

AFFINITY AGREEMENT
THE OHIO STATE UNIVERSITY ALUMNI ASSOCIATION, INC.

This Agreement is entered into as of this 1st day of April, 2010 (the "Effective Date") by and between FIA Card Services, N.A., a national banking association having its principal place of business in Wilmington, Delaware ("**Bank**"), and The Ohio State University Alumni Association, Inc., a non-profit corporation having its principal place of business in Columbus, Ohio ("**OSUAA**"), for themselves and their respective successors and assigns.

WHEREAS, OSUAA and Bank are parties to that certain Affinity Agreement entered into as of June 20, 2002, as the same has been amended ("**Original Agreement**"), wherein Bank provides certain financial services to certain persons included in certain lists provided to Bank by or on behalf of OSUAA; and

WHEREAS, OSUAA and Bank desire to terminate the Original Agreement on even date herewith; and

WHEREAS, OSUAA and Bank desire to enter into this Agreement and to, among other things, have certain accounts generated under the Original Agreement governed by this Agreement.

NOW THEREFORE, in consideration of the mutual covenants and agreements contained herein, OSUAA and Bank agree as follows:

1. The parties agree that the Original Agreement is terminated as of the Effective Date. The parties further agree that the Credit Card Accounts, Student Credit Card Accounts, Reward Credit Card Accounts and Business Credit Card Accounts generated under the Original Agreement are now part of the Program under and governed by this Agreement.

2. DEFINITIONS

When used in this Agreement, the following initially capitalized words and phrases will have the meanings ascribed to them as set forth below:

"**Affiliate**" means, with respect to any entity or organization, any other entity or organization directly or indirectly controlling, controlled by, or under common control with such entity or organization. The term "controlling," "controlled by" and "under common control with" means the possession, directly or indirectly, of the power to direct or cause the direction of the management and policies, whether through the ownership of voting securities, by contract or otherwise.

"**Agreement**" means this affinity agreement and Schedules A and B.

"**Applicable Law**" means, at any time, any applicable (i) federal, state, and local statutes, regulations, licensing requirements, regulatory bulletins or guidance, regulatory examinations, agreements or orders, (ii) regulations, by-laws and rules of any applicable

self-regulatory organizations, (iii) rule, regulation, restriction, requirement or contractual term of VISA, MasterCard, American Express or other card network and (iv) judicial or administrative interpretations of any of the foregoing.

“Business Credit Card Account” means an open-end business credit account opened pursuant to the Program that is accessed utilizing a card, plate and/or any other device or instrument.

“Credit Card Account” means an open-end consumer credit account opened pursuant to the Program that is accessed utilizing a card, plate and/or any other device or instrument.

“Customer” means any Member who is a participant in the Program.

“Financial Service Product” means any credit card program, charge card program, and the functional equivalent of any such products.

“GIP Account” means a Credit Card Account opened pursuant to a GIP in which OSUAA complies with the GIP provisions of this Agreement.

“Group Incentive Program” or **“GIP”** means any marketing or other program whereby OSUAA conducts and funds solicitation efforts for the Program, and the parties mutually agree that such marketing or other program shall constitute a GIP

“Information” has the meaning ascribed to such word in Section 8.

“Marketing List” means an updated and current list (in a format designated by Bank) containing non-duplicate names, with corresponding valid postal addresses and, when available, telephone numbers (including area codes) and e-mail addresses of all Members who are at least eighteen years of age, segmented by zip codes or other mutually selected membership characteristics. The Marketing List will not contain the names of students of University.

“Member” means an alumnus of University, a member of OSUAA, friends, faculty and staff of University, fans and ticket holders of University athletic events and/or other potential participants mutually agreed to by OSUAA and Bank.

“OSUAA Affiliate” means any Affiliate of OSUAA.

“OSUAA Trademarks” means any design, image, visual representation, logo, service mark, trade dress, trade name, or trademark used or acquired by OSUAA or any OSUAA Affiliate prior to or during the term of this Agreement.

“Program” means those programs and services, and the promotion thereof, of the Financial Service Products Bank agrees to offer pursuant to this Agreement from time to time.

“Program Trademarks” means any design, image, visual representation, logo, service mark, trade dress, trade name, or trademark developed either jointly or by either party (including its Affiliates) during the term of this Agreement and used to promote or identify products or services offered by Bank through the Program. Program Trademarks may but need not necessarily consist of a Trademark, with or without other elements.

“Reward Account” means a Credit Card Account carrying a Reward Enhancement.

