

## **End-user license agreement for providing a “Digital Ads” font license.**

### **ATTENTION!**

Before installing the software products, please read carefully the following terms and conditions of the License Agreement (hereinafter referred to as the Agreement). BY DOWNLOADING, INSTALLING, COPYING OR USING THESE SOFTWARE PRODUCTS, YOU EXPRESS YOUR CONSENT WITH THESE TERMS!

Breach of the terms of this Agreement, as well as a use of software products and fonts without a license, entails the consequences provided by applicable law.

### 1. General provisions

1.1. TYPETYPE LLC (hereinafter referred to as the “Licensor”) has all the necessary powers to grant the rights shown in this Agreement.

1.2. This Agreement comes into force and becomes binding on the date the Licensee pays the price for obtaining the rights to use the Font. The price for obtaining the rights to use the Font is reflected in the invoice provided by the Licensor.

1.3. The fact of payment is the Licensee's consent to comply with the terms of this Agreement. In any case, the commencement of the use of the Font is deemed to be Licensee's consent to form this Agreement and acceptance of all its terms.

1.4. The following terms and definitions are used in this Agreement:

1.4.1. The Font is a work of graphics, design, expressed in the external images of alphabetic, digital, service and pseudographic characters, presented in the form of a computer program that allows installation of a font into the memory of a workstation, server or web server and display font characters (in particular text) by a program or an operating system.

1.4.2. The Font symbol - an image of the alphabetic, numeric, service and pseudo graphic characters that make up the Font.

1.4.3. The Font file - a computer file containing a description of the character set used to display such characters (e.g. text) by a program or an operating system.

1.4.4. the Licensee - the person acquiring the rights to the Font.

1.4.5. Digital Advertisement - a piece of promotional or marketing content delivered via the internet for display on output devices. Digital Advertisement includes, but is not limited to, banner ads and display advertisements shown on websites, advertisements in web applications and advertisements in mobile applications.

1.4.6. In the case of the use of a definition in this Agreement, which is not defined above, the definition shall be defined in accordance with the text of the Agreement. In the absence of an unambiguous definition in the Agreement the Parties shall be guided by the definition: first - defined on the Licensor's website, second - on the Internet.

### 2. Usage

2.1. Under the “Digital ad” license, the Licensee is granted the following non-exclusive rights to the Font:

2.1.1. to create Digital Advertisements or allow a third party to create Digital Advertisements on behalf of the Licensee,

2.1.2. to install the Font on a server that is owned and controlled by the Licensee or on servers owned and controlled by a third party hosting service or ad server service with which the Licensee has a written agreement regarding the use and protection of the Font, solely for the purpose of publishing Digital Advertisements on output devices for up to the licensed number of impression; and

2.1.3. to embed the Font in Base-64 encoded format into Digital Advertisements and publish such Digital Advertisements on output devices for up to the licensed number of impressions.

2.1.4. If the Licensee allows a third party to use the Font on its behalf to create Digital Advertisements, the Licensee agrees that

- a) such third party will only use the Font to create Digital Advertisements on the Licensee's behalf,
- b) the Licensee will make such third party aware of the terms of this Agreement,
- c) the Licensee will ensure that such third party destroy the Font's copy upon completion of their use of the Fonts on the Licensee's behalf, and
- d) the Licensee's shall remain responsible for all acts and omissions of such third party with regards to their use of the Font.

2.1.5. The total number of the Font's impressions should not exceed X (XXX). X (XXX) is the number of Font's impressions in all Licensee's Digital Advertisements. The number of impressions is defined as the loading of the Digital Advertisement page when the visitor navigates to a page, where it located. The views also include reloading the page, updating AJAX sites, sending data using the hit method (requesting a web server to retrieve the file).

2.1.6. The Licensee has the right to make a reasonable amount of the Font backup copies exclusively for archival purposes, provided that the Licensee retains control over such copies. Any copies that Licensee makes in accordance with the Agreement must contain the same notices of copyright, trademarks and other proprietary notices that are provided with the Font.

### 3. Restriction of use

3.1. It is forbidden to embed the Font into documents (EPS, PDF and others), intended for commercial distribution in the form of electronic books, magazines, other Electronic publications.

3.2. It is forbidden to display images of the Font symbols in mobile applications.

3.3. It is forbidden to display images of the Font symbols in video games.

3.4. It is forbidden to reproduce images of the Font symbols in logos.

3.5. It is forbidden to display images of the Font symbols in audiovisual works, in any film or video material (including for the purposes of television broadcasts), including titles and inscriptions.

3.6. It is forbidden to set the Font on the server to provide multi-user access.

3.7. It is forbidden to install (display) the Font on workstations.

3.8. It is forbidden to use images of Font symbols on websites using the @ font-face selector.

3.9. It is forbidden to distribute the Font files with hardware or software.

3.10. It is forbidden to modify, rename, change the character composition, rebuild or otherwise influence the Font.

3.11. It is forbidden to copy the Font, except for the cases specified in this document.

3.12. It is forbidden to distribute the Font to the public. The Licensee may not post, install and use files on computers, mobile devices, servers and web servers, websites of other companies or individuals, place them on the Internet, lend them, rent them, or transfer them to another user, unless the complete set of delivery is completely transferred, including: Font file, license rights, usage manual, printed materials, backup copies. In this case, the Licensee is required to destroy all copies of the Font and its documentation available to him and notify the Licensor in writing of the change of licensee.

3.13. Persons who have not entered into a Licensing Agreement with the Licensor may not bring into civil circulation goods, works or services containing the Font, the rights to which belong to the Licensor.

3.14. The rights indicated in this Agreement are granted to the Licensee without the right to transfer or to assign them to other persons, except for the case provided for in paragraph 3.12.

### 4. Liability

4.1. If the Licensee violates any of the clauses of this Agreement, the Licensor has the right to unilaterally terminate the Agreement. In this case, after receiving the appropriate written or electronic notification, the Licensee must destroy all copies of the Font and the relevant documentation. Keeping or use the Font will be considered a violation of exclusive rights.

4.2. If the Font as a result to the actions or omissions of the Licensee becomes available on computers, mobile devices, servers, Web servers and Web sites of other persons, except as provided in subparagraph 2.1.4, the burden of proving the inadvertency of the actions that led to such consequences lies with the Licensee.

4.3. The use of the Font without a valid license agreement, outside of its scope and for any other violation of exclusive rights, gives rise to corresponding liability stipulated by applicable law.

5. Warranties

5.1. The font is delivered without any express or implied warranties on the part of the Licensor, including commercial warranties and warranties of fitness for any particular use. The Licensor shall in no event be liable for damages and damages caused by the use or inability to use the Font, or by providing or not providing support services related to the use of the Font.

6. Term of the agreement

6.1. This Agreement is valid during the validity period of the exclusive right to the Font and on the territory of all countries of the world.