

Affinity Card Program Agreement
JMG JV, LLC, d/b/a Georgia Bulldogs Sports Marketing

This Agreement ("**Agreement**") is entered into as of this 1st day of **July, 2018** (the "**Effective Date**") by and between **Bank of America, N.A.**, a national banking association having an office in Wilmington, Delaware ("**Bank**"), and **JMG JV, LLC, d/b/a Georgia Bulldogs Sports Marketing**, a Delaware limited liability company having its principal place of business at 540 N. Trade Street, NW, Winston-Salem, North Carolina 27101 ("**JMG**" and Bank are, each, a "**Party**" or collectively, the "**Parties**").

WHEREAS, JMG (i) has entered into an Agreement (the "**JMG/UGAA Agreement**"), pursuant to which JMG is the designated multi-media rights holder for University of Georgia Athletic Association, Inc. ("**UGAA**"), which maintains, manages and operates the University of Georgia's intercollegiate athletics program ("**Georgia Athletics**"), and (ii) has the right to enter into this Agreement with Bank.

WHEREAS, The University of Georgia Foundation, on behalf of UGAA, and Bank entered into the Restated Affinity Agreement dated July 1, 2013, as the same has been amended ("**Previous Agreement**"), wherein Bank provided certain financial services to certain persons included in certain lists provided to Bank by or on behalf of UGAA and/or The University of Georgia Foundation, and the Previous Agreement has expired by its terms; and

WHEREAS, JMG and Bank desire to enter into this Agreement to enable Bank to manage an affinity card program associated with UGAA and the University of Georgia Foundation, as further described in this Agreement.

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

1. DEFINITIONS AND RULES OF INTERPRETATION

For the purposes of this Agreement and except as otherwise specifically set forth herein, capitalized terms have the meanings set forth below, whether used in the plural or singular, in any tense or part of speech, and regardless of gender. Other terms defined herein have the meanings set forth in the context of their use.

"**Activated Account**" means a Credit Card Account which remains open for at least 90 consecutive days and that is used by the Customer within the first 90 consecutive days of its opening for at least one purchase or cash advance that is not subsequently rescinded, the subject of a charge back request, or otherwise disputed.

"**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.

"**Agents**" has the meaning ascribed to such word in Section 7(b).

"**Agreement**" means this agreement, and Schedules A through B, as may be amended or supplemented from time to time by mutual agreement by the Parties.

"Applicable Law" means, with respect to a Person any: (i) federal, state, or local law (including common law), ordinance, statute, treaty, rule, judgment, regulation, regulatory bulletin or guidance, regulatory examinations, licensing requirements, agreements, formal direction, or orders including judicial or administrative interpretations (whether written or verbal) of any of the foregoing; (ii) regulations, by-laws and rules of self-regulatory organizations; (iii) rule, regulation, restriction, requirement or contractual term of VISA, MasterCard, American Express or other card network; and, (iv) rulings, injunctions, judgments, orders, consent decree, determinations or findings of, or agreements with, any arbitrator, court or other Governmental Authority applicable to, or binding upon, a Party or to which such Party is subject, as the same may be amended and in effect from time to time; provided, that, with respect to Bank, "Applicable Law" means the foregoing, as or in the manner implemented by Bank.

"Activities" means any duties or obligations of, or undertaken by JMG (including such services further delegated to or undertaken by any Subcontractor (including their respective Representatives) pursuant to this Agreement or in furtherance of the Program (including Group Marketing Efforts).

"Business Day" means any day, except Saturday, Sunday or a day on which national banks in the United States are authorized or obligated by Applicable Law to be closed.

"Consumer Complaint" means any submission (using whatever means or media) by or on behalf of an individual (including consumers, Members, and Customers) that expresses dissatisfaction with, or communicates suspicion of wrongful conduct by, an identifiable Person related to such individual's personal experience with any aspect of the Bank's products, policies or services including the Program and the conduct of GIP.

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

"Credit Card Program" means those co-branded credit card programs and services, and the promotion thereof, Bank has the right to, and agrees to, offer pursuant to this Agreement to the Members from time to time.

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

"Debit Card" means a co-branded card, plate and/or any other device or instrument that is a card's or plate's functional equivalent, associated with a Deposit Account.

"Deposits" means consumer deposit products such as money market deposit accounts, certificate of deposit accounts, checking and savings accounts, checking accounts with debit card access and money market deposit account and certificate of deposit account individual retirement accounts.

"Deposit Account" means a consumer deposit account opened pursuant to the Program.

"Deposit Program" means those Deposits and related programs and services, and the promotion thereof, Bank agrees to offer pursuant to this Agreement to the Members from time to time.

"ECOA" means the Equal Credit Opportunity Act (15 U.S.C. §1691 *et. seq.*) and its implementing regulation, Regulation B (12 C.F.R. Part 1002), as each are amended.

"Effective Date" has the meaning given such phrase in the preamble.

"Eligible Royalties" means all Royalties that accrue and are payable this Agreement including Schedule A, except those Royalties described in Section A.4, B.4, and C.4 of Schedule A.

"Event" has the meaning ascribed to such word in Subsection 11(e).

"Financial Service Product" means any credit card program, deposit program, debit card program associated with a deposit program, or the functional equivalent of any such product.

"GIP Account" means a Credit Card Account opened pursuant to a GIP in which JMG complies with the GIP provisions of this Agreement.

"GLBA" refers to the Gramm-Leach-Bliley Act and its implementing regulation, Regulation P (12 C.F.R. 1016.1 et. seq.), as each may be amended from time to time and includes, when effective, the framework that replaces the Department of Commerce International Safe Harbor Privacy Principles.

"Governmental Authority" means, with respect to any Person, any nation or government, any State or other political subdivision thereof, any entity exercising executive, legislative, judicial, regulatory or administrative functions of or pertaining to government and any court or arbitrator having jurisdiction over such Person. With respect to the Bank, Governmental Authority includes the Bureau of Consumer Financial Protection (a/k/a Consumer Financial Protection Bureau) and the Office of the Comptroller of the Currency.

"Governmental Entity" means any federal, state, local or foreign government or any court of competent jurisdiction, administrative agency or commission or other governmental authority or instrumentality, domestic or foreign.

"Group Marketing Effort" or **"GIP"** has the meaning ascribed to such phrase in Subsection 10(a).

"Information" has the meaning ascribed to such word in Section 7(a) and includes Nonpublic Personal Information.

"Impact" has the meaning ascribed to such word in Subsection 5(c).

"JMG Affiliate" means any Affiliate of JMG.

"Marketing List" means an updated and current list (in a format as mutually agreed by the Parties) 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, provided that the Marketing List provided to Bank will not include any current full or part-time student at the University of Georgia.

"Member" means alumni, parents, donors, and friends of the University of Georgia, season ticket holders at University of Georgia athletic events, and non-student members of the University of Georgia Foundation, and any other potential participants mutually agreed to by JMG and Bank.

"Net Retail Spend" means with respect to a Credit Card Account in good standing, as of a given date of determination and for a given period of time during the Term, the aggregate retail purchases (in U.S. dollars) debited to a Credit Card Account, net of: (i) transactions that relate to refunds, returns and/or unauthorized transactions; (ii) transactions that are cash advances or equivalents (e.g., bank cash advances, direct deposit cash advances, wire transfers, balance transfers, access checks, the purchase of

wire transfers, person to person money transfers, money orders, bets, ATM withdrawals, off-track wagers, lottery tickets or transactions, casino gaming chips, or crypto-currencies); and/or (iii) Credit Card Account fees, costs and charges (e.g., balance transfer fees, finance charges, late fees, overlimit fees, annual fees, returned check, cash advance transaction fees, credit insurance premiums, debt cancellations charges, non-product or service-related transactions).

