



EngagePHD™ Subscription Services Agreement

PLEASE READ THIS AGREEMENT CAREFULLY BEFORE USING THIS SERVICE.

BY USING THE SERVICE OR CLICKING “AGREE” CUSTOMER IS AGREEING TO BE BOUND BY THIS AGREEMENT. IF YOU ARE AGREEING TO THIS AGREEMENT ON BEHALF OF OR FOR THE BENEFIT OF YOUR EMPLOYER, THEN YOU REPRESENT AND WARRANT THAT YOU HAVE THE NECESSARY AUTHORITY TO AGREE TO THIS AGREEMENT ON YOUR EMPLOYER’S BEHALF.

This agreement is between Ping HD, LLC, a Nevada corporation (**Ping HD**), and the customer agreeing to these terms (**Customer**).

1. **SOFTWARE SERVICE.** This agreement provides Customer access to and usage of EngagePHD™, an Internet based software service, as further specified on an order (**Service**).

2. **USE OF SERVICE.**

- a. **Customer Owned Data.** All data, including content, uploaded by Customer remains the property of Customer, as between Ping HD and Customer (**Customer Data**). Customer grants Ping HD the right to use the Customer Data solely for purposes of performing under this agreement. During the term of this agreement, Customer may export its Customer Data as allowed by functionality within the Service.
- b. **Access and Usage.** Customer may allow its contractors to access the Services in compliance with the terms of this agreement, which access must be for the sole benefit of Customer. Customer is responsible for the compliance with this agreement by its contractors.
- c. **Customer Responsibilities.** Customer (i) must keep its passwords secure and confidential; (ii) is solely responsible for Customer Data and all activity in its account in the Service; (iii) must use commercially reasonable efforts to prevent unauthorized access to its account, and notify Ping HD promptly of any such unauthorized access; and (iv) may use the Service only in accordance with the Service’s user guide and applicable law.
- d. **Ping HD Support.** Ping HD must provide customer support for the Service under the terms of Ping HD’s Customer Support Policy (**Support**) which is located at <http://go.engagephd.com/Home/Help>.
- e. **30-Day Trial Version.** If Customer has registered for a trial use of the Service, Customer may access the Service for a 30-day time period (unless extended by Ping HD in writing). The Service is provided AS IS, with no warranty during this time period. All Customer data will be deleted after the trial period, unless Customer converts its account to a paid Service.

3. **SERVICE LEVEL AGREEMENT & WARRANTY.**

a. **Warranty.** Ping HD warrants to Customer: (i) that commercially reasonable efforts will be made to maintain the online availability of the Service for a minimum of availability in any given month as provided in the chart below (*excluding* maintenance outages, force majeure, and outages that result from any Customer technology issues); (ii) the functionality or features of the Service may change but will not materially decrease during any paid term; and (iii) that the Support may change but will not materially degrade during any paid term.

Availability Warranty	Credit
- 99.0 - 95% =	10% of monthly fee.
- 94.99 - 90% =	25% of monthly fee.
- Less than 90% =	50% of monthly fee.

Maximum amount of the credit is 100% of the fee for such month.

b. **LIMITED REMEDY.** Customer’s exclusive remedy and Ping HD’s sole obligation for its failure to meet the warranty in a(i) above will be for Ping HD to provide a credit for the applicable month, as provided in the chart above (if this agreement is not renewed, then a refund), for the month; provided that Customer notifies Ping HD of such breach within 30 days of the end of that month.

c. **DISCLAIMER.** PING HD DISCLAIMS ALL OTHER WARRANTIES, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, TITLE AND FITNESS FOR A PARTICULAR PURPOSE. WHILE PING HD TAKES REASONABLE PHYSICAL, TECHNICAL AND ADMINISTRATIVE MEASURES TO SECURE THE SERVICE, PING HD DOES NOT GUARANTEE THAT THE SERVICE CANNOT BE COMPROMISED. CUSTOMER UNDERSTANDS THAT THE SERVICE MAY NOT BE ERROR FREE, AND USE MAY BE INTERRUPTED.

