

## Mark License Agreement

This License Agreement (“**Agreement**”) is entered into effective as of the “Effective Date” as defined herein by and between the Wi-Fi Alliance, a California nonprofit mutual benefit corporation, and the applicant submitting the on-line license request to use the design mark identified herein (“**Licensee**”).

### BACKGROUND

The Wi-Fi Alliance owns the “Wi-Fi Alliance” design mark shown on **Exhibit A** and defined herein as the “Mark,” which it licenses to its members to identify their affiliation with the Wi-Fi Alliance and to promote public awareness of the Wi-Fi Alliance, its mission, and the product and service certification services that it provides. Licensee, a member of the Wi-Fi Alliance, wishes to obtain a license to use the Mark and the Wi-Fi Alliance is willing to grant the license, subject to the terms and conditions herein.

### AGREEMENT

1. **Definitions.** For purpose of this Agreement:

(a) “**Application**” means the on-line application that Licensee submitted at [www.wi-fi.org](http://www.wi-fi.org) requesting the licenses granted herein.

(b) “**Effective Date**” shall have the meaning given in Section 9(a).

(c) “**Execute,**” “**Executes,**” “**Executed,**” and “**Executing**” means to agree by action or electronic transmission to be bound by the terms, conditions and provisions of this Agreement. This Agreement is Executed by Licensee upon Licensee’s electronic acknowledgment of the Agreement’s terms as part of the Application. This Agreement is Executed by the Wi-Fi Alliance when the Wi-Fi Alliance transmits a copy of the Agreement to Licensee after Licensee’s Execution of it as part of the Application.

(d) “**Manual**” means the “Wi-Fi Alliance Mark Usage Manual” as in effect from time to time and available for download while completing the Application and at [http://www.wi-fi.org/membersonly/pdf/Wi-Fi\\_Alliance\\_Mark\\_Usage\\_Manual.pdf](http://www.wi-fi.org/membersonly/pdf/Wi-Fi_Alliance_Mark_Usage_Manual.pdf).

(e) “**Mark**” means the mark identified on **Exhibit A** hereto.

2. **Mark License.**

(a) **License Grant.** Provided that Licensee complies with the terms, conditions and provisions hereof, the Wi-Fi Alliance hereby grants Licensee a limited, non-exclusive, worldwide, revocable, non-transferable royalty-free license, with limited right of sublicense solely as provided in Section 2(a)(iii), to use the Mark to identify that it is a Wi-Fi Alliance member and to promote the mission and certification programs of the Wi-Fi Alliance by placing the Mark on such merchandising materials as the Manual

may permit from time to time. The foregoing license includes the right to distribute such merchandise if this distribution is incidental to the purpose of promoting Licensee's affiliation with the Wi-Fi Alliance and the Wi-Fi Alliance's objectives, but does not include a right or license to distribute such products on a regular basis as an ongoing commercial activity.

(b) **Sublicense Grant.** The Wi-Fi Alliance hereby grants to the Licensee a limited, non-exclusive, worldwide, revocable, non-transferable license to sublicense the Mark to third parties with which Licensee has contracted to provide advertising or promotional services for Licensee, to manufacture merchandise for Licensee as permitted pursuant to the Manual and to distribute merchandise bearing the Mark in connection with Licensee's promotional activities using the Mark as permitted in Section 2(a). Licensee shall require all such third parties to agree in writing to all terms and conditions necessary and appropriate to protect the Wi-Fi Alliance's right, title and interest to the Mark, which shall include, but not be limited to, all applicable terms and conditions of this Agreement, and which shall also provide that the Wi-Fi Alliance shall be a third party beneficiary of each such agreement.

(c) **Reservation of Rights.** Except for the limited license rights granted herein, the Wi-Fi Alliance reserves to itself all right, title and interest in and to the Mark.

3. **License Requirements and Limitations.** The licenses granted pursuant to Section 2 are granted subject to the following requirements and limitations:

(a) **Compliance with Manual.** Licensee shall comply with all requirements in the Manual that pertain to the Mark. Licensee is solely responsible for keeping itself informed of the current requirements in the Manual by reviewing from time to time the version posted on the Wi-Fi Alliance Web site and for making any necessary changes to its practices to remain in compliance with any revisions to the Manual. The Wi-Fi Alliance is under no obligation to inform Licensee of changes to the Manual other than by posting the revised version on its Web site, but the Wi-Fi Alliance agrees to refrain from taking action without prior affirmative notice to Licensee if the provision upon which the Wi-Fi Alliance action is to be based is materially different from the Manual that are applicable to this Agreement on the Effective Date. If Licensee does not agree with any changes to the Manual, Licensee's sole remedy is to terminate this Agreement as provided herein.

