY ASSOCIATED SOFTWARE PROVIDED BY SUPPLIER IN CONNECTION WITH A SERVICE, YOU ACKNOWLEDGE AND AGREE: (1) THAT YOU HAVE READ AND UNDERSTAND THIS AGREEMENT AND APPLICABLE SERVICE SPECIFIC TERMS ; (2) THAT YOU AGREE TO BE BOUND BY EACH AND EVERY TERM OF THIS AGREEMENT AND APPLICABLE SERVICE SPECIFIC TERMS WHEN ACCESSING AND USING A SERVICE; AND (3) IF YOU ARE ENTERING INTO THIS AGREEMENT AND APPLICABLE SERVICE SPECIFIC TERMS ON BEHALF OF A COMPANY, THAT YOU HAVE THE POWER AND AUTHORITY TO DO SO AND TO BIND SUCH COMPANY.

IF YOU DO NOT AGREE TO ANY OF THE TERMS AND CONDITIONS OF THIS AGREEMENT OR ANY APPLICABLE SERVICE SPECIFIC TERMS, YOU MAY NOT USE THE SERVICES (OR ASSOCIATED SOFTWARE) PROVIDED BY SUPPLIER.

I. DEFINITIONS

I.1 In this Agreement the following terms shall have the following meanings:

Additional Services: any professional services that Supplier carries out on Your instruction which are not Included Support Services (including without limitation support for issues relating to integration with any products not provided by Supplier);

Agreement: this License Agreement;

Affiliates: a company (i) controlling; (ii) controlled by; or (iii) under common control with a Party;

Authorized Users: the following may access and use the Services within a subscribed region (for details of how regions are defined please see the MK.IO Resource Documents): (i) Your personnel (and those of Your permitted Affiliates) to whom You allocate a user login, and (ii) subject always to Section 2.5(c) below, such other users to whom You allocate a user login;

Confidential Information: information that is proprietary or confidential to a party and is either clearly labelled as such or otherwise identified as being confidential;

Content: any text, graphics, video, images, audio or any other media, information, material or content (including metadata and Customer Data) that You introduce into or make available through or transfer or transmit over or using the Services;

Customer Data: any data whether text, drawings, diagrams, images or other information (including personal data) that is inputted to, collected by and/or stored by or within the Services during the normal and proper use of the Services by You and/or Your Authorized Users;

Entertainment Use: is defined in Section 5.4;

Included Support Services: those Service-specific support

services described on <https://support.mk.io> that are included as part of Your subscription;

IPR: patents, trademarks, service marks or business names, registered designs, copyrights, design rights, utility models, topography rights, applications to register any of the aforementioned rights, trade secrets, know-how and rights of confidence and any other intellectual or industrial property rights of any nature whatsoever in any part of the world;

Metered Consumption: a subscription where You pay based on actual monthly metered usage of a Service, and which is either invoiced and paid periodically in arrears (pay-as-you-go) or pre-paid in advance for a set amount of usage based on applicable Pricing;

MK.IO Resource Documents: those Service-specific files, release notes, user guides, and other documents and information assets (including those on the MK.IO Documentation portal) contained on and/or accessible via <https://docs.mk.io>;

OSS: open source software and libraries;

Permitted Purpose: the access and/or use of the Services (and installation and/or configuration of relevant Software) in accordance with the terms of this Agreement, for Entertainment Use, and subject to any limits or controls specified (e.g. Usage Quotas);

Pricing: the prices payable (normally based on consumed units, which may be per minute, per month etc.) for use of a Service, which will be determined by the video resolution, format and features chosen by You, as more particularly described at <https://www.mk.io/pricing>;

Service Description: the technical description and operating specification (including any stated service levels and availability targets) of the Services as more particularly described in the MK.IO Resource Documents;

Service Specific Terms: those additional terms and conditions (as more particularly described in the Service Description, MK.IO Resource Documents or identified during the online subscription process), including Service-specific Pricing, Included Support Services and relevant Software, and which shall together with the terms of this Agreement (which they shall be deemed incorporated into) govern Your access and use of a Service;

Services: MediaKind's as a service (SaaS) MK.IO Video Services (and associated Software, where applicable), as made available from time to time by Supplier, to which You are subscribed under this Agreement, and which are more particularly described in the MK.IO Resource Documents, and which for the avoidance of doubt include the Included Support Services and any Additional Services;

Software: any computer program, firmware or other software products owned or distributed by Supplier and made available as part of or in connection with a Service, including, but not limited to, any related components, application programming interfaces, associated media, printed materials, online or electronic documentation, and any updates, maintenance releases, bug fixes, corrections, enhancements, or other modifications thereto;

Term: the period that this Agreement remains in full force and effect, which commences on the date You subscribe to the Services and continues for as long as You continue to pay the fees due for use the Services;

Third Party Products: software or other products and services not created or produced by Supplier that are provided as part of, or in connection with, or are incorporated into, a Service and which may be separately branded;

Usage Quota(s): the maximum amount of usage/metered consumption allowed by You per subscribed Service as set by Supplier from time to time.

2. IPR; RIGHT TO USE; LICENSE

2.1 Title. IPR in the Services and associated Software shall at all times remain the exclusive property of Supplier or its Affiliates. All IPR arising in connection with the provision of any Services, except to the extent that it comprises or incorporates IPR supplied by You, shall vest in and be owned by Supplier (or its Affiliates) absolutely, and You shall acquire no right, title or interest therein. Supplier reserves all rights not expressly granted in this Agreement.

2.2 Third Party Products. Third Party Products (and/or Software therein) may be subject to separate terms and conditions (e.g. cloud infrastructure use will be governed by the applicable Microsoft Azure Cloud Services terms and conditions) and You acknowledge and agree that such terms (which may contain specific rights and/or obligations such as usage restrictions, product specific warranties, limitations of liability, indemnification, service levels) shall apply to and govern Your use of the Third Party Products in preference to the terms of this Agreement. You hereby undertake that You shall comply with such terms.

2.3 Rights And License To Access And Use. Subject at all times to the terms of this Agreement (including payment of applicable fees), Supplier grants (and where applicable to Third Party Products shall procure the grant) to You (and Your Authorized Users), for the applicable Term, a limited, non-

exclusive, non-assignable, non-transferable (i) right to access and use the Services for the Permitted Purpose up to any applicable Usage Quota that Supplier may set, and (ii) license to (download and install, where applicable) and use the Software (in executable form only) for the Permitted Purpose.

