



**COLLEGIATE FUNDING SOLUTIONS, INC.  
LICENSING AGREEMENT FOR CFS BRANDED WEBSITE, PROSPECTING SYSTEM AND NEWSLETTER**

This LICENSING AGREEMENT (this “**Agreement**”) is made effective as of this \_\_\_\_ day of \_\_\_\_, 200\_\_ (“**Effective Date**”), by and between **COLLEGIATE FUNDING SOLUTIONS, INC.**, a North Carolina corporation (“**CFS**”) and \_\_\_\_\_, a \_\_\_\_\_ (“**Licensee**”).

WHEREAS, CFS has a proprietary report generation system and a proprietary prospecting system, both intended for use in the field of collegiate financial planning; and

WHEREAS, Licensee is a financial planning service provider; and

WHEREAS, Licensee desires to access the CFS proprietary report generation system for the purpose of entering data and creating reports for use by Licensee in providing advice and guidance to its clients and to use the CFS prospecting system for the purpose of attracting prospective clients; and

WHEREAS, Licensee desires to offer its Authorized Users access to the CFS Site as a private labeled Licensee site; and

WHEREAS, CFS desires to grant such rights in accordance with the terms and conditions of this Agreement.

NOW THEREFORE, In consideration of their performance of the mutual covenants contained herein, the parties hereto agree as follows:

**1. Definitions.** For the purposes of this Agreement, the following terms shall have the meanings defined below:

- 1.1** “**Authorized Users**” means those employees, clients and prospective clients of Licensee to whom Licensee has authorized to access the CFS Branded Site under the Licensee’s access code for the purpose of generating Plans for use with and by the Licensee.
- 1.2** “**Client**” means clients and prospective clients of Licensee’s financial planning services.
- 1.3** “**Client Solutions**” means the custom report(s) generated by CFS for Licensee to assist its clients seeking to develop a college funding game plan.
- 1.4** “**CFS Service**” means the generation of Client Solutions.
- 1.5** “**CFS Branded Site**” means the CFS Site with modifications to include Licensee’s business logo, name and limited content revisions as permitted by CFS in accordance with the specifications attached hereto as Exhibit A.
- 1.6** “**CFS Site**” means the website owned by CFS and located at [www.collegiatefundingsolutions.com](http://www.collegiatefundingsolutions.com).
- 1.7** “**Dataform**” means the proprietary question set to be completed by Licensee and Authorized Users and submitted to CFS in order for CFS to generate the Plans (as defined below). Plans cannot be generated without submission of a Dataform.
- 1.8** “**Plan(s)**” mean the Client Solutions. Each a Plan and collectively, the Plans.
- 1.9** “**Prospecting Site**” means the website, created by CFS for the Licensee for the purpose of generating prospects for Licensee’s business

**2. Grant of Licenses**

- 2.1** **Branded Website License.** Upon payment in full of the applicable Fee described in Paragraph 4 below, CFS hereby grants to Licensee a nonexclusive, nontransferable right to access the CFS Branded Site solely for the internal business purposes of Licensee. Upon payment of the initial Fee,

Licensee will be issued an access number for the CFS Branded Site, which may be distributed solely to Licensee's Authorized Users for use of the CFS Branded Site in accordance with the terms and condition of this Agreement. Such access number may be revoked by CFS at any time and without notice upon a breach of this Agreement or at such time as this Agreement is terminated by either party.

- 2.2 Prospecting System License.** Subject to payment of the applicable Fees described in Paragraph 4 below, CFS hereby grants to Licensee a nonexclusive, nontransferable right to access and permit its Clients to access the Prospecting Site solely for the internal business purposes of Licensee. Upon payment of the initial License Fee, Licensee will be issued a unique URL for the Prospecting Site, which may be used solely for the Prospecting Site by Licensee and its Clients as set forth herein. Licensee shall have the right to register a domain name for association with the unique URL and Prospecting Site. Licensee shall retain ownership of such domain name; provided, however, that the unique URL may be revoked by CFS at any time and without notice upon a breach of this Agreement or at such time as this Agreement is terminated by either party.
- 2.3 Limitations.** This license is granted only to Licensee and may not be used, transferred, assigned, rented, leased, sold or otherwise disposed of to anyone else. CFS reserves all rights not expressly granted under this Agreement. Except as expressly authorized in this Agreement, Licensee shall not modify, alter, reproduce, distribute or create derivative works of the CFS Site, Prospecting Site (or any materials therein) or the Reports (other than as permitted under Section 3.2).