(b) **Membership Status.** Licensee will maintain its Wi-Fi membership in good standing at all times while it is using the Mark.

(c) **Certain Geographic or Usage Limitations.** In the event the Wi-Fi Alliance determines that use of the Mark may in any particular manner or jurisdiction violate any applicable laws or regulations, be contrary to public policy or may subject Licensee or the Wi-Fi Alliance to any third party claims, legal proceedings, governmental investigations or proceedings, penalties or liabilities, Licensee agrees, upon receipt of

notice and request from the Wi-Fi Alliance, to promptly cease and desist from all use of the Mark in such particular manner or jurisdiction.

(d) **Control.** The Wi-Fi Alliance shall have absolute determination and control, in its sole discretion, over the design, redesign, modification, change, enhancement, improvement, authorized or unauthorized use, manner and degree of application, manner and extent of registration, maintenance, protection, enforcement, ownership, licensing, use and termination of the Mark and the Manual.

(e) **Specific Use Restrictions.** The licenses granted in this Section 2 may be used solely in connection with the Certified Products and are subject to the restrictions and obligations of Licensee set forth in this Agreement, including, without limitation, the following:

(i) Licensee shall strictly comply with the graphics representation requirements for the Mark, as set forth in the Manual.

(ii) Licensee shall not modify, enhance or change the Mark or combine it with another mark, or use, adopt or register any marks confusingly similar to the Mark.

(iii) Licensee shall not omit portions or use a partial version of the Mark.

(iv) Licensee shall not use the Mark, or any portion thereof, as a domain name, including, without limitation, as a sub-domain name or name of the service or company.

(v) Licensee shall not use the Mark: (a) in any manner that is likely to reduce, diminish or damage the goodwill, value or reputation associated with the Mark; (b) in any manner as would violate the rights of any third parties; (c) in any manner as would result in any third party claim or in any governmental investigation, claim or proceeding alleging unlawful or improper use of the Mark; (d) or on or in connection with any goods, services or activities except as permitted under the licenses in Section 2 or the Manual.

(f) **Inspection.** Licensee will, upon the Wi-Fi Alliance's request and at no cost to the Wi-Fi Alliance, provide the Wi-Fi Alliance with a reasonable number of samples of products or materials bearing the Mark within ten (10) business days from receipt of its written request.

(g) **Nonconforming Goods, Services, Activities and Materials.** If Licensee becomes aware at any time that any goods, services, activities or materials with which it is using the Mark do not comply with the requirements of this Agreement or the Manual, it will, at its sole cost and expense, immediately cease all use of the Mark on or in association with the nonconforming goods, services, activities or materials, as applicable, and shall immediately discontinue distribution of any noncompliant or nonconforming

tangible items. Licensee will immediately remove the Mark from all such tangible items, or if it is not feasible or is impractical to remove the Mark from such items, destroy them.

(h) **Third-Party Infringement.** Licensee will promptly notify the Wi-Fi Alliance if it becomes aware of any infringement of the Mark by a third party. Licensee shall have neither the right nor the obligation to prosecute any infringement claims against third-party infringers.

(i) **Noncompliance.** Licensee shall immediately and at its sole cost and expense correct any usage of the Mark that the Wi-Fi Alliance regards as failing to comply with the requirements of this Agreement or the Manual.

(j) **No Use as Certification Mark.** Licensee shall under no circumstance use the Mark as a certification mark or use the Mark in a manner that could lead third parties to believe that the Wi-Fi Alliance or any other party has certified its products or services.

(k) **Use of “Wi-Fi.”** Nothing in this Agreement gives Licensee the right or license to use the mark “Wi-Fi” apart from the Mark as shown in **Exhibit A**. Any use of such mark shall occur only if and to the extent permitted by the Manual or a separate agreement between Licensee and the Wi-Fi Alliance. Licensee shall not use “Wi-Fi” except as permitted therein.