"Nonpublic Personal Information" has the meaning ascribed to such phrase in 12 C.F.R. §1016.3(p)(1) and includes (a) information relating to the customers of the Bank or their accounts with Bank, (b) any record about an individual that is a consumer report as such term is defined in the Fair Credit Reporting Act (15 USC 1681 et seq.) or is derived from a consumer report and that is maintained or otherwise possessed by or on behalf of the Bank including a compilation of such records; all of which is the Bank's Information. Nonpublic Personal Information includes any list, description, or other grouping of consumers (and publicly available information pertaining to them) that is derived using any personally identifiable financial information that is not publicly available such as the fact that such consumers are, or were Customers.

"Party" or **"Parties"** has the meaning ascribed to each such word in the preamble.

"Person" means and includes an individual, a partnership, a corporation, a limited liability company, an association, a joint stock company, a trust, a joint venture, an unincorporated organization, other business entity or a Governmental Entity (including any department, agency or political subdivision thereof).

"Premium Reward Account" means a Credit Card Account carrying a Premium Reward Enhancement.

"Premium Reward Enhancement" means a premium Reward Enhancement as provided through Bank and offered as part of the Program. A Premium Reward Enhancement may be marketed under a name (e.g., BankAmericard Cash Rewards™), as determined by Bank from time to time, in its sole discretion.

"Premium Reward GIP Account" means a Premium Reward Account opened pursuant to a GIP in which JMG complies with the GIP provisions of this Agreement.

"Program" means those programs and services, and the promotion thereof, of those Financial Service Products Bank offers pursuant to this Agreement to the Members 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 and used to promote or identify products or services offered by Bank through the Program. Program Trademarks may but need not necessarily consist of one or more UGAA Trademarks or University Trademarks, with or without other elements.

"Representative" means, with respect to a Person, any employee, officer, director, or agent of such Person. In the case of a partnership, Representative also includes general and limited partners thereof. In the case of a limited liability company or corporation, Representative also includes members of such company or corporation.

"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 JMG complies with the GIP provisions of this Agreement.

"Royalties" means the compensation designated as such and set forth in Schedule A.

"Subcontractor" means each Person (including an Affiliate of JMG) to whom JMG has, directly or indirectly delegated or subcontracted or who has undertaken all or any portion of activities comprising, in whole or in part, Activities. "Subcontractor" includes a Subcontractor of a Subcontractor.

"Term" has the meaning ascribed to such word in Subsection 8.

"Training" has the meaning ascribed to such word in Subsection 2(j)(1).

"UGAA Affiliate" means any Affiliate of UGAA.

"UGAA Trademarks" means names, trademarks, service marks, graphics, logos, and other distinctive indicia of origin of UGAA or Georgia Athletics, as designated, provided, and approved by JMG for use during the Term.

"University" means the University of Georgia and any office or department of, or affiliated or associated with, the University of Georgia.

"University Trademarks" means certain of the trademarks, service marks, designs, slogans, trade names, logotypes, and designations of origin representative of the University of Georgia, as designated, provided, and approved by JMG for use during the Term. University Trademarks does not include UGAA Trademarks.

Rules of Construction and Interpretation. Except as otherwise expressly provided in this Agreement, the following rules apply:

- the singular includes the plural and the plural includes the singular;
- "or" is disjunctive, but not necessarily exclusive, except where clearly indicated by the context;
- "and" is conjunctive only;
- "include" and "including" are not limiting;
- "any" means "any or all";
- a reference to any agreement (including this Agreement) or other contract includes any permitted modifications, supplements, amendments and replacements;
- any copy of any contract (including this Agreement) or other document refer to a correct and complete copy;
- the "transactions contemplated by this Agreement" refer, collectively, to each transaction contemplated by or provided for in this Agreement.
- a reference in this Agreement to a Section, Schedule or Exhibit is to the Section of or Schedule or Exhibit to this Agreement unless otherwise expressly provided (for example, where a particular Section, Schedule or Exhibit is the intended reference);
- the Schedules and Exhibits referred to herein shall be construed with and as an integral part of this Agreement to the same extent as if they were set forth verbatim herein.
- a reference to a Section or paragraph in this Agreement shall, unless the context clearly indicates to the contrary, refer to all sub-parts or sub-components of any said Section or paragraph;

- “hereunder,” “hereto,” “hereof,” and “herein,” and other words of like import shall, unless the context clearly indicates to the contrary, refer to the whole of this Agreement and not to any particular clause hereof;
- “days” means calendar days unless otherwise noted through the use of the phrase “Business Days”;
- references to “months” and “years” means calendar months and years unless otherwise specified;
- to the extent this Agreement requires the mutual agreement, approval or consent of any matter by either or both Parties hereto, unless the text clearly indicates to the contrary, such agreement, approval or consent shall be granted or denied in such Party’s reasonable business judgment;
- to the extent this Agreement requires the agreement, approval or consent of one Party or the other, unless the text clearly indicates to the contrary, such agreement, approval or consent shall not be unreasonably withheld, conditioned, or delayed;
- text enclosed in parentheses has the same effect as text that is not enclosed in parentheses;
- any reference made in this Agreement to a statute or statutory provision means such statute or statutory provision as it has been amended through the date as of which the particular portion of this Agreement is to take effect, or to any successor statute or statutory provision relating to the same subject as the statutory provision so referred to in this Agreement, and to any then applicable rules or regulations promulgated thereunder, unless otherwise provided;
- unless the context otherwise requires or unless otherwise provided herein, all references in this Agreement to a particular agreement, instrument or document also shall refer to all schedules or exhibits, renewals, extensions, modifications, amendments and restatements of such agreement, instrument or document;
- references to any amount as on deposit or outstanding on any particular date means such amount at the close of business on such day;
- any payment that otherwise would be due on a day that is not a Business Day shall be deemed to be due on the first Business Day thereafter;
- References to money or dollar amounts (“\$”) means United States Dollars unless otherwise specified;
- A reference to any Person includes such Person’s successors and assigns;
- accounting terms not otherwise defined shall be construed in accordance with United States generally accepted accounting principles;
- terms other than those defined within this Agreement shall be given their plain English meaning, and those terms, acronyms and phrases known in the applicable industry and business contexts shall be interpreted in accordance with their generally known meanings in those industries or other business contexts; and,
- when calculating the period of time before which, within which or following which any act is to be done or step taken pursuant to this Agreement, the date that is the reference date in calculating such period shall be excluded and, if the last day of such period is not a Business Day, the period shall end on the next succeeding Business Day.

2. RIGHTS AND RESPONSIBILITIES OF JMG

(a)(1) JMG agrees that during the Term, except as otherwise set forth in this Agreement, it will promote the exclusive Credit Card Program and that neither it nor its respective Affiliates, by itself or in conjunction with others, will directly or indirectly: (i) endorse, sponsor, advertise, aid, develop, market, or solicit proposals for programs offering, or discuss with any organization (other than Bank) the providing of, any credit card program or credit card product that includes University Trademarks or UGAA Trademarks, of any entity other than Bank; (ii) license, sublicense, allow others to license, or use or allow to exist the use by others, the UGAA Trademarks or University Trademarks with respect to promoting any credit card program or credit card product 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 marketing lists, mailing lists, or information about any current or potential Members in relation to or for

promoting, any credit card program or credit card product that includes University Trademarks or UGAA Trademarks, of any entity other than Bank. In addition, if JMG or any JMG Affiliate sells any product or service, in connection with such sales, JMG shall not, and shall cause JMG Affiliates 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, JMG may accept advertising in any media from any financial institution provided that the advertisement does not contain an express or implied endorsement of said financial institution's credit card combined with or in connection with the University Trademarks and/or the UGAA Trademarks.

(a)(2) Bank may offer a Deposit Program and Debit Card, or functional equivalent of any such product, with UGAA Trademarks, on a non-exclusive basis and otherwise subject to and in accordance with the terms and conditions of the Agreement. Nothing in this Agreement shall limit JMG's right to license UGAA Trademarks or University Trademarks or otherwise support other debit card programs, deposit programs, or the functional equivalent of any such product.