### 3. Services

- 3.1 Branding.** In consideration of the fees set forth in this Agreement, CFS hereby agrees to customize the CFS Site in accordance with the branding specifications set forth in Exhibit A to this Agreement and make such CFS Branded Site available to the Authorized Users of Licensee in accordance with the terms and conditions of Paragraph 2. Licensee hereby represents and warrants that it has the full authority and right to grant CFS the rights and licenses set forth in this Agreement with respect to any logos, materials and intellectual property provided to CFS by Licensee for use in such branding services. The parties agree that such branding shall be solely for the purpose of private labeling the CFS Site for use by Authorized Users of Licensee and shall in no way transfer or assign any ownership rights in the CFS Site to Licensee or its Authorized Users or grant any rights of access other than those specified in Paragraph 2 of this Agreement. Licensee is solely responsible for the content and design of the Licensee specific information on the CFS Branded Site. Upon termination of this Agreement, CFS shall remove all Licensee materials from the CFS Branded Site and shall cease any further use of the Licensee marks and logos.
- 3.2 Plan Generation.** At such time as Licensee or its Authorized Users submits a Dataform to CFS through the CFS Branded Site, an email will be generated and sent to Licensee informing Licensee of such Dataform submission along with a link to the Licensee page on the CFS Branded Site where the contents of the Plan or Plans generated from the submission of such Dataforms reside. The Licensee's page on the CFS Branded Site shall include a summary of the contents of the Plan or Plans that have been generated at the request of Licensee or its Authorized Users. At such time as Licensee requests any of the listed Plans, CFS will generate and dispatch to Licensee the requested Plan or Plans. Plans are generated solely based on the information entered into the Dataform by Licensee or its Authorized Users and may contain errors or inaccuracies, including errors or inaccuracies resulting from a failure of the Licensee or its Authorized Users to enter or supply accurate information. Licensee acknowledges and agrees that CFS is not providing financial planning advice, but only a tool to be used by a competent financial advisor in a professional capacity. Licensee is advised to review and make an independent assessment of each Plan and should not solely rely on the information generated in the Plan. Licensee is hereby authorized to modify, edit and change the Plan as desired, provided, however, Licensee hereby acknowledges and agrees that CFS shall have no liability for any errors, inaccuracies or misstatements introduced by Licensee as a result of such modification, edits and changes. Notwithstanding the foregoing, in no event may Licensee use the Plan as provided or as modified for any purpose other than as a deliverable to be provided to or used for the Licensee client for whom the Plan was originally generated.
- 3.3 Prospecting System.** Exhibit A lists the materials and services that CFS will provide to the Licensee as part of the prospecting system and in connection with Licensee's use of the Prospecting Site and license granted herein. If there is any conflict between the provisions of this Agreement and Exhibit A with respect to the Services to be performed by CFS, the provisions of Exhibit A shall control
- 3.4 Additional Services or Features.** As may be set forth below in the Section entitled Payment and Account Setup Information and subject to the payment of the applicable fee, CFS will provide to Licensee the additional services or features as described therein ("Additional Services"). Licensee or

its Authorized Users shall access and use such information only for its own purposes and in accordance with this Agreement.

**4. Fee.**

See **Exhibit B** for License Fees.

**5. Term**

See **Exhibit B** for Term

**6. Termination of Agreement**

See **Exhibit B** for Termination of Agreement

**7. Rights to Data**

Licensee acknowledges that CFS retains all rights, title and interest in and to all data or information supplied by or obtainable from users of the CFS Service, including but not limited to the Plans. Licensee further acknowledges that the Plans may only be disclosed to its clients for whom the Plan was generated and may not be used or disclosed for any other purpose, including but not limited to reverse engineering of the proprietary methodology used in the development of the Plans. Licensee shall maintain all appropriate controls regarding the protection of its clients' personally identifiable information and shall not use such information for any purpose other than as described in the CFS Privacy Policy. Licensee acknowledges and agrees that it shall access only those Plans of its Authorized Users with whom it has a confidential client relationship. Licensee acknowledges and agrees that it and any of its Authorized Users that access the CFS Service have read and agree to the CFS Privacy Policy located on the CFS Branded Site. CFS shall have no obligation to provide Licensee with data supplied by other parties or users of the CFS Site.