(l) **Unauthorized Use of the Mark by Licensee.** Licensee acknowledges that if it engages in any unauthorized use or reference to the Mark, its right to continue using the Mark may be terminated and that irreparable injury will occur if such unauthorized use continues.

(m) **Relationship of Agreement and Wi-Fi Alliance Membership.** This Agreement constitutes a portion of the “rules and regulations” of the Wi-Fi Alliance as contemplated by the corporation’s Bylaws. Licensee acknowledges that a breach of this Agreement is also a breach of those rules and regulations and may give rise to the suspension or termination of Licensee’s membership in the Wi-Fi Alliance.

4. **License Fees and Royalties.** The licenses granted hereunder are fully paid and without royalty.

5. **Wi-Fi Alliance Ownership of the Mark.** Licensee acknowledges the Wi-Fi Alliance’s exclusive right, title, and interest in and to the Mark and acknowledges that nothing herein shall be construed to accord to Licensee any rights in the Mark except as otherwise expressly so provided. Licensee acknowledges that its use of the Mark hereunder will not create in it any right, title or interest in the Mark other than the limited license rights granted herein and that all such use of the Mark and the goodwill generated thereby will inure to the benefit of the Wi-Fi Alliance. Should the Wi-Fi Alliance, in its sole discretion, deem it necessary to record Licensee as a registered licensee of the Mark in any jurisdiction, it shall do so at Licensee's expense (provided that Licensee may avoid such expenses by covenanting in an amendment to this Agreement that it will not use the

Mark in such countries), and Licensee will cooperate with Wi-Fi Alliance to affect such records. Licensee warrants and represents with respect thereto that (a) it will not at any time challenge the Wi-Fi Alliance's right, title, or interest in the Mark or the validity the Mark or any registration thereof; (b) it will not do or cause to be done or omit to do anything, the doing, causing, or omitting of which would contest or in any way impair or tend to impair the rights of the Wi-Fi Alliance in the Mark; (c) it will not represent that it has any ownership in or rights with respect to the Mark; and (d) it will not, either during or subsequent to the term of this Agreement, adopt, use, or register any certification mark, trademark, service mark, trade name, insignia or logo that is confusingly similar to or a colorable imitation of the Mark or any of the Wi-Fi Alliance's other marks.

**6. Representations of Licensee.** Licensee represents and warrants that

- (a) It is duly organized and in good standing under the laws of its jurisdiction of organization;
- (b) Licensee has taken all actions that are necessary or advisable in order for it to enter into this Agreement;
- (c) The person Executing this Agreement on behalf Licensee is authorized to do so;
- (d) The Agreement, upon its Execution by Licensee (and assuming due Execution by the Wi-Fi Alliance) shall be the binding obligation of Licensee, enforceable in accordance with its terms;
- (e) Licensee will comply with all changes to the Manual within three (3) months from the date of receipt of written notice of such changes; and
- (f) Licensee will not challenge the Wi-Fi Alliance's rights under the Manual, or this Agreement and will not challenge the validity of any Wi-Fi Alliance mark.

**7. No Warranty by the Wi-Fi Alliance.** The Wi-Fi Alliance provides the licenses granted hereunder without warranty of any kind. TO THE MAXIMUM EXTENT PERMITTED BY LAW, THE WI-FI ALLIANCE DISCLAIMS ALL EXPRESS, IMPLIED AND STATUTORY WARRANTIES.

**8. Limitation of Liability.** IN NO EVENT SHALL THE WI-FI ALLIANCE BE LIABLE FOR LOST PROFITS OR SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT REGARDLESS OF THE LEGAL THEORY UPON WHICH SUCH CLAIM IS BASED AND EVEN IF THE WI-FI ALLIANCE HAS BEEN ADVISED OF THE POSSIBILITY THEREOF.

**9. Indemnity.** Licensee agrees to defend, indemnify and hold Wi-Fi Alliance and its respective representatives, employees, officers, directors and agents harmless against

all claims, suits, cost, damages, judgments, attorney's fees, settlements or expenses incurred caused by, arising from or relating to any breach of this Agreement by Licensee or claimed, obtained or sustained by any third party, whether for personal injury, misrepresentation, or otherwise arising out of or relating to the Licensee's business activities, including, without limitation, the manufacture, advertising, promotion, use, marketing or sale of the goods, services, or activities using the Mark, provided such claims are not caused by Wi-Fi Alliance's negligence or breach of this Agreement.