(b) JMG agrees to provide Bank with such information and assistance as may be reasonably requested by Bank in connection with the Program.

(c) JMG authorizes Bank to solicit Members (subject to the terms of Section 2(e) below) by mail, direct promotion, internet, email, advertisements, banking centers, ATMs, telephone or any other means for participation in the Program.

(d) JMG shall have the right of prior written approval of the depiction of any Bank use of a UGAA Trademark or University Trademark in Program advertising and solicitation materials to be used by or on behalf of Bank. Bank shall use the UGAA Trademarks and University Trademarks only in the exact form, manner and context JMG approves in writing. If the Bank incurs a cost (e.g., the cost of reissuing new credit cards) because of a JMG-required change in the Bank's authorized use of UGAA Trademarks or University Trademarks and is unable to use up inventory of collateral and similar materials, Bank may deduct such reasonable, actual costs from any Royalties due JMG. If such costs exceed Royalties then due JMG, upon demand JMG shall promptly reimburse Bank for all such costs.

(e) At least once annually and within 30 days of Bank's request, JMG shall provide Bank with its entire and complete updated Marketing List free of any charge; provided, however, that JMG and/or University shall not include in any Marketing List the name and/or related information regarding any Member who has expressly requested that JMG not provide his/her personal information to third parties or who is under the age of eighteen at the time the information was collected. In the event that Bank incurs a cost because of a charge assessed by JMG or its agents for an initial Marketing List or an update to the Marketing List, Bank may deduct such costs from any payments (including Royalties) then due JMG. If such costs exceed such payments, JMG shall promptly reimburse Bank for all such costs. Within 30 days of JMG's execution of this Agreement, JMG shall provide the first Marketing List, containing the required information for at least two hundred thousand (200,000) non-duplicate Member names.

(f) JMG shall, and shall cause any JMG Affiliates to, only provide information to or otherwise communicate (including chat and social media) 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 JMG. Notwithstanding the above, JMG may, and may cause UGAA to, 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 JMG and/or UGAA. Any correspondence received by JMG that is intended for Bank (e.g., applications, payments, billing inquiries) shall be forwarded to the Bank account executive via overnight courier within one (1) Business

Day of receipt. All reasonable overnight courier expenses incurred by JMG shall be paid by Bank. For any inquiries or requests received by JMG that are intended for Bank (e.g. general questions, name/address changes, deceased notifications), the person making the inquiry will be referred to contact the Bank.

(g) JMG hereby grants Bank and its Affiliates a: (i) limited, exclusive license to use the UGAA Trademarks and/or University Trademarks with the Credit Card Program; (ii) limited, non-exclusive license to use the UGAA Trademarks and/or University Trademarks on a Debit Card; and (iii) limited, non-exclusive license to use the UGAA Trademarks with any other Financial Service Product other than the Credit Card Program or a Debit Card. Each of (i), (ii), and (iii) above are subject to JMG's rights of approval set forth in Section 2(d). This license transfers to the assignee of this Agreement. This license shall remain in effect for the Term and as provided in Subsection 11(d). This license shall apply to the UGAA Trademarks and University Trademarks (in accordance with the terms of this Agreement), notwithstanding the transfer of such UGAA Trademarks or University Trademarks by operation of law or otherwise to any permitted successor, corporation, organization, or individual. JMG shall provide Bank all UGAA Trademark and all University Trademark production materials (e.g., camera ready art) required by Bank for the Program as soon as possible but no later than 30 days after the Parties' execution of this Agreement. Except to the extent of Bank's exclusive rights with respect to the cobranded Credit Card Program or products, nothing stated in this Subsection prohibits JMG from granting to other Persons, including any third-party financial institution: (w) advertising rights; (x) sponsorship and/or sponsorship recognition; (y) naming rights of events, facilities, or buildings (or any portion thereof); and/or (z) a license to use the UGAA Trademarks and/or the University Trademarks. As of the Effective Date and throughout the Term, JMG represents, warrants and covenants to Bank it has the right to grant such license to the Bank for use as contemplated hereby. The foregoing sentence shall survive the expiration or earlier termination of this Agreement.

(h) All Program Trademarks, with the exception of Program Trademarks that consist of or contain any UGAA Trademark or University Trademark, with or without other elements, shall belong exclusively to Bank. JMG may not (and shall cause its Subcontractors and Representatives not to) use any Program Trademark, except to promote the Program or any goods or services offered by Bank through the Program and only to the extent consistent with this Agreement. JMG shall not (and shall cause its Subcontractors and Representatives not to) register or attempt to register any Program Trademark. The provisions of this Subsection 2(h) shall survive the expiration or earlier termination of this Agreement.

(i) Within one (1) Business Day of receipt, JMG shall refer (and shall cause its Subcontractors and Representatives to refer) each Consumer Complaint received to Bank, along with all relevant documentation and information reasonably related thereto to the extent within the possession or control of JMG (or its Subcontractors and Representatives). To the extent reasonably requested, JMG shall (and shall cause its Subcontractors and Representatives to) cooperate with and assist Bank in the resolution and remediation of each Consumer Complaint. The provisions of this Subsection 2(i) shall survive the expiration or earlier termination of this Agreement.

(j)(1) From time to time, Bank shall provide procedures, training and guidelines regarding Applicable Law as applied to Bank concerning certain Activities conducted in furtherance of or related to the Program ("**Training**"). Initially and on an annual basis JMG shall and shall cause its Subcontractors and Representatives to successfully complete such Training. Upon Bank's request, JMG shall cease to perform, and shall cause any Subcontractors (and their respective Representatives) to cease performing, Activities if Training, as initially or periodically required thereafter, is not completed by JMG, such Subcontractor (and its Representatives), as the case may be, to the Bank's satisfaction.

(2) Upon periodic request from Bank, JMG agrees to affirm (and to cause its Subcontractors and their respective Representatives to affirm) continued compliance with the obligations, responsibilities,

representations and warranties under this Agreement (including Training) in writing. JMG grants (and will cause its Subcontractors and their respective Representatives to grant) Bank the right to monitor and review such compliance on the part of JMG, its Subcontractors (and its and their respective Representatives).

(3) JMG shall, and shall cause its Subcontractors (and their respective Representatives) to provide Activities in accordance with the terms and conditions of the Agreement, Applicable Law, the Training and Bank's reasonable instruction. JMG shall be responsible for the full, faithful, complete, accurate and timely performance of all Activities, whether performed by JMG, or any Subcontractor (including their respective Representatives). JMG shall be liable to Bank as provided herein for any act or omission of its Subcontractors (and its Representatives) in connection with the performance or failure to properly perform any of JMG's obligation under this Agreement, including the Activities. The provisions of this paragraph (3) shall survive the expiration or earlier termination of this Agreement.

(k) Upon prior written notice, JMG shall permit Bank and shall cause its Subcontractors (and their respective Representatives) to permit, facilitate and cooperate with Bank's (including Bank's Representatives) audit, inspection, monitoring, testing, and review of JMG and Subcontractors (and their respective Representatives) with respect to JMG's and its Subcontractor's (and their respective Representative's) policies, procedures and controls in connection and compliance with Applicable Laws and records as they relate to the Program, Information security, JMG's Activities and performance of JMG's duties and obligations hereunder (including Activities and whether undertaken or conducted by or delegated to JMG's Subcontractors and their respective Representatives). Bank shall have the right to determine the scope of such audits, tests or inspections. The Parties shall mutually determine the date, time, location and duration of the audit, tests or inspection, provided such date is within 10 days of Bank's written notice. JMG shall promptly remediate and cause its Subcontractors (and their respective Representatives) to promptly remediate any deficiencies found with respect to compliance with Applicable Laws, and this Agreement as a result of such audits, tests or inspections. JMG's failure or refusal to (1) cooperate and cause its Subcontractors (and their respective Representatives) to cooperate as aforesaid or to (2) promptly remediate any such deficiencies and cause its Subcontractors (and their respective Representatives) to promptly remediate as aforesaid within 30 days of written notice to JMG shall be deemed a material breach by JMG of this Agreement. The provisions of this Subsection 2(k) shall survive the expiration or earlier termination of the Term for a period of two years.