2.4 Copies. If Software is downloaded / installed by You, You may make copies of such Software for reasonable back-up purposes, and shall retain a log of the location of the original and number and location of permitted copies of the Software and, upon request, shall advise Supplier of such location and copies.

2.5 Restrictions On Use. Unless expressly permitted elsewhere in this Agreement, You are prohibited and shall have no right to (except as specifically permitted by law or with Supplier's prior written consent):

(a) exceed a Usage Quota;

(b) permit an allocated login to be used by more than one individual Authorized User (unless the login has been reassigned in its entirety to another individual Authorized User, in which case the prior Authorized User shall no longer have any right to access or use the Services);

(c) permit an allocated login to be used by anyone other than Your personnel (or those of Your permitted Affiliates) UNLESS You have provided us with that user's full name (and if requested by us, You undertake to provide us with an end-user statement in a form required by us);

(d) copy, adapt, reverse engineer, decompile, disassemble, unbundle, repackage, attempt to derive source code, modify or create derivative works of any Services or Software or any of its component parts for any reason whatsoever, in whole or in part;

(e) sell, lease, license, sublicense, rent, assign, distribute, or otherwise transfer or share, in whole or in part, the Services or Software, or your rights in or to the same, to another party, including rights on a membership, subscription, or hosted basis;

(f) bundle or distribute the Services or Software in any manner whatsoever;

(g) enable or permit use of the Services or Software by a third party (other than to permit Your Authorized Users to access and use the Services in the normal course of business), whether for evaluation or otherwise, or whether in a third-party outsourcing facility, on a service or service bureau arrangement, or on a rental, application service provider, or timesharing basis; and/or

(h) use the Services or Software to transmit, reproduce, store, or share Content that you do not have the right to transmit, reproduce, store, or share or which violates Supplier's acceptable use policy.

2.6 Non-Compliance – Supplier's Rights. Supplier reserves the right to suspend Your use of the Services (which may include disabling user accounts, passwords and access to one or more or all of the Services in use by You) and/or any licenses granted to You with respect to Software made available pursuant to the terms of this Agreement, if You fail to comply with any term of Sections 2.2 to 2.5 inclusive. Supplier shall give You reasonable notice before suspension (where practicable). Supplier shall be under no obligation to restore or provide

access to suspended Services until such time as You are in compliance. Serious or persistent non-compliance by You shall constitute a material breach and Supplier may immediately terminate this Agreement without liability.

2.7 Usage Quotas. Services are provided on a Metered Consumption basis as more particularly explained in the MK.IO Resource Documents. Supplier will set the Usage Quota(s) at the start of Your subscription and reserves the right in its sole discretion to increase or decrease the Usage Quota(s) (for any Service) from time to time during Your subscription. You will be notified of any change in Usage Quotas applicable to Your subscription. If you wish to change a Usage Quota please contact the Supplier using the contact information provided in the MK.IO Resource Documents.

2.8 Usage Management. Supplier reserves the right to incorporate or use or provide access to a tool within, as part of, or as a required add-on to the Services and/or Software, in order to manage usage of the Services and/or Software. You are prohibited from accessing or changing any parameters contained within the tool or manipulate in any way the proper function of the tool and/or its functionality. The Services and/or Software may contain a function which in a random sequence sends usage related information to Supplier and You hereby undertake to maintain such connectivity as may be required to ensure such information can be sent and received by Supplier without hindrance.

2.9 Record Keeping. Notwithstanding Section 2.8, You shall keep complete, clear and accurate records with respect to Your use of the Services (and associated Software). Supplier may verify Your compliance with this Agreement by directing an independent auditor (under non-disclosure obligations) to conduct an audit or require You to complete a self-audit and certify (in writing) Your compliance. You agree to promptly provide any information and documents that Supplier or the auditor reasonably requests related to the verification. If verification or self-audit reveals any unlicensed use, You agree to take all steps required to rectify such unlicensed use (e.g. obtaining sufficient licenses to cover the period of unlicensed use, paying all extra fees due). The audits may be conducted more frequently, if required by the party's auditors and/or regulators, of books and records related to this Agreement. The expenses for all such audits will be borne by the party conducting the audit. All information and reports related to the verification process will be Confidential Information and used solely to verify compliance.

2.10 Open Source Software (OSS). Software may contain OSS, which may have separate license terms that govern the use of that OSS. Supplier shall identify included OSS (with links to applicable license terms) within the MK.IO Resource Documents. In the event of conflict between the terms of this Agreement and the terms of the applicable license for such OSS, the terms of the applicable OSS license shall govern, but only to the extent required by such license. Notwithstanding anything to the contrary in this Agreement, all OSS is provided "as-is", and Supplier makes no warranties, whether express or implied, in respect of the OSS, and disclaims all implied and statutory warranties in respect thereof, and Supplier shall not have any indemnification liabilities in respect of any claims to the extent arising from or connected to OSS.

3. FEES & PAYMENT

3.1 Taxes. Fees payable will be stated as either including or excluding sales, use, value added or goods and services taxes, and where stated as excluded, such taxes will where appropriate be added to the price payable by You for use of the Services, unless You provide the Supplier with a certificate of exemption.

3.2 Payment Terms. Fees payable for access and use of the Services will be calculated by reference to the applicable Pricing and unless stated otherwise will be invoiced and payable in accordance with Microsoft's Azure Marketplace terms of service. If fees are for any reason payable directly to Supplier, such fees shall be paid within 30 days of invoice date, in the currency stipulated in the invoice and are non-refundable. Supplier shall be entitled to increase the fees payable and/or vary applicable Pricing upon 90 days' prior notice to You.

3.3 Right To True-Up. Without prejudice to any other rights or remedies Supplier may have under these terms or at law, Supplier reserves the right to charge You fees for any access and use of the Services which exceeds what You have paid for, and You agree to pay such excess or additional fees as are invoiced. Where fees are paid in advance, there will be no reduction of fees or refunds given if usage is below the level paid for in advance or if the Services are not in use.