“Reward Enhancement” means a reward enhancement as provided through Bank and offered as part of the Program. A Reward Enhancement may be marketed under a name (e.g., World Points), as determined by Bank from time to time, in its sole discretion.

“Reward GIP Account” means a Reward Account opened pursuant to a GIP in which OSUAA complies with the GIP provisions of the Agreement.

“Royalties” means the compensation set forth in Schedule A.

“Student Credit Card Account” means a Credit Card Account opened through an application coded by Bank as a student application.

“Trademarks” means OSUAA Trademarks and University Trademarks.

“University” means The Ohio State University.

“University Trademarks” means any design, image, visual representation, logo, service mark, trade dress, trade name, or trademark used or acquired by University or any University Affiliate prior to or during the term of this Agreement.

3. RIGHTS AND RESPONSIBILITIES OF OSUAA

- (a) OSUAA agrees that during the term of this Agreement it will endorse the Program exclusively and that neither OSUAA or any OSUAA Affiliate will, by itself or in conjunction with others, directly or indirectly: (i) sponsor, advertise, aid, develop, market, solicit proposals for programs offering, or discuss with any organization (other than Bank) the providing of, any Financial Service Products of any entity other than Bank; (ii) license, allow others to license, or use or allow to exist the use by others of the Trademarks in relation to or for promoting any Financial Service Products of any entity other than Bank; and (iii) sell, rent or otherwise make available or allow others to sell, rent or otherwise make available any of its mailing lists or information about any current or potential Members or students of University in relation to or for promoting any Financial Service Products of any entity other than Bank. In addition, if OSUAA or any OSUAA Affiliate sells any product or service, in connection with such sales, OSUAA shall not, and shall cause OSUAA Affiliates and University not to, favor any payment product or method of payment over any payment product or method of payment offered under the Program. Notwithstanding anything else in this Agreement to the contrary, (1) OSUAA and any OSUAA Affiliate may accept print advertising from any financial

institution provided that the advertisement does not contain an express or implied endorsement by OSUAA or any OSUAA Affiliate of said financial institution or advertising for a Financial Service Product; and (2) the University may continue to enter in arrangements with one or more financial institutions permitting such institutions to offer banking services through automatic teller machines or other facilities located on University property, provided that the University does not specifically and directly endorse or solicit the use by Members of any Financial Service Product included in such banking services.

- (b) OSUAA agrees to provide Bank with such information and assistance as may be reasonably requested by Bank in connection with the Program.
- (c) OSUAA authorizes Bank to solicit for participation in the Program by mail, direct promotion, internet, email, advertisements, banking centers, telephone or any other means.
- (d) OSUAA will have the right of prior approval of all Program advertising and solicitation materials to be used by Bank that contain a Trademark; such approval will not be unreasonably withheld or delayed. In the event that Bank incurs a cost because of a change in the OSUAA Trademarks (*e.g.*, the cost of reissuing new credit cards), Bank may deduct such costs from any Royalties due OSUAA. In the event such costs exceed Royalties then due OSUAA, if requested by Bank, OSUAA will promptly reimburse Bank for all such costs.
- (e) Within thirty (30) days following the request of Bank, OSUAA will provide Bank with the Marketing List free of any charge; provided, however, that OSUAA will not include in any Marketing List the name and/or related information regarding any Member who has expressly requested that OSUAA not provide his/her personal information to third parties. In the event that Bank incurs a cost because of a charge assessed by OSUAA or its agents for an initial Marketing List or an update to the Marketing List, Bank may deduct such costs from Royalties due OSUAA. OSUAA will provide the first Marketing List, containing the required information for at least (i) three hundred eighty thousand (380,000) non-duplicate names with corresponding postal addresses and, when available, telephone numbers and e-mail addresses of alumni of the University who are at least eighteen years of age; (ii) twenty-four thousand (24,000) non-duplicate names with corresponding contact information of season ticket holders to University athletic events who are at least eighteen years of age; and (iii) thirty-eight thousand (38,000) non-duplicate names of faculty/staff of University who are at least eighteen years of age, as soon as possible but no later than thirty (30) days after OSUAA's execution of this Agreement. Notwithstanding the generality of the foregoing, OSUAA acknowledges and agrees that Bank may conduct at least five (5) direct mail campaigns and at least three (3) telemarketing campaigns to the full and updated Marketing List during the term of the Agreement and any renewal term(s).
- (f) OSUAA will, and will cause any OSUAA Affiliates to, only provide information to or otherwise communicate with Members or potential Members about the Program with

Bank's prior written approval, except for current advertising and solicitation materials provided by Bank to OSUAA. Notwithstanding the above, OSUAA may respond to individual inquiries about the Program from its Members on an individual basis, provided that said responses are accurate and consistent with the then-current materials provided by Bank to OSUAA. Any correspondence received by OSUAA that is intended for Bank (e.g., applications, payments, billing inquiries, etc.) will be forwarded to the Bank account executive via overnight courier within twenty-four (24) hours of receipt. All reasonable overnight courier expenses incurred by OSUAA will be paid by Bank.