(l) JMG shall maintain (and make available) at no additional cost to Bank, in a reasonably accessible location, all records pertaining to Activities for the period of time as instructed in writing by the Bank with respect to such records or in absence of such instruction, the greater of: (i) a period of 7 years from the date of creation or the date to which such records relate; or (ii) as required by Applicable Law. Records available for review shall exclude any records: (i) pertaining to Members other than applicants or Customers; and (ii) deemed proprietary and confidential and not associated with JMG Activities. JMG will give prior notice to Bank of requests by any Governmental Authority for Bank's Information within JMG's possession or control (including, if applicable, that of its Subcontractors and their respective Representatives). At Bank's written request, JMG shall reasonably cooperate with Bank in seeking a protective order with respect to such Information. The provisions of this Subsection 2(l) shall survive the expiration or earlier termination of the Agreement for two years.

(m) During the Term, solely to the extent prepared by or on behalf of JMG or otherwise made available to JMG and requested in writing by Bank, JMG will promptly deliver to Bank at JMG's expense a copy of findings from any independent audit firm attestation, assurance and/or audit report covering JMG's and Subcontractors (and their Representatives) operations as a services organization providing JMG's Activities such as an SSAE 16, Type II Audit Report (or any successor or replacement reports hereafter provided for by the American Institute of CPAs or any successor organization), reports on any

one or more of the ISO27000 series of standards (or any successor or replacement reports hereafter provided for by the ISO27000 Directory or any successor organization) and ISAE 3402 (or any successor or replacement reports hereafter provided for by the International Auditing and Assurance Standards Board or any successor organization). JMG will not require, and will cause its Subcontractors, their Representatives and preparers of such reports not to require, any further agreement as a condition to delivering such reports to Bank.

(n) JMG acknowledges that Bank has directed JMG's attention to 12 C.F.R. § 1026.57(b) and has requested that JMG review that regulation with its legal counsel.

3. RIGHTS AND RESPONSIBILITIES OF BANK

(a) Bank shall design, develop, maintain, and administer the Program for the Members.

(b) Bank shall design all advertising, solicitation, and promotional materials used in the Program except for materials used in any Group Marketing Effort as set forth in this Agreement. 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 JMG.

(c) Bank shall bear all costs of producing and mailing materials for the Program except for materials used in any Group Marketing Effort as set forth in this Agreement.

(d) Bank shall make all credit decisions and shall bear all credit risks with respect to each Customer's account(s) independently of JMG.

(e) Bank shall use the Marketing Lists provided pursuant to this Agreement in a manner consistent with this Agreement and in compliance with Applicable Laws and shall not permit those entities handling the Marketing Lists to use them for any other purpose. Bank shall have the sole right to designate Members on these Marketing Lists to whom promotional material shall or shall not be sent. These Marketing Lists are and shall remain the sole property of UGAA. However, Bank may maintain separately and shall 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 shall not be subject to this Agreement; provided however that Bank shall not use this separate information in a manner that would imply an endorsement by JMG, UGAA, or University.

(f) Subject to Applicable Law, and to JMG's prior written approval in each instance, Bank has the right to place UGAA Trademarks on gifts for individuals completing applications and on other premium items, including t-shirts, hats, "bobbleheads," or other items suitable in Bank's judgment for the solicitation of Credit Card Account applications. JMG will have approval rights of the use and appearance of the UGAA Trademarks used on such materials pursuant to Subsection 2(d), but grants Bank the right to use approved materials at Bank's reasonable discretion. Bank must obtain all promotional premium products bearing UGAA Trademarks from a JMG-approved licensed provider, which shall be responsible for assuring such products comply with all applicable UGAA licensing requirements (including, but not limited to, compliance with applicable licensing-royalty payments).

(g) Bank acknowledges the UGAA Trademarks and University Trademarks are and will remain the exclusive property of UGAA and University, respectively, each of which is the sole owner of its UGAA Trademarks and University Trademarks and their associated goodwill, and Bank, by reason of this Agreement or otherwise, has not acquired any right, title, interest or ownership claim to them. Bank's use of the UGAA Trademarks and University Trademarks, and any and all goodwill arising from such usage, inures solely to, respectively, UGAA's and University's benefit.

(h) Notwithstanding anything contained in this Agreement to the contrary, JMG acknowledges and agrees that Bank may market any financial service products or services that Bank or any Bank Affiliate offers (e.g., credit cards and deposit products, collectively "**Bank Products**") that do not incorporate any UGAA Trademarks or University Trademarks contemporaneously with the promotion of Deposits and that such Bank Products are not subject to this Agreement. However, when using Marketing Lists for Deposit Accounts, Bank agrees that it shall not market Bank Products (excluding Deposit Offers, as defined below), in direct mail copy, in an e-mail or an outbound telemarketing solicitation, unless JMG consents in writing (email shall suffice) to Bank's use of the Marketing Lists for such purposes. "**Deposit Offers**" means any and all Deposits benefits and features and any and all other products and services that relate to or have a connection with Deposits (e.g., Online Banking and \$0 Trade). Bank may maintain separately all information it obtains as a result of an account application for, and/or an account relationship in connection with, Deposits or a Bank Product. All such information becomes a part of Bank's own files and shall not be subject to the Agreement.

(i) In connection with Bank's activities hereunder, Bank shall not use the name, image, or likeness of any current or former University student-athlete, coach, or administrator.

4. REPRESENTATIONS, WARRANTIES, AND INDEMNIFICATION

(a) Each Party represents and warrants to the other Parties that as of the Effective Date:

(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, release, 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; and,

(v) The execution, delivery and performance of this Agreement by such Party does not and shall not constitute a violation of Applicable Law and will not violate the rights of any third party, including, without limitation, copyright, trademark, trade secret, or patent.

(b) As of the Effective Date, throughout the Term and during the period that UGAA Trademarks or University Trademarks remain in use hereunder in accordance with the terms of this Agreement, JMG represents and warrants to Bank that JMG has the right and power to license UGAA Trademarks and 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, as set forth in this Agreement. JMG shall indemnify, defend and hold harmless Bank, its Affiliates (including their respective Representatives) and all of their successors and assigns, from and against all liability, causes of action, and claims and shall reimburse Bank's costs, fees and expenses in connection therewith (including reasonable attorneys' fees and court expenses) arising from the license granted herein, from Bank's approved use of the UGAA Trademarks and University Trademarks in reliance thereon or from the authorized use of any Marketing List(s) by Bank for the Program. Each Party shall promptly notify the other Party upon learning of any claims or complaints relating to the license or the use of any UGAA Trademarks, University Trademarks, or

Marketing Lists. The provisions of this Subsection 4(b) shall survive the expiration or earlier termination of this Agreement.

(c) As of the Effective Date and throughout the Term, JMG represents and warrants that neither it nor its respective (and their respective Representatives, and their Agents) are the subject of any sanctions imposed by Applicable Law administered or enforced by the U.S. Department of the Treasury's Office of Foreign Assets Control, the United Nations Security Council, the European Union, Her Majesty's Treasury, or other relevant sanctions authority (collectively, "**Sanctions**"), nor is JMG or its respective Representatives or Subcontractors located, organized or resident in a country or territory that is the subject of Sanctions. JMG represents and warrants that neither it nor its Representatives and Subcontractors have, or during the Term will, violate any Sanctions. JMG represents and warrants that neither it nor its respective Subcontractors (or their respective Representatives, or their Agents) will use this Agreement or any of the benefits obtained hereunder to fund or engage in any activities with any Person or in any country or territory, that, at the time of such funding or activity, is the subject of Sanctions, or in any other manner that will result in a violation by any Person of Sanctions. The provisions of this Subsection 4(c) shall survive the expiration or earlier termination of this Agreement.