3.4 Overdue Fees. If fees become overdue at any time then, without prejudice to any other right or remedy available to Supplier: (i) You shall be liable to pay interest on the overdue amount at the rate of one per cent per complete month until Supplier has received payment of the overdue amount together with interest that has accrued; and (ii) Supplier reserves the right to suspend Your use of the Services (which may include disabling user accounts, passwords and access to one or more or all of the Services in use by You) and/or any licenses granted to You with respect to Software made available pursuant to the terms of this Agreement. The Supplier shall be under no obligation to provide access to any Services, until such time as You have paid all outstanding invoices and fees (and where applicable, interest) due.

3.5 Additional Services. Supplier shall be entitled to charge additional and separate fees for any Additional Services it performs for You, such fees being chargeable at its standard charging rates on a time and materials basis (or such other basis as is agreed in writing by the parties). Any enhanced or additional support services that Supplier may perform at Your request (that are not Included Support Services) will be treated as Additional Services and hence incur additional fees.

4. SUPPLIER RESPONSIBILITIES & LIMITED WARRANTY

4.1 In consideration of the payment of fees due, Supplier shall make the Services available to You on and subject to the terms of this Agreement.

4.2 Availability. The Services are offered on an "as is, as available" basis. Supplier shall use reasonable endeavors to make the Services available in accordance with any availability targets stated in the applicable Service Description, which for the avoidance of doubt exclude: (a) scheduled maintenance carried out during pre-planned maintenance windows notified to You in advance; and (b) unscheduled maintenance, provided

that Supplier has used reasonable endeavors to give You notice in advance.

4.3 Performance Warranty. Supplier hereby warrants that the Services will perform in a manner which substantially conforms to the applicable Service Description, and in so far as a Service does not so conform, Supplier will, at its expense and option, use reasonable endeavors to correct any such non-conformance in accordance with the terms of the applicable Included Support Services, or it shall otherwise provide You with an alternative means of accomplishing the desired performance, or if the aforesaid are not in Supplier's sole opinion achievable within a reasonable timeframe or at reasonable cost, Supplier may opt to refund to You fees paid for the Service or part thereof during the period of non-conformance. Such correction, substitution or refund constitutes Your sole and exclusive remedy for any breach of this section. Supplier shall have no responsibility to correct any non-conformance to the extent that it is caused by (i) use of the Services contrary to Supplier's instructions, or (ii) modification or alteration of the Services by any party other than Supplier, or (iii) use other than in accordance with the terms and conditions of this Agreement.

4.4 Further Warranties. Supplier represents and warrants that (a) it has full rights and authority to enter into, perform under, and grant the rights and licenses in, this Agreement, and (b) it shall comply with all applicable laws and regulations with respect to its provision of the Services, including applicable anti-corruption/anti-bribery laws.

4.5 Warranty Limitations. Other than as explicitly stated in this Agreement:

(a) Supplier does not warrant that use of the Services by You will be uninterrupted or error-free; or that the Services will meet Your requirements;

(b) all Services are provided to You on an "as is" basis;

(c) Supplier is not responsible for any delays, delivery failures, or any other loss or damage resulting from the transfer of data over communications networks and facilities, including the internet, and You acknowledge that the Services may be subject to limitations, delays and other problems inherent in the use of such communications facilities; and

(d) for Third Party Products You shall only be entitled to such warranty or other benefit as Supplier has received from its suppliers and is able to pass on. Except as provided in this subsection, no warranty (whether express, statutory or implied) is given by any Supplier or licensor of Supplier in respect of the whole or any part of a Third Party Product, and such suppliers and licensors disclaim all such warranties including without limitation any warranties of merchantability, non-infringement or fitness for a particular purpose.

4.6 Warranty Exclusions. The warranties contained in this Section 4 are in lieu of all other warranties or conditions expressed or implied by operation of law or otherwise, including without limitation implied warranties or conditions of merchantability, satisfactory quality, fitness for a particular purpose and non-infringement of third party rights and which are, to the fullest extent permitted by law, excluded from this Agreement. Your sole remedies for any breach of warranty are as set out in this Section 4.

5. YOUR RESPONSIBILITIES

5.1 Compliance With Laws. You shall comply with all applicable laws and regulations with respect to Your use of the Services, including applicable anti-corruption/anti-bribery laws. Further, You are responsible for satisfying yourself that Your subscription to, and use of, the Services (and associated Software) together with any Content you introduce into or make available through or transfer or transmit over or using the Services is lawful, and that you have obtained all necessary consents, permits or licenses for such use. Supplier hereby disclaims any obligation or liability in this regard to the fullest extent permitted by applicable law.

5.2 You agree to:

(a) provide Supplier with such co-operation and access to such information as may reasonably be required to enable Supplier to provide the Services;

(b) ensure that Authorized Users only use the Services in accordance with the terms and conditions of this Agreement;

(c) be responsible for ensuring You have suitable backups and redundancies of Customer Data and/or Content;

(d) be responsible for any Authorized User's breach of the term and conditions of this Agreement;

(e) be responsible for (i) procuring and maintaining all network connections and telecommunications links from Your systems to those cloud / hosted services provided by Supplier as part of or in connection with the Services, and (ii) all issues, conditions, delays, delivery failures and all other loss or damage arising from or relating to Your network connections or telecommunications links or caused by the internet; and

(f) use all reasonable endeavours to prevent any unauthorized access to, or use of, the Services and, in the event of any such unauthorized access or use, promptly notify Supplier.

5.3 Acceptable Use. You agree not to:

(a) use, encourage, promote facilitate or instruct others to use, the Services for any illegal, harmful, fraudulent, infringing or offensive use, or to transmit, store, display, distribute or otherwise make available Content or other material that is illegal, harmful, fraudulent, infringing or offensive, examples of which can include (without limitation):

- activities that are illegal, that violate the rights of others, or that may be harmful to others, our operations or reputation, including disseminating, promoting or facilitating child pornography, offering or disseminating fraudulent goods, services, schemes, or promotions, phishing, or pharming;

- Content that infringes or misappropriates the intellectual property or proprietary rights of others;

- Content that is defamatory, obscene, abusive, invasive of privacy, or otherwise objectionable, including content that constitutes child pornography, relates to bestiality, or depicts non-consensual sex acts;

- Content and other technology that may damage, interfere with, surreptitiously intercept, or expropriate any system, program, or data, including viruses ("virus" for the purpose this Agreement means any thing or device (including any software, code, file or programme) which may: prevent, impair or otherwise adversely affect the operation of any computer

software, hardware or network, any telecommunications service, or network or any other service or device; prevent, impair or otherwise adversely affect access to or the operation of any programme or data, including the reliability of any programme or data (whether by re-arranging, altering or erasing the programme or data in whole or part or otherwise); or adversely affect the user experience, including worms, trojan horses, viruses and other similar things or devices);

(b) use the Services to violate the security or integrity of any network, computer or communications system, software application, or network or computing device, examples of which can include (without limitation): scanning or testing system vulnerabilities, monitoring data transmission without permission, using false TCP-IP packet headers; and

(c) use the Services to make network connections to any users, hosts, or networks unless you have permission to communicate with them, examples of which can include (without limitation): denial of service, bombing or flooding techniques, using systems designed to avoid or bypass limitations on access or use.