- (g) OSUAA hereby grants Bank and its Affiliates a limited, exclusive license or sublicense, as the case may be, to use the Trademarks with the Program. This license transfers to the assignee of this Agreement. This license will remain in effect for the duration of this Agreement and will apply to the Trademarks, notwithstanding the transfer of such Trademarks by operation of law or otherwise to any permitted successor, corporation, organization, or individual. OSUAA will provide Bank all Trademark production materials (e.g., camera ready art) required by Bank for the Program as soon as possible but no later than thirty (30) days after OSUAA's execution of this Agreement. Nothing stated in this Agreement prohibits OSUAA or University from granting to other persons a license to use the Trademarks in conjunction with the providing of any other service or product, except for any Financial Service Products.
- (h) All Program Trademarks, with the exception of Program Trademarks that consist of or contain a Trademark, with or without other elements, shall belong exclusively to Bank and Bank may use such Program Trademarks in any manner not prohibited by this Section 3(h). OSUAA may not use any Program Trademark, except to promote the Program or any goods or services offered by Bank through the Program. OSUAA shall not register or attempt to register any Program Trademark. Bank shall not register or attempt to register any Trademark. Bank may use Program Trademarks that contain Trademarks to promote or identify the Program and any products or services offered by Bank through the Program at no cost to Bank, but only during the term of this Agreement.
- (i) OSUAA will permit Bank, at no cost to Bank, to advertise the Program on OSUAA's home page and at other prominent locations within the internet site(s) of OSUAA and maintain Banner ad placement(s). Bank may establish a hyperlink from such advertisements to another internet site to enable a person to apply for any type of Credit Card Account. Any Credit Card Accounts generated pursuant to such a hyperlink will entitle OSUAA to the GIP compensation set forth in Schedule A, subject to the other terms and conditions of this Agreement. OSUAA will modify or remove such advertisements within twenty-four (24) hours of Bank's request. To enable Bank to view all Program material, OSUAA will provide Bank with the ability to access any and all pages within the OSUAA internet site(s), including without limitation any "members only" or other restricted access pages.

4. RIGHTS AND RESPONSIBILITIES OF BANK

- (a) Bank will design, develop, maintain, and administer the Program.
- (b) Bank will design all advertising, solicitation, and promotional materials used in the Program except for materials used in any GIP. Bank reserves the right of prior written approval of all materials concerning or related to the Program that may be developed by or on behalf of OSUAA.
- (c) Bank will bear all costs of producing and mailing materials for the Program except for materials created for any GIP.
- (d) Bank will make all credit decisions and will bear all credit risks with respect to each Customer's account(s) independently of OSUAA.
- (e) Bank will use the Marketing Lists provided pursuant to this Agreement in a manner consistent with this Agreement and will not permit those entities handling the Marketing Lists to use them for any other purpose. Bank will have the sole right to designate Members on these Marketing Lists to whom promotional material will be sent. These Marketing Lists are and will remain the sole property of OSUAA. However, Bank may maintain separately and will own all information that it obtains as a result of an account relationship or an application for an account relationship. This information becomes a part of Bank's files and will not be subject to this Agreement; provided however that Bank will not use this separate information in a manner that would imply an endorsement by OSUAA.
- (f) Subject to applicable law and regulation, Bank has the right to place Trademarks on gifts for individuals completing applications and on other premium items suitable in Bank's judgment for the solicitation of Credit Card Account applications. OSUAA will have approval of the use and appearance of the Trademarks used on such materials, but grants Bank the right to use approved materials at Bank's discretion. Bank will not be required to pay any third party (*e.g.*, any producer, licensor(ee), or manufacturer of such gifts and premiums) royalties or other compensation otherwise due directly or indirectly to or on behalf of OSUAA, any OSUAA Affiliate, and/or University for such gifts or premiums. OSUAA waives such payments from any third party(ies) (and/or agrees to cause the recipient(s) of such payments to waive such payments), and will take (and/or will cause the recipient(s) of such payments to take) all actions to give effect to this waiver. If a third party should refuse to reduce the price to Bank for such gifts or premiums (or otherwise prevent the realization of this benefit by Bank) then Bank may deduct such amount(s) from Royalties.