(d) Bank represents and warrants to JMG that as of the Effective Date and through the Term of this Agreement that it has and will maintain an information security program.

(e) Each Party shall indemnify, defend, and hold harmless the other Party, and its Affiliates, directors, officers, Agents, Representatives, and employees from and against all third-party claims arising out of or in connection with the indemnifying Party's: (i) breach or alleged breach of any representation, warranty, or obligation under this Agreement; (ii), with respect to Bank, its unauthorized use of any University Trademark or UGAA Trademark; and/or (iii) negligence or willful misconduct in connection with this Agreement. The provisions of this Section 4(e) shall survive the expiration or earlier termination of this Agreement.

5. ROYALTIES

(a) During the Term and subject to the terms and conditions of this Agreement, Bank shall pay Royalties as described in Schedule A to JMG with respect to accounts in good standing.

(b) No compensation or payments shall be paid to JMG 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 shall be made, in arrears, approximately 45 days after the end of each calendar quarter.

(c) If at any time during the Term 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 businesses (including the businesses of any Bank Affiliate providing a product or service under this Agreement), as determined by Bank in its sole discretion ("**Impact**"), then Bank may notify JMG in writing of Bank's desire to renegotiate the Royalties and any other financial terms in the Agreement to address the Impact. If, within 30 business days after JMG'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 either the Deposits Program or the Credit Card Program, or the Agreement in its entirety, without penalty or liability to JMG, upon 90 days advance written notice. For the avoidance of doubt, in the event either the Deposit Program or Credit Card Program is terminated earlier than the Agreement as provided for in this Subsection 5(c), such terminated program remains subject to the applicable

survival provisions, if any and any other Section that by its terms are meant to survive the expiration or earlier termination of this Agreement and the rights and obligations in any other provision of this Agreement with respect to the products offered under such program shall be null and void, in each case as if the termination of such program was a termination or expiration of the Agreement for just that program.

(d) Bank will not be required to pay Royalties or any other compensation to JMG with regard to, as a result of opening, or based upon any known student Credit Card Accounts.

6. PROGRAM ADJUSTMENTS

Without limiting any other term of this Agreement, Bank has the right to make periodic adjustments to the Program, including changes to its terms and features (including the terms and features of the Financial Service Products offered pursuant to the Program). This Section 6 does not provide Bank the right to change the terms of this Agreement except by written agreement of the Parties.

7. CONFIDENTIALITY

(a) The terms of this Agreement, any proposal, financial information, performance information, proprietary information (including trade secrets), legally privileged information, information that by its nature should reasonably be deemed to be confidential, and information of third parties (including, without limitation, the Marketing Lists) provided by or on behalf of one Party to the other Party (or, to the extent applicable, its Subcontractors or any of their respective Representatives, and collectively with the other Party, "**Recipient**") prior to, contemporaneously with, or subsequent to, the execution of this Agreement ("**Information**") are confidential as of the date of disclosure. Information shall be deemed to include information developed, produced or derived from any of the foregoing. Such Information shall not be disclosed by the Recipient to any other Person, except as expressly permitted under this Agreement or as mutually agreed in writing.

(b) A Recipient shall be permitted to disclose such Information: (i) with respect to JMG, to UGAA and/or the University, relating to the terms of this Agreement, the use of the UGAA Trademarks and University Trademarks, the royalties under this Agreement, and/or as otherwise necessary for JMG's performance of its duties; (ii) to its accountants, lawyers, financial advisors, marketing advisors, affiliates and employees (collectively, its "**Agents**") as necessary for the performance of their respective duties, provided that such Agents agree to treat the Information as confidential and such Agent is subject to enforceable confidentiality provisions at least as restrictive in this Agreement, or (iii) as and to the extent required by Applicable Law (including compliance by UGAA and/or the University with the Georgia Open Records Act) or required by any Governmental Authority (including JMG's compliance with 12 C.F.R. §1026.57(b)). In the event of a request under the Georgia Open Records Act, the Parties acknowledge and agree that UGAA and the University are subject to the Georgia Open Records Act and that either may be required to disclose information within the scope of a valid request under the Open Records Act. Subject to the foregoing, the Recipient shall be liable for any breach of the Section by its Agents or, with respect to JMG, by UGAA or University.

(c) JMG shall keep and shall cause their respective Subcontractors and their respective Representatives to keep) all Information (including Nonpublic Personal Information confidential and shall not make any copies of any kind or transfer, provide, trade, give away, barter, lend, send, sell, or otherwise disclose (collectively "**transfer**") (and shall cause their respective Subcontractors and their respective Representatives not to make or transfer) any such information to any other entity or individual for any reason, except as required by this Agreement or for uses agreed to in writing by Bank

prior to any such transfer. For the avoidance of doubt, JMG shall be liable for any breach of this Section by its respective Subcontractors and their respective Representatives. If JMG receives a request or demand to disclose Information (including Nonpublic Personal Information) pursuant to a subpoena, order of court of competent jurisdiction or by judicial or administrative agency or legislative body or committee, JMG will: (i) immediately notify Bank of the existence, terms, and circumstances surrounding such request; (ii) consult with Bank on the advisability of taking legally available steps to resist or narrow such request; and (iii) if disclosure of such information is required or deemed advisable, exercise its best efforts to obtain an order or other reliable assurance that confidential treatment will be accorded to such portion of such information to be disclosed that Bank designates.

(d) During the Term and thereafter until JMG and its Subcontractors and their respective Representatives and Agents no longer have in their possession or control Bank's Information JMG will have, maintain and continually assess (and cause its Subcontractors and their respective Representatives and Agents to have, maintain and continually assess) an information security program that is designed to: (i) ensure the security, integrity and confidentiality of Information (including use of a change control process to ensure that access to its systems (and those of its Subcontractors and their respective Representatives and Agents) and Information is controlled and recorded); (ii) protect against any anticipated threats or hazards to the security or integrity of Information which includes the use of up-to-date commercially available virus and malicious code detection and protection products; (iii) protect against unauthorized access to or use of Information that could result in substantial harm or inconvenience to a Customer or applicant in respect of the Program; and (iv) ensure the proper return of Information to Bank and/or the proper disposal of Information.

(e) During the Term and thereafter until JMG and its Subcontractors and their respective Representatives and Agents no longer have in their possession or control Bank's Information JMG will (and cause its Subcontractors and their respective Representatives and Agents to): (i) notify Bank in writing within twenty four hours; and (ii) promptly call the Bank of America Incident Response Team at (800) 207-2322, Option 1 (or such other toll-free number provided by Bank from time to time) in the event of a breach of security or the detection of any suspicious activity relating to an information security breach or attempted breach that could include Information, whether in JMG's possession or in the possession of an affiliate, employee, volunteer, agent, and/or Representative. JMG will cooperate fully (and cause its Subcontractors and their respective Representatives and Agents to cooperate fully) with Bank to investigate, resolve and control security incidents. JMG will reimburse Bank for its cost of producing and mailing any notice required by Applicable Law that informs the Customer of a security breach and will pay for any credit monitoring service or other remedy that is provided to affected Customers. JMG will monitor (and will cause its Subcontractors and their respective Representatives and Agents to monitor) industry-standard information channels for newly identified system vulnerabilities and fix or patch any identified security problem in an adequate and timely manner. Unless otherwise expressly agreed in writing, "timely" will mean that JMG will introduce (and cause its Subcontractors and their respective Representatives and Agents to introduce) such fix or patch as soon as commercially reasonable after JMG (or its Subcontractors and their respective Representatives and Agents) becomes aware of the security problem). This obligation extends to all devices that comprise JMG's system (or that of its Subcontractors and their respective Representatives and Agents), including application software, databases, servers, firewalls, routers and switches, hubs and to all of JMG's other Information handling practices.