5.4 Entertainment Use. The Services are designed for the provision and management of video, audio and/or data assets intended for entertainment use (including educational and training purposes) and/or uses ancillary thereto (such as contribution and distribution of Content to entertainment networks) (“Entertainment Use”). The Services are not designed, tested or intended for operation or use in relation to any (i) military or military support activities; (ii) intelligence gathering or surveillance, dissemination or planning activities; (iii) medical or medical observation activities; (iv) flight, navigation or related communication or planning activities (including without limitation those relating to air or space flight); or (v) any inherently dangerous, life-endangering or life-support applications. If You (or Your Authorized Users) use the Services) for any purpose other than Entertainment Use and/or for any purpose related to (i) to (v) above, then such use is at Your sole risk without any recourse against or with respect to Supplier and You hereby indemnify and hold Supplier and its third party suppliers and licensors harmless from any claims for loss, cost, damage, expense or liability arising out of or in connection with such use.

5.5 Non-Compliance – Supplier’s Rights. In the event of non-compliance with the terms of this section and without prejudice to any other right or remedy available to Supplier, Supplier reserves the right to suspend Your use of the Services (which may include disabling user accounts, passwords and access to one or more or all of the Services in use by You) and/or any licenses granted to You with respect to Software made available pursuant to the terms of this Agreement. Supplier shall give You reasonable notice before suspension (where practicable). Supplier shall be under no obligation to provide access to any Services, until such time as You are in compliance. Serious or persistent non-compliance by You shall constitute a material breach.

6. FORCE MAJEURE

Neither Supplier or You shall be liable for any loss or damage suffered or incurred by the other arising from a Party’s delay or failure to fulfill or otherwise discharge any of its obligations under this Agreement (except obligations to pay fees due) to the extent such delay or failure is caused by any cause or

circumstance beyond its or its sub-contractors’ reasonable control including but not limited to act of God, declared natural disasters and health pandemics. governmental act, compliance with any law or governmental order, currency or trade restriction, embargo or sanction, withholding, delay or revocation of export or import control approval or other license, materials or component shortages, war (whether formally declared or not), terrorist activity, nuclear, chemical or biological contamination, fire, flood, explosion, prolonged break-down of transport, telecommunication, information system or energy supplies, civil commotion or industrial dispute (other than industrial disputes related solely to the employees of the party claiming Force Majeure) (“Force Majeure”).

7. LIABILITY

7.1 NEITHER SUPPLIER’S NOR YOUR LIABILITY FOR ANY OF THE FOLLOWING IS EXCLUDED OR LIMITED BY THIS AGREEMENT OR ANY OTHER PROVISION OF THE SERVICE SPECIFIC TERMS (EVEN IF A TERM SEEKS TO SUGGEST OTHERWISE): (I) DEATH OR BODILY INJURY CAUSED BY THAT PARTY’S NEGLIGENCE OR THE NEGLIGENCE OF ITS EMPLOYEES, AGENTS OR SUB-CONTRACTORS; (II) FRAUD OR OTHER CRIMINAL ACT; (III) FRAUDULENT MISREPRESENTATION; (IV) FOR ANYTHING ELSE IN RELATION TO WHICH LIABILITY CANNOT BE EXCLUDED OR LIMITED. YOUR LIABILITY FOR BREACH OF THE TERMS OF SECTION 2 SHALL NOT BE EXCLUDED OR LIMITED IN ANY WAY.

7.2 SUBJECT TO SECTION 7.1, NEITHER SUPPLIER, NOR ANY AFFILIATE OR LICENSOR OF SUPPLIER, SHALL BE LIABLE UNDER OR IN RELATION TO THIS AGREEMENT OR SERVICE SPECIFIC TERMS (WHETHER THE LIABILITY ARISES FOR BREACH OF CONTRACT, NEGLIGENCE, UNDER AN INDEMNITY, OBLIGATION TO REFUND, UNDER ANY OTHER THEORY OF LAW OR FOR ANY OTHER REASON INCLUDING WITHOUT LIMITATION LIABILITY ARISING FROM ACCIDENTAL, NEGLIGENT AND DELIBERATE BREACH) FOR ANY:- (I) LOSS OF PROFITS; (II) LOSS OF REVENUE; (III) LOSS OF SAVINGS OR PROSPECTIVE SAVINGS; (IV) LOSS OF OR DAMAGE TO GOODWILL OR REPUTATION; (V) LOSS OF, OR LOSS OF THE USE OF, OR UNAUTHORIZED ACCESS TO ANY SOFTWARE, CONTENT OR DATA; (VI) LOSSES OR LIABILITIES IN RELATION TO ANY OTHER CONTRACT; (VII) COSTS ASSOCIATED WITH NON-UTILIZATION OF A TRANSMISSION NETWORK OR (VIII) INDIRECT, SPECIAL OR CONSEQUENTIAL LOSS OR DAMAGE. FOR THE PURPOSES OF THIS SECTION THE TERM “LOSS” INCLUDES A PARTIAL LOSS OR REDUCTION IN VALUE AS WELL AS A COMPLETE OR TOTAL LOSS.

7.3 SUBJECT TO SECTIONS 7.1 AND 7.2, SUPPLIER’S TOTAL AGGREGATE LIABILITY (WHETHER THE LIABILITY ARISES FROM BREACH OF CONTRACT, NEGLIGENCE, UNDER AN INDEMNITY, OBLIGATION TO REFUND, UNDER ANY OTHER THEORY OF LAW OR FOR ANY OTHER REASON INCLUDING WITHOUT LIMITATION LIABILITY ARISING FROM ACCIDENTAL, NEGLIGENT AND DELIBERATE BREACH) FOR ALL CLAIMS SHALL BE LIMITED TO AN AMOUNT EQUAL TO THE TOTAL AMOUNT OF FEES PAID BY YOU DURING

THE 12 MONTHS IMMEDIATELY PRECEDING THE DATE ON WHICH THE CLAIM AROSE.