5. REPRESENTATIONS AND WARRANTIES

- (a) OSUAA and Bank each represents and warrants to the other party that as of the Effective Date and throughout the term of this Agreement:

- (i) It is duly organized, validly existing and in good standing;
 - (ii) It has all necessary power and authority to execute and deliver this Agreement and to perform its obligations under this Agreement;
 - (iii) This Agreement constitutes a legal, valid and binding obligation of such party, enforceable against such party in accordance with its terms, except as such enforceability may be limited by bankruptcy, insolvency, receivership, reorganization or other similar laws affecting the enforcement of creditors' rights generally and by general principles of equity;
 - (iv) No consent, approval, or authorization from any third party is required in connection with the negotiation, execution, delivery and performance of this Agreement, except such as have been obtained and are in full force and effect;
 - (v) The execution, delivery and performance of this Agreement by such party will not constitute a violation of any law, rule, regulation, court order or ruling applicable to such party.
- (b) OSUAA represents and warrants to Bank as of the date hereof and throughout the term of this Agreement that it has the right and power to license the OSUAA Trademarks and, if applicable, to sublicense the University Trademarks to Bank for use as contemplated by this Agreement, and to provide the Marketing List(s) to Bank for the promotion of the Program. OSUAA further represents and warrants to Bank as of the Effective Date and throughout the term of this Agreement that there is no entity or organization (including the University or any organization associated with the University) that can use, license or sub-license the University Trademarks in connection with any Financial Service Products, that has access to the Marketing List(s) in connection with any Financial Service Products or that can grant marketing access to the Marketing List(s) in connection with any Financial Service Products or that can grant marketing access to any University athletic event in connection with any Financial Service Products. OSUAA will indemnify, defend and hold harmless Bank, and its directors, officers, agents, employees, Affiliates, successors and assigns, from and against all liability, causes of action, and claims, and will reimburse Bank's costs, fees and expenses in connection therewith (including reasonable attorneys' fees and court expenses), arising from the Trademark license granted herein or from Bank's use of the Trademarks in reliance thereon, or from the use of any Marketing List(s) by Bank for the Program. Each party will promptly notify the other party upon learning of any claims or complaints relating to the license or the use of any Trademarks or Marketing Lists.

6. ROYALTIES

- (a) During the term of this Agreement, Bank will pay Royalties to OSUAA. Royalties will not be paid until a Schedule B (W-9 Form and ACH Form) or other IRS required form (e.g., W-8) is fully completed and returned to Bank. Except as otherwise provided in

Schedule A, payment of Royalties then due will be made approximately forty-five (45) days after the end of each calendar quarter.

- (b) If at any time during the term of the Agreement any change in any card network's interchange rate(s) or similar rate(s), when measured separately or together with all other rate changes since the Effective Date, has more than a de minimis adverse impact on Bank's business, as determined by Bank in its sole discretion ("Impact"), then Bank may notify OSUAA in writing of Bank's desire to renegotiate the Royalties and any other financial terms in the Agreement to address the Impact. If, within thirty (30) business days after OSUAA's receipt of Bank's notice, the parties have not, for whatever reason, fully executed an addendum that modifies the Royalties and other financial terms to address the Impact, Bank shall have the right to terminate this Agreement, without penalty or liability to OSUAA, upon ninety (90) days advance written notice.

7. PROGRAM ADJUSTMENTS

Bank has the right to make periodic adjustments to the Program, including, without limitation, changes to its terms and features. In addition, Customers may, as a benefit under the Program, be offered opportunities to select credit protection and other products and services.

8. CONFIDENTIALITY OF AGREEMENT

The terms of this Agreement, any proposal, financial information and proprietary information provided by or on behalf of one party to the other party prior to, contemporaneously with, or subsequent to, the execution of this Agreement ("**Information**") are confidential as of the date of disclosure. Such Information will not be disclosed by such other party to any other person or entity, except as permitted under this Agreement or as mutually agreed in writing. Bank and OSUAA will be permitted to disclose such Information (i) to their accountants, lawyers, financial advisors, marketing advisors, affiliates and employees (its "Agents") as necessary for the performance of their respective duties, provided that said persons agree to treat the Information as confidential in the above described manner or (ii) as required by Applicable Law or requested by any governmental regulatory authority. Notwithstanding the foregoing, the party disclosing Information to its Agents shall be liable for any breach of this Section 8 by their Agents.