(f) The provisions of this Section 7 shall survive the expiration or earlier termination of this Agreement.

8. TERM OF AGREEMENT

The term of this Agreement shall begin on the Effective Date and, unless sooner terminated in accordance with this Agreement or by further written agreement of the Parties, end on June 30, 2025 ("**Term**").

9. STATE LAW GOVERNING AGREEMENT

This Agreement and all rights and obligations hereunder, including matters of construction, validity and performance shall be governed by, and construed and enforced in accordance with, the internal Laws of the State of Delaware applicable to contracts entered into and performed entirely within the State of Delaware, without giving effect to any choice of law or conflict of laws rules or provisions (whether of the State of Delaware or any other jurisdiction) that would cause the application of the Laws of any jurisdiction other than the State of Delaware and shall be deemed for all purposes to be made and fully performed in Delaware. The United Nations Convention on Contracts for the International Sale of Goods is expressly disclaimed and excluded.

10. GROUP MARKETING

(a) With Bank's prior written consent, JMG may conduct solicitation efforts for credit card products offered under the Program; provided as between the Parties, JMG pays for all marketing and solicitation expenses associated with such efforts; and further provided the Parties mutually agree that such marketing shall qualify for treatment pursuant to this Section 10 ("**Group Marketing Effort**" or "**GIP**"). JMG will design and produce, at its expense, all marketing material with regard to any Group Marketing Effort. JMG will use commercially reasonable efforts to seek Bank's approval at least sixty (60) days prior to its desired date to engage in any GIP but cannot engage in any GIP until it receives Bank's approval.

(b) All GIP marketing materials must be coded by JMG as instructed by Bank for tracking purposes. Credit Card Accounts generated from any GIP will entitle JMG to the Royalty for GIP specified in Schedule A, subject to the other terms and conditions of this Agreement. Notwithstanding anything in this Agreement to the contrary, Credit Card Accounts opened from or arising out of marketing materials available to, or inquiries from Members which do not contain or reference such coding shall not constitute GIP Accounts and will not qualify for any GIP Royalty.

(c) Bank will have the right of prior approval of all marketing materials to be used in any Group Marketing Effort. Bank has control over, in its sole discretion, the commencement, scope, timing, content and continuation of any Group Marketing Effort. In furtherance of the above, JMG shall immediately discontinue any or all Group Marketing Efforts upon receipt of, and in accordance with any written notice from Bank requesting such discontinuance. JMG will not deviate from the approved materials and plan for any Group Marketing Effort.

(d) All documented and pre-approved costs incurred by Bank in producing and mailing materials created pursuant to any Group Marketing Effort or of supporting any Group Marketing Effort will be promptly reimbursed by JMG upon demand.

(e) With respect to any Group Marketing Effort, JMG will comply and cause its Subcontractors and their respective Representatives to comply with all Applicable Law, and Bank's instruction and Training.

(f) JMG will advertise all the products offered under the Program on UGAA's official athletic site located at www.georgiadogs.com and such other locations as the Parties shall mutually agree upon in writing, all at JMG's expense unless otherwise agreed. Bank may establish a hyperlink from each such

advertisement to another internet site (an application site), or may provide a telephone number in each such advertisement, to enable a person to apply for each advertised Financial Service Product. Any Credit Card Accounts generated pursuant to such a hyperlink or telephone number will entitle JMG to the GIP compensation set forth in Schedule A, subject to the other terms and conditions of this Agreement. JMG will modify or remove such advertisements within twenty-four (24) hours of Bank's request. If and to the extent necessary for Bank's review, approval, or audit, JMG will obtain Bank's access to all internet site(s) containing Program material.

(g) During the Term, JMG agrees to conduct on its own, at its expense and on an ongoing basis the following Group Marketing Efforts for Deposits offered under the Program: (i) online marketing efforts, which would include hyperlinks to a Bank Deposits application and/or Bank inbound application telephone number(s), which shall include, but not be limited to, standalone e-mails, e-newsletters, welcome kit e-mails, and digital magazines; and (ii) offline marketing efforts, which would include either Deposit applications and/or Bank inbound application telephone number(s), which shall include, but not be limited to, publication ads, magazine inserts, welcome kits, coupon books, member directories, statement messages, statement inserts, flyers, renewal notices, event notifications and VRU messaging.

(h) Subsections (c), (d), and (e) of this Section 10 shall survive the expiration or earlier termination of this Agreement.

11. TERMINATION

(a) In the event of any material breach of this Agreement by a Party, which remains uncured or substantially uncured sixty (60) days after such Party's receipt of written notice of such breach (the "**Cure Period**") from the other Party, the other Party may terminate this Agreement. This notice shall (i) include a description of the material breach; and (ii) state the Party's intention to terminate this Agreement sixty (60) days after the date of the notice.

(b) If any Party:

- (i) commences a voluntary case under Title 11 of the United States Code or the corresponding provisions of any successor laws;
- (ii) is subject to an involuntary case against such Party under title 11 of the United States Code or the corresponding provisions of any successor laws and either (A) the case is not dismissed by midnight at the end of the 60th day after commencement or (B) the court before which the case is pending issues an order for relief or similar order approving the case;
- (iii) is appointed a custodian by a court of competent jurisdiction, or such Party makes an assignment of all or substantially all of its assets to such a custodian (as that term is defined in title 11 of the United States Code or the corresponding provisions of any successor laws) for such Party or all or substantially all of its assets;
- (iv) fails generally to pay its debts as they become due (unless those debts are subject to a good-faith dispute as to liability or amount) or acknowledges in writing that it is unable to do so;
- (v) makes an assignment for the benefit of creditors or is subject to receivership, conservatorship or liquidation;
- (vi) becomes insolvent in that its liabilities exceed its assets; or
- (vii) ceases to conduct business for a period of over two weeks,

then any other Party may immediately terminate this Agreement upon written notice given by such Party as provided herein.

(c) Upon the expiration or earlier termination of this Agreement, Bank shall, except as set forth in Subsection 11(d), cease to use the UGAA Trademarks and University Trademarks for Program marketing purposes, provided that Bank may conclude all solicitations required by Applicable Law. Upon the expiration or earlier termination of this Agreement, Bank shall not claim any right, title, or interest in or to the UGAA Trademarks, University Trademarks or to the Marketing Lists. The provisions of this Subsection 11(c) shall survive the expiration or earlier termination of this Agreement.

(d) Bank shall 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 or on behalf of JMG or any JMG Affiliate to the Members. Upon expiration or earlier termination of this Agreement, Bank shall have 120 days from the termination or expiration date to: (x) suspend marketing and remove marketing materials from Bank's marketing channels; (y) use UGAA Trademarks and University Trademarks in connection with existing Debit Cards, Deposit Accounts, Credit Card Accounts and those opened during such period; and, (z) remove UGAA Trademarks and University Trademarks from Program collateral and account materials in Bank's possession, such as statements, welcome packages, and card carriers. JMG shall not attempt to cause the removal of UGAA Trademarks and University Trademarks from any Person's credit devices, debit devices, checks or records of any Customer existing as of the day 90 days immediately following the expiration or earlier termination of the Term. Bank shall have the right to use UGAA Trademarks and University Trademarks on such credit devices, debit devices, checks and records issued pursuant to this Agreement until their normally scheduled reissue date or exhaustion and issue credit cards and Debit Cards bearing UGAA Trademarks and/or University Trademarks until such date. The provisions of this Subsection 11(d) shall survive the expiration or earlier termination of this Agreement.