7.4 YOU AGREE THAT SUPPLIER SHALL (SAVE AS PROVIDED IN SECTION 7.1) HAVE NO LIABILITY FOR ANY LOSS, HARM OR DAMAGES THAT (A) ARISE FROM RULES OR PRACTICES IMPLEMENTED BY YOU (INCLUDING ASSOCIATED MISCONFIGURATIONS AND OUTAGES) OR ACTIONS UNILATERALLY TAKEN BY YOU THAT RESULT IN DENIAL OF SERVICE, NETWORK OR SERVICE AVAILABILITY ISSUES, OR PERFORMANCE DEGRADATION, AND/OR, (B) WOULD HAVE BEEN PREVENTED OR POTENTIALLY MITIGATED BY YOU TAKING REASONABLE PRECAUTIONS (RELATIVE TO THE IMPORTANCE TO YOU OF THE SERVICES CONCERNED), INCLUDING WITHOUT LIMITATION BACKING UP SOFTWARE, CUSTOMER DATA AND CONTENT AT REASONABLE INTERVALS, AS WELL AS IMPLEMENTING YOUR OWN BACK-UP SYSTEMS OR REDUNDANCY.

8. INDEMNITIES

8.1 SUBJECT TO THE PROVISIONS OF SECTION 7 AND SECTIONS 8.2 TO 8.4, SUPPLIER SHALL, AT SUPPLIER'S EXPENSE, (A) DEFEND YOU FROM AND AGAINST ANY CLAIMS, DEMANDS, ACTIONS, CAUSES OF ACTION, AND/OR PROCEEDINGS ARISING FROM ANY ACTUAL OR ALLEGED INFRINGEMENT OR VIOLATION OF A PATENT, TRADE SECRET, COPYRIGHT, OR OTHER INTELLECTUAL PROPERTY RIGHTS OF ANY THIRD PARTY RESULTING FROM THE PROPER USE OF THE SERVICES (A "SUPPLIER INFRINGEMENT CLAIM"), AND (B) INDEMNIFY YOU FROM AND AGAINST ANY REASONABLE EXPENSES (INCLUDING REASONABLE ATTORNEYS' FEES), DAMAGES, LOSSES, AND/OR LIABILITIES THAT ARE (1) DIRECTLY RELATED TO A SUPPLIER INFRINGEMENT CLAIM AND (2) FINALLY ORDERED BY A COURT OF COMPETENT JURISDICTION OR ARE REQUIRED TO BE PAID AS PART OF A SETTLEMENT AGREEMENT APPROVED IN WRITING BY SUPPLIER. YOU SHALL PROVIDE SUPPLIER WITH PROMPT NOTICE OF ALL SUPPLIER INFRINGEMENT CLAIM(S) FOR WHICH SUPPLIER IS RESPONSIBLE HEREUNDER, AND SUCH NOTICE SHALL INCLUDE AN IDENTIFICATION OF THE SERVICES THAT YOU CONTEND IS A SUBJECT OF THE SUPPLIER INFRINGEMENT CLAIM(S) AND AN IDENTIFICATION OF THE SPECIFIC INFRINGEMENT ALLEGATION(S) (IN THE CASE OF A PATENT INFRINGEMENT, AN IDENTIFICATION OF THE SPECIFIC PATENT CLAIMS) THAT YOU CONTEND IMPLICATES SUCH SERVICES. IN ALL CIRCUMSTANCES, SUPPLIER SHALL HAVE FULL AUTHORITY TO ASSUME CONTROL OF THE DEFENSE AND SETTLEMENT OF ANY SUPPLIER INFRINGEMENT CLAIM; HOWEVER, YOU SHALL HAVE THE RIGHT TO PARTICIPATE AT YOUR OWN EXPENSE IN THE DEFENSE OF A SUPPLIER INFRINGEMENT CLAIM THROUGH COUNSEL OF ITS OWN CHOOSING. AT ALL TIMES YOU SHALL COOPERATE FULLY WITH SUPPLIER IN THE DEFENSE OF A SUPPLIER INFRINGEMENT CLAIM, INCLUDING PROVIDING SUPPLIER WITH SUCH ASSISTANCE AS SUPPLIER MAY REASONABLY REQUIRE IN CONNECTION THEREWITH. SUPPLIER SHALL HAVE NO OBLIGATION UNDER THIS SECTION IF THE SUPPLIER INFRINGEMENT CLAIM RESULTS FROM OR IS BASED ON:

(I) THE USE OF THE SERVICES IN COMBINATION WITH PRODUCTS, SOFTWARE, OR SERVICES OR OTHER TECHNOLOGIES NOT SUPPLIED BY SUPPLIER; (II) THE MODIFICATION OF THE SERVICES BY ANYONE OTHER THAN SUPPLIER OR ITS SUBCONTRACTORS OR AGENTS; (III) YOU CAUSING OR CONTRIBUTING TO THE EVENTS THAT GAVE RISE TO THE SUPPLIER INFRINGEMENT CLAIM FOR WHICH IT SEEKS DEFENSE AND/OR INDEMNITY; (IV) THE VALUE OF THE USE OF A NON-SUPPLIER PRODUCT, SERVICE, DATA, BUSINESS PROCESS, OR OTHER INTELLECTUAL PROPERTY RIGHTS, INCLUDING YOUR PRODUCTS, SERVICES, DATA AND BUSINESS PROCESSES; (V) A SPECIFICATION, REQUIREMENT, DESIGN OR INSTRUCTION PROVIDED BY YOU; (VI) THE USE OF THE SERVICES, OR PART THEREOF, IF YOU HAVE REFUSED AN OFFER OF A REPLACEMENT OR MODIFICATION FOR SUCH SERVICES, OR PART THEREOF, AND SUCH REPLACEMENT OR MODIFICATION IS NOT SUBJECT TO THE SUPPLIER INFRINGEMENT CLAIM; (VII) FAILURE BY YOU OR YOUR END-CUSTOMER TO TAKE A LICENSE AND/OR PAY PARTICIPATION FEES EXPRESSED TO BE PAID BY A THIRD PARTY OTHER THAN A NETWORK PROVIDER OR TECHNOLOGY PROVIDER UNDER ANY LICENSING REGIME, INCLUDING, WITHOUT LIMITATION, MPEG 4 PART 10 OR HEVC, UNLESS SUPPLIER HAS EXPLICITLY STATED IN THE MK.IO RESOURCE DOCUMENTS THAT SUCH LICENSE AND/OR PARTICIPATION FEES IS INCLUDED IN YOUR SUBSCRIPTION; (VIII) DATA OR CONTENT INTRODUCED INTO OR MADE AVAILABLE THROUGH OR TRANSFERRED OR TRANSMITTED OVER OR USING THE SERVICES.