4. **PAYMENT.** Customer must pay all fees as specified on the order, but if not specified then within 30 days of receipt of an invoice. Customer is responsible for the payment of all sales, use, withholding, VAT and other similar taxes. This agreement contemplates one or more orders for the Service, which orders are governed by the terms of this agreement.
5. **MUTUAL CONFIDENTIALITY.**
 - a. **Definition of Confidential Information.** Confidential Information means all non-public information disclosed by a party (**Discloser**) to the other party (**Recipient**), whether orally or in writing, that is designated as confidential or that reasonably should be understood to be confidential given the nature of the information and the circumstances of disclosure (**Confidential Information**). Ping HD's Confidential Information includes without limitation the Service, its user interface design and layout, and pricing information, and the Software and Documentation (defined below).
 - b. **Protection of Confidential Information.** The Recipient must use the same degree of care that it uses to protect the confidentiality of its own confidential information (but in no event less than reasonable care) not to disclose or use any Confidential Information of the Discloser for any purpose outside the scope of this agreement. The Recipient must make commercially reasonable efforts to limit access to Confidential Information of Discloser to those of its employees and contractors who need such access for purposes consistent with this agreement and who have signed confidentiality agreements with Recipient no less restrictive than the confidentiality terms of this agreement.
 - c. **Exclusions.** Confidential Information *excludes* information that: (i) is or becomes generally known to the public without breach of any obligation owed to Discloser, (ii) was known to the Recipient prior to its disclosure by the Discloser without breach of any obligation owed to the Discloser, (iii) is received from a third party without breach of any obligation owed to Discloser, or (iv) was independently developed by the Recipient without use or access to the Confidential Information. The Recipient may disclose Confidential Information to the extent required by law or court order, but will provide Discloser with advance notice to seek a protective order.
6. **PING HD PROPERTY.**
 - a. **Reservation of Rights.** The software, workflow processes, user interface, designs, Software and Documentation, and other technologies provided by Ping HD as part of the Service are the proprietary property of Ping HD and its licensors, and all right, title and interest in and to such items, including all associated intellectual property rights, remain only with Ping HD. Customer may not remove or modify any proprietary marking or restrictive legends in the Service or Software and Documentation. Ping HD reserves all rights unless expressly granted in this agreement.
 - b. **Restrictions.** Customer *may not* (i) sell, resell, rent or lease the Service or use it in a service provider capacity; (ii) use the Service to store or transmit infringing, unsolicited marketing emails, libelous, or otherwise objectionable, unlawful or tortious material, or to store or transmit material in violation of third-party rights; (iii) interfere with or disrupt the integrity or performance of the Service; (iv) attempt to gain unauthorized access to the Service or its related systems or networks; (v) reverse engineer the Service or the Software and Documentation; or (vi) access the Service or use the Software and Documentation to build a competitive service or product, or copy any feature, function or graphic for competitive purposes.
 - c. **Software and Documentation.** All software provided by Ping HD as part of the Service, and the Service documentation, sample data, marketing materials, training material and other material provided through the Service or by Ping HD (**Software and Documentation**) are licensed to Customer as follows: Ping HD grants Customer a non-exclusive, non-transferable license during the term of this agreement, to use and copy such Software in accordance with the Documentation, solely in connection with the Service.
 - d. **API.** Ping HD provides access to its application-programming interface (API) as part of the Service for no additional fee. Subject to the other terms of this agreement, Ping HD grants Customer a non-exclusive, nontransferable, terminable license to interact with the API only with the Software as allowed by the API.
 - (i) Customer may not use the API in a manner--as reasonably determined by Ping HD--that exceeds reasonable request volume, constitutes excessive or abusive usage, or fails to comply with the API Policy or with any part of the API. If any of these occur, Ping HD can suspend or terminate Customer's access to the API on a temporary or permanent basis.
 - (ii) Ping HD may change or remove existing endpoints or fields in API results upon at least 30 days notice to Customer, but Ping HD will use commercially reasonable efforts to support the previous version of the API for at least 6 months. Ping HD may add new endpoints or fields in API results without prior notice to Customer.
 - (iii) The API is provided on an 'AS IS' 'WHEN AVAILABLE' basis. Ping HD has no liability to Customer as a result of any change, temporary unavailability, suspension, or termination of access to the API.
 - e. **Anonymized Data.** During and after the term of this agreement, Ping HD may use and owns all anonymized data within the Service for purposes of enhancing the Service, aggregated statistical analysis, technical support and other business purposes.
7. **TERM AND TERMINATION.**
 - a. **Term.** This agreement continues until all orders have expired or are terminated for material breach under Section 7(b).
 - b. **Mutual Termination for Material Breach.** If either party is in material breach of this agreement, the other party may terminate this agreement at the end of a written 30-day notice/cure period, if the breach has not been cured.