(e) If Applicable Law has or could have a material adverse effect on Bank's businesses (including the businesses of any Bank Affiliate providing a product or service under this Agreement), as determined in Bank's sole discretion ("**Event**"), Bank may notify JMG in writing of Bank's desire to renegotiate the terms of the Agreement to address the Event. If, within 30 business days after JMG'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 either the Deposits Program or the Credit Card Program, or the Agreement in its entirety, without penalty or liability to JMG, upon 90 days advance written notice. For the avoidance of doubt, in the event either the Deposit Program or Credit Card Program is terminated earlier than the Agreement as provided for in this Subsection 11(e), such terminated program remains subject to the Sections in the Agreement that by its express terms are meant to survive the expiration or earlier termination of this Agreement and the rights and obligations in any other provision of this Agreement with respect to the products offered under such program shall be null and void, in each case as if the termination of such program was a termination or expiration of the Agreement for just that program.

(f) For the 1 year period immediately following the expiration or earlier termination of this Agreement for any reason, JMG shall not, by itself or in conjunction with others, directly or indirectly, target any offer of a Credit Card Product or a related product to persons who were Customers. Notwithstanding the foregoing, JMG may, after the expiration or earlier termination of this Agreement, offer persons who were Customers the opportunity to participate in another financial service program, 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. The provisions of this Subsection 11(f) shall survive the expiration or earlier termination of this Agreement.

(g) If ordered or requested to do so by any Governmental Authority, either Party may terminate this Agreement without further obligation or penalty upon notice to the other Party, with such

termination effective as of the date specified in such notice or as required by such Governmental Authority.

(h) On or before the expiration or earlier termination of this Agreement, JMG agrees that it shall (and shall cause its Subcontractors and their respective Representatives to): (i) immediately destroy and purge from all its systems all Information, including Nonpublic Personal Information; and (ii) return or destroy within 30 days all such Information that is in tangible form, including any and all full or partial copies, or reproductions thereof in any medium whatsoever. JMG shall (and shall cause its Subcontractors and their respective Representatives to) destroy all Information in accordance with Bank's then-current destruction policy. JMG shall have the right to retain a copy of Information of Bank only to the extent required by Applicable Law provided that such retention is in accordance with and continues to be subject to the terms and conditions herein contained.

12. MISCELLANEOUS

(a) This Agreement cannot be amended, modified or supplemented except by written agreement signed by the authorized agents of all Parties. Emails, including emails that bear an electronic "signature block" identifying the sender, do not constitute signed writings for purposes of this Subsection 12(a); provided, however that changes of address/person may be accomplished by plain body of an e-mail delivered as provided below in Subsection 12(f).

(b) This Agreement (a) is a final, complete, and exclusive statement of the agreement and understanding of the Parties with respect to the subject matter hereof, (b) collectively constitutes the entire agreement of the Parties with respect to the subject matter hereof, and (c) supersede(s), merge(s), and integrate(s) herein any prior and contemporaneous negotiations, discussions, representations, understandings, and agreements between any of the Parties, whether oral or written, with respect to the subject matter hereof.

(c) Notwithstanding anything to the contrary herein, no waiver by any Party shall operate or be construed as a waiver in respect of any failure, breach or default not expressly identified by such written waiver, whether of a similar or different character, and whether occurring before or after that waiver. No failure to exercise, or delay in exercising, any right, remedy, power or privilege arising from this Agreement shall operate or be construed as a waiver thereof; nor shall any single or partial exercise of any right, remedy, power or privilege hereunder preclude any other or further exercise thereof or the exercise of any other right, remedy, power or privilege. The provisions of this Subsection 12(c) shall survive the expiration or earlier termination of this Agreement.

(d) Titles, captions, and headings included herein are for convenience of reference only and are not to affect the meaning, construction, or interpretation hereof or of any provision hereof.

(e) It is the desire and intent of the Parties that the provisions of this Agreement be enforced to the fullest extent permissible under the laws and public policies applied in each jurisdiction in which enforcement is sought. Accordingly, if any particular provision of this Agreement shall be adjudicated by a court of competent jurisdiction or Governmental Authority to be invalid, prohibited or unenforceable for any reason, such provision, as to such jurisdiction, shall be ineffective, without invalidating the remaining provisions of this Agreement or affecting the validity or enforceability of this Agreement or affecting the validity or enforceability of such provision in any other jurisdiction. Notwithstanding the foregoing, if such provision could be more narrowly drawn so as not to be invalid, prohibited or unenforceable in such jurisdiction, it shall, as to such jurisdiction, be so narrowly drawn, without invalidating the remaining provisions of this Agreement or affecting the validity or enforceability of such provision in any other jurisdiction.

(f) All notices required by this Agreement must be given in writing in order to be valid. Notices shall be deemed given: (i) upon receipt if sent hand delivery or facsimile; (ii) 1 business day after sending prepaid by nationally or internationally recognized overnight or express courier or service; (iii) 3 business days after mailing by registered or certified mail, postage prepaid, return receipt requested; or (iv) at the time that notice of receipt is generated electronically as a result of the recipient opening the email (*i.e.*, read request receipt, which some recipients might be able to prevent) or at the time that the sender can demonstrate electronically that the email has been delivered (*i.e.*, by requesting a delivery receipt), or at such other time as the recipient acknowledges receipt. To be valid for purposes of this Agreement, all notices must be addressed as follows:

(1) If to JMG:

JMG JV LLC
2435 E. North Street #356
Greenville, South Carolina 29615
Attn: Tom Stultz, President
e-mail: stultz@jmisports.com

and

IMG College, LLC
1075 Peachtree Street, Suite 3300
Atlanta, GA 30309
ATTENTION: Tracy White
e-mail: Tracy.White@IMG.com

and

JMI Sports LLC
Erik Judson, CEO
629 J St., Suite 205
San Diego, CA 92101
e-mail: judson@jmisports.com

With a copy to:

JMG JV, LLC
Legal Department
1075 Peachtree Street, Suite 3300
Atlanta, GA 30309

(2) If to Bank:

Bank of America, N.A.
1000 Samoset Drive
DE5-021-02-07
Newark, DE 19713
ATTENTION: Contract Administration
Facsimile: 206-585-9732

e-mail: cadminis@bankofamerica.com

(3) Any Party may change the mail and e-mail addresses to which communications are to be sent by giving notice, as provided herein, of such change of address. Communication sent using e-mail properly addressed as required by this Section 12(f) shall be presumed properly sent notwithstanding the receipt by the sender of an undeliverable notice or similar automated response.

(g) Without the prior written consent of Bank, JMG will not (and shall cause its Subcontractors and their respective Representatives to not) assign any of its rights or delegate any of its (or their) obligations under or arising from this Agreement, including access to the Bank's data (including Information) and operational systems. Bank may use the services of any third-party in fulfilling its obligations under this Agreement. Certain Financial Service Products or services under this Agreement may be performed, offered or provided by or through Bank's Affiliates. Bank will not assign or transfer its rights and/or obligations under this Agreement without the written consent of JMG; provided however, that Bank may assign or transfer, without consent, any of its rights and/or obligations under this Agreement:

(i) to any Bank Affiliate, which can fully perform such obligations;

(ii) to any Person(s) pursuant to a sale(s) (other than a sale as described in Clause (iii), below) as long as such prospective buyer(s) has/have substantially similar customer satisfaction standards as Bank; or,

(iii) to any Person(s) pursuant to a merger, consolidation, or a sale(s) of all or substantially all the assets of Bank.

(h) If, during the Term of this Agreement, the right of JMG to market sponsorships on behalf of UGAA expires or terminates, then this Agreement will automatically terminate upon written notice to Bank.

(i) The Parties acknowledge that: (i) UGAA and University are entitled to enforce their respective rights in the UGAA Trademarks and University Trademarks; (ii) UGAA and University each have the right, in their sole discretion, to initiate and prosecute lawsuits or claims against third parties for violation of their respective rights in the UGAA Trademarks and University Trademarks; and (iii) all sums recovered in any such lawsuits or claims, whether by judgment, settlement, or otherwise, will be retained by UGAA and/or the University, as applicable. Bank shall timely notify JMG of any potential trademark violations concerning the UGAA Trademarks or University Trademarks but is under no additional obligation in this Agreement to aid or facilitate UGAA or University in any lawsuit or claim asserting their respective rights in the UGAA Trademarks or University Trademarks.