8.2 THE INDEMNITY IN SECTION 8.1 SHALL ONLY APPLY TO A SUPPLIER INFRINGEMENT CLAIM PROVIDED THAT: (I) AS SOON AS REASONABLY POSSIBLE YOU NOTIFY SUPPLIER IN WRITING OF THE SUPPLIER INFRINGEMENT CLAIM ONCE YOU BECOME AWARE OF IT (WHETHER BY FORMAL NOTICE OR OTHERWISE); (II) YOU DO NOT MAKE ANY ADMISSION AS TO LIABILITY IN RELATION TO, OR COMPROMISE OR AGREE TO ANY SETTLEMENT OF, THE SUPPLIER INFRINGEMENT CLAIM WITHOUT THE PRIOR WRITTEN CONSENT OF SUPPLIER; (III) IF SUPPLIER SO REQUESTS, YOU ALLOW SUPPLIER AT ITS OWN EXPENSE TO HAVE THE CONDUCT OF OR SETTLE ALL NEGOTIATIONS AND LITIGATION ARISING FROM THE SUPPLIER INFRINGEMENT CLAIM; (IV) YOU ACT IN RELATION TO THE SUPPLIER INFRINGEMENT CLAIM IN ACCORDANCE WITH THE REASONABLE INSTRUCTIONS OF SUPPLIER AND, AT SUPPLIER'S REQUEST AND EXPENSE, GIVE SUPPLIER ALL REASONABLE ASSISTANCE IN CONNECTION WITH THOSE NEGOTIATIONS AND SUCH LITIGATION; AND (V) SUBJECT TO THE OTHER PROVISIONS OF THIS SECTION 8.2, YOU TAKE ALL REASONABLE STEPS TO MINIMIZE ANY LOSS OR DAMAGE SUFFERED BY YOU THAT WOULD OTHERWISE HAVE BEEN COVERED BY THE INDEMNITY.

8.3 IF ANY SUPPLIER INFRINGEMENT CLAIM IS MADE, OR IN SUPPLIER'S REASONABLE OPINION IS LIKELY TO BE MADE, THEN SUPPLIER MAY, AT ITS OPTION AND EXPENSE, AND YOU SHALL PERMIT SUPPLIER TO (I) OBTAIN THE RIGHT FOR YOU TO CONTINUE USING THE SERVICES THAT IS THE SUBJECT OF THE SUPPLIER

INFRINGEMENT CLAIM; OR (II) REPLACE OR MODIFY THE SERVICES THAT ARE SUBJECT TO THE SUPPLIER INFRINGEMENT CLAIM WITH NON-INFRINGEMENT SERVICES OF EQUIVALENT FUNCTIONALITY AND IN CONFORMITY WITH THE REQUIREMENTS OF THIS AGREEMENT. IF NEITHER OF THE ALTERNATIVES SET FORTH IN THE FOREGOING SUB-CLAUSES (I) AND (II) ABOVE IS REASONABLY COMMERCIALY PRACTICABLE IN SUPPLIER'S DISCRETION, THEN (A) SUPPLIER WILL NOTIFY YOU TO DISCONTINUE USING THE SERVICES (OR PORTIONS THEREOF); (B) YOU WILL DISCONTINUE USE OF THE SERVICES (OR PORTIONS THEREOF); AND (C) SUPPLIER SHALL REFUND TO YOU THE FEES PAID TO SUPPLIER FOR THE RELEVANT SERVICES, LESS A REASONABLE AMOUNT FOR DEPRECIATION, AND YOU SHALL RETURN TO SUPPLIER (OR AT SUPPLIER'S REQUEST, DELETE FROM YOUR SYSTEMS) THE RELEVANT. IF YOU FAIL TO DISCONTINUE USE OF THE SERVICES (OR PORTIONS THEREOF) AS SET FORTH IN THE IMMEDIATELY PRECEDING SENTENCE, SUPPLIER SHALL HAVE NO LIABILITY FOR CONTINUED USE BY YOU OF SAID SERVICES.

8.4 SECTIONS 8.1 TO 8.3 SET FORTH SUPPLIER'S SOLE LIABILITY AND YOUR SOLE REMEDY FOR ANY CLAIM OF INFRINGEMENT OR VIOLATION OF A PATENT, TRADE SECRET, COPYRIGHT, OR OTHER INTELLECTUAL PROPERTY RIGHT OF ANY THIRD PARTY.