Each party acknowledges that Licensee shall retain all rights, title and interest in and to all data or information supplied to Licensee by its Clients via the Prospecting Site. Licensee shall maintain all appropriate controls regarding the protection of its prospects' information supplied to Licensee through the Prospecting Site and shall not use such information for any purpose other than as permitted under applicable law and as described in the Privacy Policy posted on the Licensee's Prospecting Site.

**8. Confidentiality**

Licensee agrees to hold CFS' Confidential Information in strict confidence, and not disclose it to any third party or to use it for any purpose, other than as set forth in this Agreement. The term "**Confidential Information**" means: (a) the terms and conditions of this Agreement; (b) all Plans, and (c) all software, technical data, trade secrets, plans for products or services, processes and designs, business model, marketing techniques, financial and statistical data, sales and customer or client information, techniques, strategies, tactics, written or oral presentations, data, know-how and business plans pertaining to any matters discussed during Licensee's contact with CFS. All such information shall be considered proprietary and confidential. The information shall not include material, which Licensee can by reasonable proof:

- (1) Show that such Confidential Information, in its disclosed combination(s), is in the public domain through no fault of the Party.
- (2) Show such Confidential Information is contained in a written record in Licensee's files prior to the date of its receipt from CFS.
- (3) Show that Licensee had at any time lawfully obtained said Information from a third party under circumstances permitting its disclosure and use.

Licensee agrees to apply reasonable and customary business practices to protect and secure all Confidential Information from unauthorized release and to limit access and usage of such Confidential Information to the employees, officers, agents and representatives necessary to provide the services described in this Agreement. The parties further agree that the obligations contained in this paragraph shall survive the termination of this Agreement.

**9. Return of Certain Confidential Information**

Upon the expiration or termination of the Agreement or upon the earlier request of CFS, Licensee shall, at its own expense, either promptly return to CFS all originals and copies of the writings and hardware in its possession which contain Confidential Information or by written notice, executed by Licensee, or certify that such writings or hardware have been destroyed. Notwithstanding the foregoing, Licensee shall have no obligation to return copies or originals of the Plans.

**10. Legally Required Disclosure**

If Licensee becomes legally compelled (by oral questions, interrogatories, request for information or documents, subpoena, civil investigation demand or similar process) to disclose any Confidential Information, the receiving party will provide the disclosing party with prompt written notice so the disclosing party may seek a protective order or other appropriate remedy and/or waive compliance with the provisions of this Agreement. In the event

such protective order or other remedy is not obtained, or CFS waives compliance with the provisions of this Agreement, Licensee will furnish only that Confidential Information which is legally required and will exercise reasonable efforts to obtain reliable assurance that confidential treatment will be accorded the Confidential Information so disclosed.

## 11. Ownership

**11.1 CFS Materials.** All CFS Confidential Information and all right, title and interest in and to all materials and intellectual property created as a part of the customization of the CFS Site under this Agreement, shall remain the exclusive property of CFS. Licensee agrees that Confidential Information disclosed hereunder is being received subject to CFS' ownership rights in such Confidential Information and, further, subject to all relevant intellectual and/or proprietary property rights of CFS, including the relevant laws governing patents, trademarks, copyrights, semiconductor chip protection, trade secrets and unfair competition. The Prospecting Site (other than Client information and Licensee provided content) and the Confidential Information shall remain the exclusive property of CFS. Licensee agrees that other than the limited license granted herein, CFS owns all right, title and interest in and to the Prospecting Site and the Confidential including all intellectual and/or proprietary property rights therein. Licensee acknowledges and agrees that all right, title and interest in and to the newsletters which may be included as an Additional Service, including all content, remain exclusively with CFS or its third party licensors, as may be applicable.

**11.2 Licensee Materials.** Licensee hereby grants CFS a nonexclusive license to use, display, modify and distribute the logos and other materials of Licensee specified in Exhibit A for the purpose of providing the services set forth under this Agreement. Licensee shall retain sole ownership of all logos, content and other materials provided by Licensee to CFS for CFS performance of this Agreement.

## 12. Limitation of Warranty

Licensee acknowledges that the Plans are provided to Licensee as one of many tools to be used by Licensee in providing advice to its clients. Licensee further acknowledge and agrees that it is the responsibility of Licensee to provide professional advice to its clients and that the Plans are not intended to be a substitute for such professional guidance or oversight. CFS makes no representation or warranty that the CFS Branded Site or the CFS Services or Plans or the Prospecting System or newsletters will meet the Licensee's or its clients needs. Except as otherwise expressly provided in this Agreement, CFS makes no representations or warranties of any kind, express or implied, with respect to the products or services to be provided under this Agreement, including, without limitation, any implied warranty of merchantability, fitness for a particular purpose, noninfringement or any implied warranty arising by usage of trade, course of dealing or course of performance. CFS shall not be liable for any indirect, special, incidental, punitive, exemplary or consequential damages, whether or not CFS should have known of the possibility of such damages. In no event shall CFS' liability under this Agreement exceed the amount paid to CFS by Licensee during the immediately preceding twelve (12) month period.