9. TERM OF AGREEMENT

The initial term of this Agreement will begin on the Effective Date and end on March 31, 2012. This Agreement will automatically extend at the end of the initial term or any renewal term for successive two-year periods, unless either party gives written notice of its intention not to renew at least ninety (90) and not more than one hundred eighty (180) days, prior to the end of the then current term or renewal term, as applicable. OSUAA may terminate this Agreement at any time during the term of the Agreement with one hundred and twenty (120) days advance written notice to Bank, subject to the termination provisions of this Agreement.

10. STATE LAW GOVERNING AGREEMENT

This Agreement will be governed by and subject to the laws of the State of Delaware (without regard to its conflict of laws principles) and will be deemed for all purposes to be made and fully performed in Delaware.

11. TERMINATION

- (a) In the event of any material breach of this Agreement by Bank or OSUAA, the other party may terminate this Agreement by giving notice to the breaching party. This notice will (i) include a description of the material breach; and (ii) state the party's intention to terminate this Agreement. If the breaching party does not cure or substantially cure such breach within sixty (60) days after receipt of notice, as provided herein (the "Cure Period"), then this Agreement will terminate sixty (60) days after the Cure Period.
- (b) If either Bank or OSUAA becomes insolvent in that its liabilities exceed its assets or it is unable to meet or it has ceased paying its obligations as they generally become due, or it is adjudicated insolvent, or takes advantage of or is subject to any insolvency proceeding, or makes an assignment for the benefit of creditors or is subject to receivership, conservatorship or liquidation then the other party may immediately terminate this Agreement.
- (c) Upon the expiration or earlier termination of this Agreement, Bank will, except as set forth in Section 11(d) of this Agreement, cease to use the Trademarks for Program marketing purposes, provided that Bank may conclude all solicitations required by law. Upon the expiration or earlier termination of this Agreement, Bank will not claim any right, title, or interest in or to the Trademarks or to the Marketing Lists.
- (d) Bank will have the right to prior review and approval of any notice in connection with, relating or referring to the expiration or earlier termination of this Agreement to be communicated by OSUAA or any OSUAA Affiliate to the Members. Such approval will not be unreasonably withheld. Upon the expiration or earlier termination of this Agreement, OSUAA will allow Bank to continue to use the Trademarks on, and will not attempt to cause the removal of Trademarks from, any person's credit devices, checks or records of any Customer existing as of expiration or earlier termination of this Agreement until their normally scheduled reissue date or exhaustion.
- (e) In the event that Applicable Law has or will have a material adverse effect on Bank's business (as determined in Bank's sole discretion) ("Event"), Bank may notify OSUAA in writing of Bank's desire to renegotiate the terms of the Agreement to address the Event. If, within thirty (30) business days after OSUAA's receipt of Bank's notice, the parties have not, for whatever reason, fully executed an addendum that is satisfactory to both parties, Bank shall have the right to terminate this Agreement, without penalty or liability to OSUAA, upon ninety (90) days advance written notice.

- (f) For a one (1) year period immediately following the expiration or earlier termination of this Agreement for any reason, OSUAA agrees that neither OSUAA nor any OSUAA Affiliate will, by itself or in conjunction with others, directly or indirectly, target any offer of a Financial Service Product or a related product to persons who were Customers. Notwithstanding the foregoing, OSUAA may, after the expiration or earlier termination of this Agreement, offer persons who were Customers the opportunity to participate in another financial service program endorsed by OSUAA, provided the opportunity is not only made available to such persons but rather as a part of a general solicitation to all Members and provided further that persons are not directly or indirectly identified as a customer of Bank, or offered any terms or incentives that differ from those offered to all Members.

12. MISCELLANEOUS

- (a) This Agreement cannot be amended except by written agreement signed by the authorized agents of both parties hereto.
- (b) The obligations in Sections 3(h), 5(b), 8, 11(c), 11(d), 11(f), 12(b), and 13(e) will survive the expiration or any earlier termination of this Agreement.
- (c) The failure of any party to exercise any rights under this Agreement will not be deemed a waiver of such right or any other rights.
- (d) The section captions are inserted only for convenience and are in no way to be construed as part of this Agreement.
- (e) If any part of this Agreement is, for any reason, found or held invalid or unenforceable by any court or governmental agency of competent jurisdiction, such invalidity or unenforceability will not affect the remainder of this Agreement which will survive and be construed as if such invalid or unenforceable part had not been contained herein and the parties hereto shall immediately commence negotiations in good faith to reform this Agreement to make alternative provisions herein that reflect the intentions and purposes of the severed provisions in a manner that does not run afoul of the basis for such unenforceability or invalidity.
- (f) All notices relating to this Agreement will be in writing and will be deemed given (i) upon receipt by hand delivery, facsimile or overnight courier, or (ii) three (3) business days after mailing by registered or certified mail, postage prepaid, return receipt requested. All notices will be addressed as follows:

- (1) If to OSUAA:

The Ohio State University Alumni Association, Inc.
Longaberger Alumni House
2200 Olentangy River Road
Columbus, OH 43210

ATTENTION: Ms. Virginia Trethewey, Chief Operating Officer

Fax #: (614) 292-7697

(2) If to Bank:

FIA Card Services, N. A.
MS DE5-004-04-02
1100 North King Street
Wilmington, Delaware 19884

ATTENTION: Contract Administration

Fax #: (302) 432-1821

(3) Any party may change the address and fax number to which communications are to be sent by giving notice, as provided herein, of such change of address.

- (g) This Agreement contains the entire agreement of the parties with respect to the matters covered herein and supersedes all prior promises and agreements, written or oral, with respect to the matters covered herein, including, without limitation, the Original Agreement. This Agreement does not and is not intended to alter or amend any aspect or provision of any other agreement between the parties that survives termination of that agreement. Without the prior written consent of Bank, which will not be unreasonably withheld, OSUAA may not assign any of its rights or obligations under or arising from this Agreement. Bank may assign any of its rights or obligations under this Agreement to any other person without the prior consent of OSUAA. Bank may utilize the services of any third party in fulfilling its obligations under this Agreement. Certain Financial Service Products or services under this Agreement may be offered through Bank's affiliates.
- (h) Bank and OSUAA are not agents, representatives or employees of each other and neither party will have the power to obligate or bind the other in any manner except as otherwise expressly provided by this Agreement.
- (i) Nothing expressed or implied in this Agreement is intended or will be construed to confer upon or give any person other than OSUAA and Bank, their successors and assigns, any rights or remedies under or by reason of this Agreement.
- (j) OSUAA recognizes and agrees that Bank's goodwill and reputation in the marketplace are valuable and intangible assets; therefore, OSUAA agrees that it will not conduct itself or engage in any activity in a manner that may adversely affect these assets. In the event Bank determines that OSUAA does not so conduct itself, Bank may terminate this Agreement, effective immediately.

- (k) Neither party shall make any statement, whether written, oral or otherwise, to any person or entity which criticizes, disparages, condemns or impugns the reputation or character of the other or any of its Affiliates, whether or not the statement is true and whether or not it is characterized as confidential.
- (l) Neither party shall be held responsible for any delay or failure in performance to the extent such delay or failure is caused by fire, flood, explosion, terrorism, war, strike, embargo, government laws, rules, regulations or requirements, civil or military authority, act of God, act or omission of carriers or other similar causes beyond its control, that was not reasonably foreseeable or avoidable, and without the fault or negligence and/or lack of diligence of the delayed party ("force majeure condition"). The non-delayed party shall have the right to terminate this Agreement if such force majeure condition endures for more than one hundred twenty (120) days by providing the delayed party with least thirty (30) days prior written notice of such termination, which notice must be received by the delayed party within ten (10) days after the expiration of the one hundred twenty (120) day period.
- (m) This Agreement may be executed in two (2) or more counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument. The parties hereto agree to accept a digital image of this Agreement, as executed, as a true and correct original and admissible as best evidence to the extent permitted by a court with proper jurisdiction.
- (n) This Agreement is the product of negotiations between the parties hereto and their respective counsel. No provision or section of this Agreement shall be read, construed or interpreted for or against either party by reason of ambiguity of language, rule of construction against the draftsman, or any similar doctrine.

13. GROUP INCENTIVE PROGRAM

- (a) OSUAA will design all advertising, solicitation and promotional material with regard to any GIP. OSUAA will give Bank sixty (60) days prior notice of its desire to engage in marketing efforts for any GIP. Credit Card Accounts generated from such efforts will entitle OSUAA to the Royalty for GIP specified in Schedule A, subject to the other terms and conditions of this Agreement.
- (b) All marketing materials generated as a result of such GIP programs will be coded by OSUAA as instructed by Bank for tracking purposes. Marketing materials or telemarketing inquiries from prospective participants which do not contain or reference such coding will not be considered eligible for any GIP Royalty.
- (c) Bank will have the right of prior approval of all advertising and solicitation materials for use by OSUAA pursuant to any GIP. Bank has control over, in its sole discretion, the scope, timing, content and continuation of any GIP. OSUAA will not deviate from the approved materials and plan for any GIP without the prior written approval of Bank.