8.5 YOU SHALL, AT YOUR EXPENSE, (A) DEFEND SUPPLIER FROM AND AGAINST ANY CLAIMS, DEMANDS, ACTIONS, CAUSES OF ACTION, AND/OR PROCEEDINGS ARISING FROM ANY BREACH OF SECTIONS 2.2, 2.3, 2.5 AND 5 (A "CUSTOMER INFRINGEMENT CLAIM"), AND (B) INDEMNIFY SUPPLIER FROM AND AGAINST ANY REASONABLE EXPENSES (INCLUDING REASONABLE ATTORNEYS' FEES), DAMAGES, LOSSES, AND/OR LIABILITIES THAT ARE (1) DIRECTLY RELATED TO A CUSTOMER INFRINGEMENT CLAIM AND (2) FINALLY ORDERED BY A COURT OF COMPETENT JURISDICTION OR ARE REQUIRED TO BE PAID AS PART OF A SETTLEMENT AGREEMENT APPROVED IN WRITING BY YOU. SUPPLIER SHALL PROVIDE YOU WITH PROMPT NOTICE OF ALL CUSTOMER INFRINGEMENT CLAIM(S) FOR WHICH YOU ARE RESPONSIBLE HEREUNDER, AND SUCH NOTICE SHALL INCLUDE AN IDENTIFICATION OF THE SUBJECT OF THE CLAIM(S) AND OF THE SPECIFIC ALLEGATION(S). YOU SHALL HAVE THE RIGHT TO ASSUME CONTROL OF THE DEFENSE AND SETTLEMENT OF ANY CUSTOMER INFRINGEMENT CLAIM, SAVE THAT SUPPLIER MAY TAKE CONTROL OF THE DEFENSE AND SETTLEMENT OF A CLAIM IF YOU FAIL TO DO SO IN A TIMELY MANNER. WHERE YOU DO ASSUME CONTROL, SUPPLIER SHALL HAVE THE RIGHT TO PARTICIPATE AT ITS OWN EXPENSE IN THE DEFENSE OF A CUSTOMER INFRINGEMENT CLAIM THROUGH COUNSEL OF ITS OWN CHOOSING. SUPPLIER SHALL COOPERATE FULLY WITH YOU IN THE DEFENSE OF A CUSTOMER INFRINGEMENT CLAIM. YOU SHALL HAVE NO OBLIGATION UNDER THIS SECTION IF THE CUSTOMER INFRINGEMENT CLAIM RESULTS FROM OR IS BASED ON A CLAIM FOR WHICH SUPPLIER IS OBLIGED TO INDEMNIFY YOU UNDER SECTION 8.1.

9. TERMINATION

9.1 Term. This Agreement governs Your subscription to and use of the Services and shall continue in full force and effect for the Term unless and until terminated by a Party in accordance with the terms of this Agreement.

9.2 Termination Without Cause. Either party may terminate this Agreement without cause at any time on 30 days' notice.

9.3 Termination With Cause. Either Party may terminate this Agreement immediately at any time by written notice to the other if: (i) the other commits a material breach of this Agreement which it fails to remedy within 30 days of receiving written notice requiring it to do so; or (ii) the other becomes insolvent, has an administrator, receiver or manager appointed over the whole or any part of its assets or business, makes any composition or arrangement with its creditors, takes or suffers any similar action in consequence of debt or an order or resolution is made for its winding-up dissolution or liquidation (other than for the purpose of solvent reconstruction) or any event occurs in a foreign jurisdiction analogous to, or comparable with, any of the above.

9.4 Effect of Termination. On termination of this Agreement for any reason:

(a) all rights and licences granted hereunder shall immediately terminate and You shall immediately cease using all Services and all associated Software;

(b) all amounts due under any unpaid invoices will become due and payable immediately. You must immediately pay for all unpaid usage up to the date termination; and

(c) Supplier may destroy or otherwise dispose of any Customer Data in its possession unless Supplier receives, within 10 days of the effective date of the termination of this Agreement, a written request for the delivery to You of the then most recent back-up of the Customer Data, which Supplier shall endeavour to deliver to You within 30 days of receipt of such a written request, provided that You have, at that time, paid all fees and charges outstanding at and resulting from termination (whether or not due at the date of termination). You agree to pay all reasonable expenses incurred by Supplier in returning or disposing of Customer Data.

9.5 Termination of this Agreement for any reason shall not affect any accrued rights or liabilities of either party nor shall it affect the coming into force or the continuance in force of any provision in this Agreement which is expressly or by implication intended to come into force or continue in force on or after that termination. Notwithstanding the foregoing, the parties agree that the equitable remedy of specific performance of either party is hereby expressly excluded.

9.6 Upon the expiration or termination of this Agreement, and/or any Service Specific Terms the following provisions shall continue in full force and effect: Sections 2, 3, 4, 5 and 7 through 11.

10. CONFIDENTIALITY & CUSTOMER DATA

10.1 Each party may be given access to Confidential Information from the other party in order to perform its obligations under this agreement. A party's Confidential Information shall not be deemed to include information that: (a) is or becomes publicly known other than through any act

or omission of the receiving party, free of any obligation of confidence; (b) was in the other party's lawful possession before the disclosure; (c) is lawfully disclosed to the receiving party by a third party without restriction on disclosure; or (d) is independently developed by the receiving party, which independent development can be shown by written evidence.

10.2 Subject to Section 10.4, each party shall hold the other's Confidential Information in confidence and not make the other's Confidential Information available to any third party, or use the other's Confidential Information for any purpose other than the implementation of this agreement.

10.3 Each party shall take all reasonable steps to ensure that the other's Confidential Information to which it has access is not disclosed or distributed by its employees or agents in violation of the terms of this agreement.

10.4 A party may disclose Confidential Information to the extent such Confidential Information is required to be disclosed by law, by any governmental or other regulatory authority or by a court or other authority of competent jurisdiction, provided that, to the extent it is legally permitted to do so, it gives the other party as much notice of such disclosure as possible and, where notice of disclosure is not prohibited and is given in accordance with this sub-section it takes into account the reasonable requests of the other party in relation to the content of such disclosure.

10.5 Neither party shall be responsible for any loss, destruction, alteration or disclosure of Confidential Information caused by any third party.

10.6 You acknowledge that details of the Services, results relating to the performance, testing, development and support of the Services or any other existing or new product and/or service of Supplier, and analyses, reports and other work resulting therefrom are Supplier's Confidential Information.

10.7 Supplier is permitted to advertise or publicly announce that Supplier is providing its products and/or services to You, where either (i) it is required to do so by law, by any governmental or other regulatory authority or by a court or other authority of competent jurisdiction, or (ii) You have been informed of such planned advertising or public announcement (email notice sufficing) and You have not objected thereto in writing on reasonable grounds within 10 days of being informed of Supplier's plans.

10.8 Each party shall comply with applicable data protection laws and regulations.

10.9 In the following sub-sections the words "data controller", "data processor", "data subject", "personal data" and to "process" have the meanings given to them in the EU General Data Protection Regulation (EU 2016/679).

10.10 Customer Data shall be treated in the same manner as Confidential Information, and You shall own all right, title and interest in and to all of the Customer Data and shall have sole responsibility for the use, legality, reliability, integrity and accuracy of Customer Data. For the avoidance of doubt, Supplier (and its Affiliates) may collect, copy and use data collected by it in relation to (a) the performance and support of the Services; (b) Supplier's testing, development, and sales of existing or new products and/or services; and (c) compiling and analyzing such data in an aggregated and anonymized format, to prepare reports, analysis or other work resulting

from such compilation and analysis for Supplier's internal use.