## 13. Representations and Acknowledgments

Each party to this Agreement represents, warrants and certifies to the other that: (a) it has full power and authority and the legal right to enter into and perform this Agreement without the consent of any other person or entity and that this Agreement constitutes the legal, valid and binding obligation of the representing party and is enforceable against it in accordance with its terms; (b) the parties are independent contractors and nothing in this Agreement is intended (and this Agreement should not be construed) to create a partnership, joint venture or other common enterprise between CFS and Licensee; (c) this Agreement constitutes the entire agreement of the parties and supersedes all prior discussions, negotiations, proposals and agreements between them and Licensee (whether written or oral); (d) any attempt on behalf of Licensee to assign this Agreement without the prior written consent of CFS shall be void; and (e) this Agreement is intended solely for the benefit of the parties and it shall in no event be construed to invest any legal or equitable rights or interests in any other person or entity, whether under a third party beneficiary theory or otherwise.

## 14. Indemnity

Licensee indemnifies and holds CFS, its affiliates, officers, employees, contractors, customers, clients, agents and representatives harmless from and against any loss, liability, injury, damage, cost or expense suffered or sustained by CFS, including reasonable attorneys' fees by reason of: (a) Licensee's use of the Plans, CFS Services, Additional Services, Prospecting Site or CFS Site; (b) Licensee's or its Authorized User's failure to comply with any applicable laws, regulations or other legal requirements or to obtain any consent or approval necessary to enter into and perform this Agreement, including but not limited to any regulatory approval; (c) claims threatened or filed by the party for which Licensee has purchased a Plan or other third parties alleging that CFS has failed to perform its obligations in connection with any service which CFS has rendered to Licensee or its Authorized Users in connection with this Agreement, and (d) any third party claims based on CFS' use of the logos, brands and other materials provided to it by Licensee for the purpose of customizing the

CFS Branded Site or Prospecting; (e) any claims based on modifications, edits or changes to the Plans made by or on behalf of Licensee

**15. Notices**

All notices required in connection with this Agreement shall be in writing and shall be delivered to the addresses set out above or to any alternate address delivered as required in this Section. Notices may be delivered in person, by commercial overnight or local delivery carriers providing tracking service, by Certified Mail, return receipt requested, by facsimile with telephonic confirmation of receipt, or by e-mail with electronic confirmation of receipt. In any case, notices shall be effective upon receipt, except that notices transmitted by facsimile or e-mail during hours other than regular business hours shall not be deemed to have been received until the next business day.

**16. Entire Agreement/ Modifications**

This Agreement constitutes the entire agreement of the parties and supercedes any prior agreements or understandings between them, whether written or oral. Any waivers, changes or modifications to this Agreement must be in writing.

**17. Governing Law**

This agreement is to be governed by and construed in accordance with the laws of the State of North Carolina.

**COLLEGIATE FUNDING SOLUTIONS, INC.**, a North Carolina corporation

By: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

**Licensee**

\_\_\_\_\_

By: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

## EXHIBIT A

### DESCRIPTION OF SERVICES FOR PROSPECTING SYSTEM

CFS will provide Licensee with the following services:

1. **Prospecting website containing the following:**

- Video presentation – “**A Lesson in Paying for College**”
- FREE Report for prospect download: “**Seven Ways to Be An Informed Buyer To Beat the High Cost of A College Education**”
- Request for consultation signup form – which will generate an email notification to Licensee containing prospect contact information
- “About Us” page with customized content about Licensee’s business. Content is subject to CFS approval
- Optional picture of Licensee embedded into Prospecting Site
- Email and phone Contact information for Licensee
- Branding of the Prospecting Site for Licensee which consists of a banner with Licensee’s business logo or business name
- College cost calculator embedded into the website.
- Monthly Newsletter signup for prospects for use with prospecting site
- Copy for postcard, newspaper, email (or other) marketing campaigns.