- c. **Return of Customer Data.**
- *Within 60-days after termination*, upon request Ping HD will make the Service available for Customer to export Customer Data as provided in Section 2(a).
 - *After such 60-day period*, Ping HD has no obligation to maintain the Customer Data and may destroy it.
- d. **Return Ping HD Property Upon Termination.** Upon termination of this agreement for any reason, Customer must pay Ping HD for any unpaid amounts, and destroy or return all property of Ping HD. Upon Ping HD's request, Customer will confirm in writing its compliance with this destruction or return requirement.
- e. **Suspension for Violations of Law.** Ping HD may temporarily suspend the Service or remove the applicable Customer Data, or both, if it in good faith believes that, as part of using the Service, Customer has violated a law. Ping HD will attempt to contact Customer in advance.
- f. **Suspension for Non-Payment.** Ping HD may temporarily suspend the Service if Customer is more than 30 days late on any payment due pursuant to an order.
8. **LIABILITY LIMIT.**
- a. **EXCLUSION OF DAMAGES.** Ping HD is not liable for: (i) any indirect, special, incidental or consequential damages arising out of or related to this agreement (including, without limitation, costs of delay; loss of or unauthorized access to data or information; and lost profits, revenue or anticipated cost savings), even if it knows of the possibility of such damage or loss; or (ii) any issues with Customer's equipment.
- b. **TOTAL LIMIT ON LIABILITY.** Except for Ping HD's indemnity obligations, Ping HD's total liability arising out of or related to this agreement (whether in contract, tort or otherwise) does not exceed the amount paid by Customer within the 12 month period prior to the event that gave rise to the liability.
9. **INDEMNITY.**
- a. **Defense of Third Party Claims.** Ping HD will defend or settle any third party claim against Customer to the extent that such claim alleges that Ping HD technology used to provide the Service violates a copyright, patent, trademark or other intellectual property right, if Customer, promptly notifies Ping HD of the claim in writing, cooperates with Ping HD in the defense, and allows Ping HD to solely control the defense or settlement of the claim. **Costs.** Ping HD will pay infringement claim defense costs it incurs in defending Customer, and Ping HD negotiated settlement amounts, and court awarded damages. **Process.** If such a claim appears likely, then Ping HD may modify the Service, procure the necessary rights, or replace it with the functional equivalent. If Ping HD determines that none of these are reasonably available, then Ping HD may terminate the Service and refund any prepaid and unused fees. **Exclusions.** Ping HD has no obligation for any claim arising from: Ping HD's compliance with Customer's specifications; a combination of the Service with other technology or aspects where the infringement would not occur but for the combination; use of Customer Data; or technology or aspects not provided by Ping HD. THIS SECTION CONTAINS CUSTOMER'S EXCLUSIVE REMEDIES AND PING HD'S SOLE LIABILITY FOR INTELLECTUAL PROPERTY INFRINGEMENT CLAIMS.
- b. **By Customer.** If a third-party claims against Ping HD that any part of the Customer Data infringes or violates that party's patent, copyright or other right, Customer will defend Ping HD against that claim at Customer's expense and pay all costs, damages, and attorney's fees, that a court finally awards or that are included in a settlement approved by Customer, provided that Ping HD: promptly notifies Customer in writing of the claim; and allows Customer to control, and cooperates with Customer in, the defense and any related settlement.
10. **GOVERNING LAW AND FORUM.** This agreement is governed by the laws of the State of Colorado (without regard to conflicts of law principles) for any dispute between the parties or relating in any way to the subject matter of this agreement. Any suit or legal proceeding must be exclusively brought in the federal or state courts for Denver County, CO, and Customer submits to this personal jurisdiction and venue. Nothing in this agreement prevents either party from seeking injunctive relief in a court of competent jurisdiction. The prevailing party in any litigation is entitled to recover its attorneys' fees and costs from the other party.
11. **OTHER TERMS.**
- a. **Entire Agreement and Changes.** This agreement and the order constitute the entire agreement between the parties and supersede any prior or contemporaneous negotiations or agreements, whether oral or written, related to this subject matter. Customer is not relying on any representation concerning this subject matter, oral or written, not included in this agreement. No representation, promise or inducement not included in this agreement is binding. No modification of this agreement is effective unless both parties sign it, however this agreement may be modified through an online process provided by Ping HD. No waiver is effective unless the party waiving the right signs a waiver in writing.
- b. **No Assignment.** Neither party may assign or transfer this agreement or an order to a third party, except that this agreement with all orders may be assigned, without the consent of the other party, as part of a merger, or sale of substantially all the assets, of a party.
- c. **Independent Contractors.** The parties are independent contractors with respect to each other.

- d. **Enforceability and Force Majeure.** If any term of this agreement is invalid or unenforceable, the other terms remain in effect. Except for the payment of monies, neither party is liable for events beyond its reasonable control, including, without limitation force majeure events.
- e. **Money Damages Insufficient.** Any breach by a party of this agreement or violation of the other party's intellectual property rights could cause irreparable injury or harm to the other party. The other party may seek a court order to stop any breach or avoid any future breach.
- f. **No Additional Terms.** Ping HD rejects additional or conflicting terms of any Customer form-purchasing document.
- g. **Order of Precedence.** If there is an inconsistency between this agreement and an order, the order prevails.
- h. **Survival of Terms.** Any terms that by their nature survive termination of this agreement for a party to assert its rights and receive the protections of this agreement, will survive (including without limitation, the confidentiality terms). The UN Convention on Contracts for the International Sale of Goods does not apply.
- i. **Feedback.** If Customer provides feedback or suggestions about the Service, then Ping HD (and those it allows to use its technology) may use such information without obligation to Customer.