10.11 If Supplier processes any personal data on Your behalf when performing its obligations under this Agreement (and the parties have not entered into a separate data processing agreement to govern such processing), it shall do so in accordance with Supplier's published [Privacy Policy](#), and:

(a) You acknowledge and agree that for personal data relating to EEA, UK or Swiss data subjects, such data may be transferred or stored outside the EEA, UK or Switzerland (as applicable), or the country where You and the data subject is located, in order to provide the Services and/or fulfil Supplier's obligations under this Agreement, provided Supplier adopts an approved data transfer mechanism (e.g. EU SCCs, UK IDTA);

(b) You shall ensure that the transfer of relevant personal data to Supplier is permitted, and that Supplier may lawfully use, process and transfer the personal data on Your behalf in accordance with this Agreement;

(c) You shall ensure that relevant data subjects have been informed of, and understand their rights in relation to, such use, processing, and transfer as required by applicable data protection legislation;

(d) Supplier shall process the personal data only in accordance with the terms of this Agreement and any lawful instructions reasonably given by You from time to time; and

(e) taking into account the state of the art, the costs of implementation and the nature, scope, context and purposes of processing as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, the parties shall each implement appropriate technical and organizational measures to ensure a level of security appropriate to the risk, in order to protect against accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to the personal data.

11. GENERAL

11.1 Assignment. You may not transfer, assign or sub-license any rights or licenses granted herein, or this Agreement, without the prior written consent of Supplier, except on a transfer of Your business or undertaking or as part of a group restructuring or consolidation in which event all rights and licenses granted herein shall automatically accrue for the benefit of the assigning party's successor by operation of law. Assignment will not relieve the assigning party of its obligations under the assigned Agreement. You must promptly notify Supplier of any permitted assignment. Attempted assignments of this Agreement that do not comply with this section are void. Notwithstanding any other provision to the contrary, You hereby consent to any assignment of any rights of Supplier in relation to any receivables arising under a right or licence to any financial institution or other third party.

11.2 Applicable Law. The construction, validity and performance of this Agreement shall be governed by the laws of State of Texas, USA and the parties hereby irrevocably submit to the sole and exclusive jurisdiction of the Courts of Collin County, Texas, USA to resolve any disputes between them. All proceedings shall be conducted using the English language and, in the event that this Agreement is translated into another language, the English language version shall be the governing version. Notwithstanding the foregoing the parties shall attempt to resolve in good faith any disputes arising and

shall give due consideration to the use of mediation or alternative dispute resolution techniques and reference to independent experts prior to the issue of court proceedings. The United Nations Convention on Contracts for the International Sale of Goods shall not apply.

11.4 No Waiver. The failure of either party to enforce any term of this Agreement does not constitute a waiver of it and shall in no way affect the right to later enforce the term.

11.5 Severability. The invalidity or unenforceability of the whole or part of any provision of this Agreement shall not adversely affect the validity or enforceability of the remaining provisions or the remainder of the provision in question, which shall remain in full force and effect. Where relevant, the parties shall use commercially reasonable efforts to find a new stipulation resembling the invalid one in its commercial consequence as much as possible.

11.6 Unless otherwise agreed in writing, entry into this Agreement shall not affect any related non-disclosure agreement entered into between the parties, which shall continue in full force and effect. All pricing information and Software provided to You by Supplier that is not publicly available shall be the Confidential Information of Supplier and shall not be disclosed to any third party by You.

11.7 Entire Agreement. This Agreement and the documents referred to herein (including any non-disclosure agreement between the parties) constitute the whole agreement between the parties with respect to the Services and supersede any previous arrangement, understanding or agreement between them relating to the subject matter they cover. Each of the parties acknowledges and agrees that in entering into this Agreement it does not rely on any undertaking, promise, assurance, statement, representation, warranty or understanding (whether in writing or not) of any person (whether party to this agreement or not) relating to the subject matter of this Agreement.

11.8 Trade Compliance/Export. You agree to fully comply with all applicable trade compliance and export laws and regulations of the United States or any other relevant jurisdiction. You shall satisfy Yourself that the use of the Services (and if relevant, the importation, possession and use of any included Software and/or supplied Services) in the country of destination is lawful in that country and Supplier hereby disclaims and shall have no liability in connection therewith. Where requested by Supplier, You agree to provide Supplier with such information as it may reasonably request for the purpose of demonstrating compliance with

international laws on export, trade compliance, and embargo, including providing an end-user statement in such form as Supplier reasonably requires from time to time. If a form of end-user declaration is attached to this Agreement, You warrant that the information contained in that declaration is correct at the time it is given and that You will notify Supplier of any changes to that information. If You fail to provide any information reasonably requested by Supplier pursuant to this section, or provide incorrect information, Supplier reserves the right to suspend Your use of the Services (which may include disabling user accounts, passwords and access to one or more or all of the Services in use by You) and/or any licenses granted to You with respect to Software made available pursuant to the terms of this Agreement, until such time as the requested information or corrected information is received and verified by Supplier.

11.9 Updates and Amendments. Supplier may from time to time update the terms and conditions contained in this Agreement and will notify You of such changes via the MK.IO Resource Documents and via the Services portal/online dashboard. Updated terms will be identified by revision date. By continuing to use the Services after the changes become effective, You will be deemed to agree to the new terms. If You do not agree to the new terms, you must cease use of the Services. Any amendment (which is not an aforementioned update by Supplier) of this Agreement or of any Service Specific Terms shall not be effective unless in writing and signed by both Parties (though their authorized representatives).

11.10 Notices. (i) Any written notice required to be given under this Agreement shall be: (a) delivered personally; or (b) sent by pre-paid recorded or tracked delivery; or (c) sent by commercial courier. Notices sent to Supplier must be sent to the address stated at the top of this Agreement. Supplier may send notices (and other information) to You as above or alternatively by email or other electronic form, to the individual at the address You identify during the online subscription process (or if not provided, to the address on Your Microsoft Azure account as its contact for notices). Copies of all notices sent to the Supplier must also be sent by email to: legalnotices@mediakind.com. (ii) A notice shall be deemed duly received: (a) if delivered personally, when left at the address and for the contact referred to above; or (b) if sent by pre-paid recorded or tracked delivery, or by commercial courier, on the date and at the time the delivery receipt is signed.