2. **Monthly Newsletter “College Ed Xpress”**

3. **Branding specification for CFS Branded Site:**

1. Substitution of CFS logo and name throughout site for the Licensee logo and business name.
2. Licensee contact information on the website.
3. Licensee specified narrative content for the **Introduction → About us** page of website

## EXHIBIT B

### FEE, TERM AND TERMINATION OF AGREEMENT

#### 1. Fee.

- 1.1 License Fee. In consideration of the license grant set forth in Paragraph 2 and the Services provided under Paragraph 3, Licensee shall pay CFS the following fee: The initial twelve (12) month licensing fee is **\$1,399**, which shall be due on execution of this Agreement. Thereafter, Licensee shall make once-yearly payment of the prevailing twelve-month licensing fee, to be paid every twelve months on the anniversary date of this Agreement, unless Licensee timely notifies CFS of its intent not to renew this Agreement in accordance with Paragraph 2 or 3 of this Exhibit B.
- 1.2 Additional Fees. If Licensee has opted to include any of the Additional Services, Licensee agrees to make the payment for such Additional Services as set forth below. Such option for the Additional Services will be renewed for each twelve month period unless this Agreement is terminated as provided herein or unless Licensee timely notifies CFS of its intent not to renew such Additional Service at least [thirty (30)] days prior to the end of the then current term.
- 1.3 Payment Authorization. Licensee's acceptance of these Terms constitutes its authorization for CFS to automatically charge the credit/debit card provided by Licensee, and to continue charging the credit/debit card at the agreed-upon intervals during the term of the license.

#### 2. Term

This Agreement shall commence on the Effective Date and shall continue for an initial twelve-month term (the "Initial Term") unless earlier terminated as set forth in Paragraph 3 below. Upon expiration of the Initial Term, this Agreement shall automatically renew for subsequent one-year terms (each a "Renewal Term") unless either party provides prior written notice to the other party of its intent not to renew this Agreement at least thirty (30) days prior to the end of the then-current term.

#### 3. Termination of Agreement

- 3.1 Either party may terminate this Agreement at any time and for any reason upon 30 days prior written notice. In addition, either party may terminate this Agreement upon fifteen (15) days notice for a breach of this Agreement, provided that the breaching party has not corrected the breach within the notice period.
- 3.2 CFS shall have no obligation to return any License Fees or Additional Service Fees if this Agreement is terminated: (i) by Licensee (other than due to a material breach by CFS), or (ii) by CFS upon a material breach of this Agreement by Licensee. If CFS terminates this Agreement (other than due to material breach by Licensee) or if Licensee terminates the Agreement upon a material breach of this Agreement by CFS, then upon the request of Licensee, CFS shall refund to Licensee a prorata amount of the License Fee and any Additional Service Fee based on the amount of the License Fee and Additional Service Fee paid by Licensee for the current twelve month term multiplied by the amount of time remaining in such term.
- 3.3 If Licensee fails to provide timely notice to CFS of its intent not to renew this Agreement pursuant to Section 5 and within sixty (60) days of the commencement of the renewal term notifies CFS in writing that it does not wish to renew this Agreement, CFS may permit Licensee to terminate this Agreement as of the end of the month in which such notice is given to CFS. In such event, Licensee shall be obligated to pay to CFS the prorated License Fee and any applicable Additional Service Fees for the months of the term up to the date of such termination plus a \$75 cancellation fee, and CFS shall refund the remainder of the paid License Fee and applicable Additional Service Fee, if any, for the term.
- 3.4 Upon termination of this Agreement and except as provided above, as provided above, the parties shall be released from further performance under this Agreement. All continuing rights and obligations, including but not limited to those set forth in Paragraphs 7 through 17 of the Branded Website License and Prospecting System License shall survive termination or expiration of this Agreement.

**Payment and Account Setup Information:**

**Add-On Services:**

**Scholarship Information in CFS Generated Reports**

Check the box below if you would like to include the scholarship add-on service into the CFS generated reports

- Annual Payment:** Initial license fee of \$89 due and payable upon execution and thereafter in advance for each Renewal Term on each annual anniversary of the Effective Date.

**After completing/signing the license and the information below, fax this document to CFS at [530-430-3001](tel:530-430-3001)**

<u>Account Setup Information</u>	<u>Credit Card Information:</u>
Name:	Name on Card:
Company Name:	Card Number:
Mailing Address:	Expiration Date:
City and State:	Billing Address:
Zip Code:	City and State:
Business Phone number:	Zip Code:
Email Address:	
Website Address:	