- (d) All costs incurred by Bank in producing and mailing materials created pursuant to any GIP or of supporting the marketing efforts of OSUAA pursuant to any GIP will be promptly reimbursed by OSUAA upon demand.
- (e) OSUAA will make all reasonably requested changes to materials to obtain Bank's consent and OSUAA will comply with all applicable laws, including, without limitation, the Truth in Lending Act and the Equal Credit Opportunity Act, with respect to any GIP.

IN WITNESS WHEREOF, each of the parties, by its representative, has executed this Agreement as of the Effective Date.

Ohio State Univeristy Alumni Association

By: Virginia M. Trethewey
Name: Virginia M. Trethewey
Title: Chief Operating Officer
Date: 7/8/10

FIA Card Services, N.A.

By: Chad Pisorchik
Name: Chad Pisorchik
Title: SVP
Date: 7/16/10

SCHEDULE A

ROYALTY ARRANGEMENT

During the term of this Agreement, Bank will pay OSUAA a Royalty calculated as follows, for those accounts with active charging privileges. Bank may create a special class of consumer accounts for OSUAA employees under the Program, and will not pay compensation for such designated accounts. All Royalty payments due hereunder are subject to adjustment by Bank for any prior overpayment of Royalties by Bank:

A. CREDIT CARD ACCOUNTS

1. \$1.00 (one dollar) for each new Credit Card Account opened, which remains open for at least ninety (90) consecutive days.
2. \$1.00 (one dollar) for each Credit Card Account for which the annual fee is paid by the Customer. If no annual fee is assessed by Bank (other than as a result of a courtesy waiver by Bank), then such Royalty will be paid for each Credit Card Account that: 1) has a balance greater than zero as of the last processing day of every twelfth month after the opening of that Credit Card Account; and 2) has had active charging privileges for each of the preceding twelve (12) months.
3. 0.50% (fifty basis points) of all retail purchase transaction dollar volume generated by Customers using a Credit Card Account (excluding those transactions that (1) relate to refunds, returns and/or unauthorized transactions, and/or (2) are cash equivalent transactions (e.g., the purchase of wire transfers, person to person money transfers, bets, lottery tickets, or casino gaming chips)).
4. During the term of this Agreement and any renewal term(s), Bank will not pay Royalties to OSUAA for any Student Credit Card Accounts; however, pursuant to the Trademark license granted to Bank pursuant to this Agreement, Bank will have the right to use the Trademarks on all Credit Card Accounts in accordance with the terms of this Agreement.
5. \$100.00 (one hundred dollars) for each GIP Credit Card Account opened, which remains open for at least ninety (90) consecutive days and which is utilized by the Customer within the first ninety (90) consecutive days of the GIP Credit Card Account's opening for at least one (1) purchase or cash advance which is not subsequently rescinded, the subject of a charge back request, or otherwise disputed. Such GIP Credit Card Accounts will not qualify for any other opening-of-an-account Royalty.

B. REWARD ACCOUNTS

Reward Account Royalty compensation provisions will not affect any other Royalty compensation provisions contained in the Agreement, and the Royalty compensation provisions referencing any other form of Credit Card Accounts will not apply to Reward Accounts.

1. \$1.00 (one dollar) for each new Reward Account opened, which remains open for at least ninety (90) consecutive days and that is utilized by the Customer within the first ninety (90) consecutive days of the Reward Account's opening for at least one (1) purchase or cash advance that is not subsequently rescinded, the subject of a charge back request, or otherwise disputed. This Royalty will not be paid for any account which, after opening, converts to a Reward Account.
2. \$1.00 (one dollar) for each Reward Account for which the annual fee is paid by the Customer. If no annual fee is assessed by Bank (other than as a result of a courtesy waiver by Bank), then such Royalty will be paid for each Reward Account which: 1) has a balance greater than zero as of the last processing day of every twelfth month after the opening of that Reward Account; and 2) has had active charging privileges for each of the preceding twelve (12) months. A Reward Account may renew every twelve (12) months after the opening of the account.
3. 0.20% (twenty basis points) of all retail purchase transaction dollar volume generated by Customers using a Reward Account (excluding those transactions that (1) relate to refunds, returns and/or unauthorized transactions, and/or (2) are cash equivalent transactions (*e.g.*, the purchase of wire transfers, person to person money transfers, bets, lottery tickets, or casino gaming chips).
4. \$100.00 (one hundred dollars) for each Reward GIP Account opened, which remains open for at least ninety (90) consecutive days and which is utilized by the Customer within the first ninety (90) consecutive days of the Reward GIP Account's opening for at least one (1) purchase or cash advance which is not subsequently rescinded, the subject of a charge back request, or otherwise disputed. Such Reward GIP Accounts will not qualify for any other opening-of-an-account Royalty.