**10. Effective Date, Term and Termination.**

(a) **Effective Date.** This Agreement shall commence and the licenses granted hereunder shall become effective **(the "Effective Date")** upon Licensee's Execution of this Agreement.

(b) **Term.** The term of this Agreement shall commence on the Effective Date and shall continue until terminated by a party as provided herein.

(c) **Termination.**

(i) **Termination by Licensee.** Licensee may terminate this Agreement at any time by providing notice to the Wi-Fi Alliance and by discontinuing all use of the Mark. Termination in this manner shall be effective upon receipt of the notice by the Wi-Fi Alliance or at such time (not to exceed thirty (30) days) specified in the notice from Licensee.

(ii) **Termination by the Wi-Fi Alliance.** The Wi-Fi Alliance may terminate this Agreement upon thirty (30) days notice if Licensee breaches any provision of this Agreement and fails to cure such breach within such thirty (30)-day period. The Wi-Fi Alliance may terminate this Agreement upon written notice if Licensee ceases to be a member in good standing of the Wi-Fi Alliance. The Wi-Fi Alliance may terminate this Agreement for convenience upon not less than thirty (30) days' written notice to Licensee if it discontinues its use of the Mark for the purposes for which it is licensed hereunder.

(iii) **Consequences of Termination.** Upon termination of this Agreement, the licenses and all sublicenses granted hereunder shall immediately terminate. Licensee will immediately discontinue all use of the Mark and shall immediately cause each sublicensee of the Mark to discontinue its use. Licensee and its sublicensee(s) shall thereafter immediately remove the Mark from all materials to which it is applied, or if removal of the Mark is not feasible or is impractical, destroy all materials in their possession containing the Mark and shall certify to the destruction of such materials if the Wi-Fi Alliance requests that they do so.

**11. Compliance with Laws.** Licensee will at all times comply with all laws, regulations, ordinances, rules and orders that are applicable to it in connection with the operation of its business generally.

12. **Miscellaneous.**

(a) **Governing Law.** This Agreement will be governed by and construed in accordance with the laws of the State of California as applied to agreements entered into and fully performed therein by residents thereof. Both parties submit to jurisdiction in California and further agree that any cause of action arising under this Agreement shall be brought in a court in the County of Santa Clara, California.

(b) **Severability; Headings.** If any provision herein is held to be invalid or unenforceable for any reason, the remaining provisions will continue in full force without being impaired or invalidated in any way. Headings are for reference purposes only and in no way define, limit, construe or describe the scope or extent of such section.

(c) **Independent Contractors.** The parties are independent contractors, and no agency, partnership, joint venture, employee-employer or franchisor-franchisee relationship is intended or created by this Agreement. Neither party shall make any warranties or representations on behalf of the other party.

(d) **Notice.** The Wi-Fi Alliance may give notice to Licensee by personal delivery, mail, courier, or facsimile to Licensee's physical address as identified in the Wi-Fi Alliance's membership records or by e-mail to the e-mail address identified in the Application. Licensee may give notice to the Wi-Fi Alliance by personal delivery, mail, courier, or facsimile to the Wi-Fi Alliance's physical address as identified at [www.wi-fi.org](http://www.wi-fi.org) or electronically by e-mail to [info@wi-fi.org](mailto:info@wi-fi.org). Notice shall be deemed given: upon personal delivery; if sent by fax, with confirmation of correct transmission, on the next business day after it was sent; upon the courier's confirmed delivery if sent by courier; and if sent by mail with proper postage prepaid, five (5) days after the date of mailing. Notices by e-mail shall be deemed given by the end of the business day on which they are sent.

(e) **Entire Agreement; Waiver.** This Agreement sets forth the entire understanding and agreement of the parties and supersedes any and all oral or written agreements or understandings between the parties as to the subject matter of this Agreement. This Agreement may be changed only by a writing Executed by both parties that expressly states that it is changing the provisions of this Agreement. The waiver of a breach of any provision of this Agreement will not operate or be interpreted as a waiver of any other or subsequent breach.

(f) **Assignment.** Licensee may not transfer its rights or obligations under this Agreement in whole or in part to any third party without the prior written consent of the Wi-Fi Alliance and any attempt to do so is void.

(g) **Counterparts.** This Agreement may be Executed in two or more counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have caused this Agreement to be Executed by their duly authorized representatives.



Exhibit A

Mark