D. BUSINESS CREDIT CARD ACCOUNTS

Business Credit Card Account Royalty compensation provisions will not affect any other Royalty compensation provisions contained in the Agreement, and the Royalty compensation provisions referencing any other form of Credit Card Accounts will not apply to Business Credit Card Accounts.

1. 0.20% (twenty basis points) of the retail purchase transaction dollar volume generated by Customers using a Business Credit Card Account (excluding those transactions that (1) relate to refunds, returns and/or unauthorized transactions, and/or (2) are quasi cash transactions (*e.g.*, the purchase of money orders, travelers checks, foreign currency, lottery tickets, casino chips, racetrack wagers, vouchers redeemable for cash or other items readily convertible into cash).

For the avoidance of doubt, Bank will not pay OSUAA any advances against Royalties or guarantee OSUAA Royalties during the term of this Agreement and during any renewal term(s).

FIA CARD SERVICES*

12/27/11

Ms. Virginia Trethewey
Chief Operating Officer
The Ohio State University Alumni Association, Inc.
Longaberger Alumni House
2200 Olentangy River Road
Columbus, OH 43210

RE: Amendment and Extension of Agreement

Dear Ms. Trethewey:

This letter confirms our understanding that FIA Card Services, N.A., ("FIA") and The Ohio State University Alumni Association, Inc. ("OSUAA") would like to extend the current term of the Affinity Agreement dated April 1, 2010, (as it may have been amended) wherein FIA provides financial services products to customers of OSUAA (the "Agreement").

The parties agree that the current term of the Agreement shall be revised to end on June 30, 2012, and thereafter, the Agreement shall automatically extend at the end of the current term or any renewal term for successive sixty (60) day periods, unless either party gives written notice of its intention not to renew at least thirty (30) days prior to the last date of the applicable term. This paragraph shall replace all provisions concerning the term of the Agreement, the renewal of the Agreement, and all notices required to not renew this Agreement.

The parties agree that Section 11(d) of the Agreement is hereby deleted from the Agreement in its entirety and replaced with the following:

- "(d) Bank will have the right to prior review and approval of any notice in connection with, relating or referring to the expiration or earlier termination of this Agreement to be communicated by OSUAA or any OSUAA Affiliate to the Members. Such approval will not be unreasonably withheld. Upon expiration or earlier termination of this Agreement, Bank will have up to ninety (90) calendar days from the termination or expiration date to: (i) suspend marketing and remove marketing materials from Bank's marketing channels; (ii) use OSUAA Trademarks in connection with existing Credit Card Accounts and Business Credit Card Accounts and those opened during such ninety (90) day period; and (iii) remove OSUAA Trademarks from Program collateral and account materials, such as statements, welcome packages, and card carriers. OSUAA shall not attempt to cause the removal of OSUAA Trademarks from any person's credit devices, checks or records of any Customer existing as of ninety (90) days following the termination or expiration date of this Agreement, and Bank shall have the right to use OSUAA Trademarks on such credit devices, checks and records until their normally scheduled reissue date or exhaustion."

This letter contains the entire agreement of the parties with respect to the matters covered herein and supersedes all prior promises and agreements, written or oral, with respect to the matters covered herein. Except as amended by this letter, the terms of the Agreement shall remain in full force and effect, and with respect to any inconsistencies between this letter and the Agreement, the parties agree that the terms of this letter shall control.

FIA CARD SERVICES®

Please execute both this and the enclosed copy of this Letter and forward them to me. I will obtain the appropriate signatures and send you a fully executed original.

If you have any questions, please contact me at 302-432.1253.

Sincerely,



Steve Doan
Senior Vice President

ACCEPTED AND AGREED:

THE OHIO STATE UNIVERSITY ALUMNI
ASSOCIATION, INC.

BY: Andy Gurd
NAME: ANDY GURD
TITLE: COO
DATE: 12/29/11

ACCEPTED AND AGREED:

FIA CARD SERVICES, N.A.

BY: Steve Doan
NAME: Steve Doan
TITLE: SUP
DATE: 1/12/11