(j) The Parties are not agents, joint or co-venturers, representatives or employees of each other. No Party shall have the power to obligate or bind any other Party in any manner except as otherwise expressly provided by this Agreement.

(k) Nothing in this Agreement is intended or shall be deemed to confer any rights or benefits upon any Person other than the Parties hereto or to make or render any such other Person a third-party beneficiary of this Agreement, except to the extent a Person has a right to be indemnified under this Agreement. The provisions of this Subsection 12(k) shall survive the expiration or earlier termination of this Agreement.

(l) No Party shall make any statement, whether written, oral or otherwise, to any Person which criticizes, disparages, condemns or impugns the reputation or character of the other Parties or any of its Affiliates, the Program or the Financial Service Products offered therein, whether or not the statement is true and whether or not it is characterized as confidential.

(m) No 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 Parties shall have the right to terminate this Agreement if such force majeure condition endures for more than 120 days by providing the delayed Party with least 30 days prior written notice of such termination, which notice must be received by the delayed Party within 10 days after the expiration of the 120 day period.

(n) This Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. The Parties 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. The Parties agree that if a representative of each of the Parties signs this Agreement (whether manually or electronically) and transmits such Agreement to the other Party or Parties via facsimile or electronically transmitted portable document format, the Agreement shall be treated in all manner and respects as having an original signature (or counterpart thereof) and shall be considered to have the same binding legal effects as if it were the original signed version thereof delivered in person. At the request of a Party, each other Party hereto shall re-execute original forms thereof and deliver them to all other Parties. No Party shall raise the use of a facsimile machine, electronic signature or electronic transmission in portable document format or the fact that any signature was transmitted or communicated through the use of facsimile machine or electronic transmission in portable document format as a defense to this Agreement and each such Person forever waives any such defense. The provisions of this Subsection 12(n) shall survive the expiration or earlier termination of this Agreement.

(o) This Agreement is the product of negotiations between the Parties hereto having the assistance of counsel and other advisors. No provision of this Agreement shall be read, construed or interpreted for or against any Party by reason of ambiguity of language, rule of construction against the draftsman, or any similar doctrine.

(p) JMG agrees to cooperate reasonably with (and to cause each of their respective Subcontractors, and their respective Representatives, to cooperate reasonably with) each Governmental Authority with jurisdiction over Bank in connection with any examination or other supervisory activity by such Governmental Authority. The provisions of this Subsection 12(p) shall survive the expiration or earlier termination of this Agreement.

(q) Neither any submission of this document by one Party to the other, nor any correspondence or other communications among the Parties in connection therewith, is intended or shall be deemed to constitute an offer of any kind or to create any obligations among the Parties unless and until one or more duplicates of this document has been fully executed and delivered among the Parties hereto, whereupon this document shall become the binding Agreement. Accordingly, any such submission or communications or correspondence among the Parties or their respective agents or attorneys is intended only as non-binding discussions, and either Party shall have the absolute right to withdraw from such discussions at any time without any liability whatsoever to the other Parties.

(r) Each Party hereto acknowledges and agrees that any controversy which may arise under this Agreement or any related agreement is likely to involve complicated and difficult issues, and therefore each such Party hereby irrevocably and unconditionally waives any right such Party may have to a trial by jury with respect to any litigation between or among the Parties directly or indirectly arising out of or relating to this Agreement or any related agreement, or the transactions contemplated by this agreement or any related agreement. Each Party hereto certifies and acknowledges that: (a) no representative, agent or attorney of any other Party has represented, expressly or otherwise, that such other Party would not, in the event of litigation, seek to enforce the foregoing waiver; (b) such Party understands and has considered the implications of this waiver; (c) such Party makes this waiver voluntarily; and (d) such Party has been induced to enter into this Agreement and each related agreement by, among other things, the mutual waivers and certifications in this Subsection 12(r). The provisions of this Subsection 12(r) shall survive the expiration or earlier termination of this Agreement.

(s) Except as expressly provided otherwise in this Agreement, no right or remedy herein conferred upon or reserved to any Party (including any termination pursuant to Section 11) is intended to be exclusive of any other right or remedy, and each and every right and remedy shall be cumulative and in addition to any other right or remedy under this Agreement, or under law or regulation, whether now or hereafter existing.

(t)

(1) EXCEPT AS PROVIDED HEREIN OR IN (2) BELOW, IN NO EVENT SHALL ANY PARTY OR ANY OF ITS REPRESENTATIVES BE LIABLE UNDER THIS AGREEMENT TO THE OTHER PARTIES OR ANY THIRD-PARTY FOR ANY CONSEQUENTIAL, INCIDENTAL, INDIRECT, EXEMPLARY, SPECIAL OR PUNITIVE DAMAGES, INCLUDING ANY DAMAGES FOR BUSINESS INTERRUPTION, LOSS OF USE OF DATA, OR LOST REVENUE OR PROFIT, WHETHER ARISING OUT OF BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, REGARDLESS OF WHETHER SUCH DAMAGES WERE FORESEEABLE AND WHETHER OR NOT THE BREACHING PARTY WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

(2) THE LIABILITY LIMITATION SET FORTH IN (1) ABOVE SHALL NOT APPLY TO DAMAGES OR LIABILITIES ARISING FROM THIRD-PARTY CLAIMS THAT ARE SUBJECT TO INDEMNIFICATION HEREUNDER NOR TO DAMAGES OR LIABILITIES ARISING FROM A MATERIAL BREACH OF THE CONFIDENTIALITY PROVISIONS OF THIS AGREEMENT.

[Remainder of this page intentionally blank – signature page follows]

IN WITNESS WHEREOF, each of the Parties, by its representative (who represents and warrants to the other Party that he or she has the necessary authority to bind his or her respective Party), has executed this Agreement as of the date first above written.

JMG JV, LLC, d/b/a Georgia Bulldogs Sports Marketing

By: Thomas J. Stultz

Name: Thomas J. Stultz

Title: President

Bank of America, N.A.

By: Paul P. Fyfe

Name: Paul P. Fyfe

Title: Senior Vice President

3/7/20

Schedule A

I. ROYALTY ARRANGEMENT

During the Term, Bank shall pay JMG quarterly in arrears, a Royalty calculated as follows. Bank may create a special class of consumer accounts for University employees under the Program, and shall 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. \$3.00 (three dollars) once for each new Credit Card Account opened (other than a GIP Account) after it becomes an Activated Account.
2. \$3.00 (three dollars) 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 immediately preceding twelve (12) months.
3. 0.50% (fifty basis points) of the Net Retail Spend generated by Customers using Credit Card Accounts (other than reward accounts.)
4. \$100.00 (one hundred dollars) once for each GIP Account opened after it becomes an Activated Account. Such GIP 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. \$3.00 (three dollars) once for each new Reward Account opened, after it becomes an Activated Account. This Royalty will not be paid for any account which, after opening, converts to a Reward Account, or for any Reward GIP Account.
2. \$3.00 (three dollars) 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 Net Retail Spend generated by Customers using Reward Accounts.
4. \$100.00 (one hundred dollars) once for each Reward GIP Account opened after it becomes an Activated Account. Such Reward GIP Accounts will not qualify for any other opening-of-an-account Royalty.

C. PREMIUM REWARD ACCOUNTS

Premium 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 Premium Reward Accounts.

1. \$3.00 (three dollars) once for each new Premium Reward Account opened after it becomes an Activated Account. This Royalty will not be paid for any account which, after opening, converts to a Premium Reward Account, or for any Premium Reward GIP Account.
2. \$3.00 (three dollars) for each Premium 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 Premium 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 Premium Reward Account; and 2) has had active charging privileges for each of the preceding twelve (12) months. A Premium Reward Account may renew every twelve (12) months after the opening of the account.
3. 0.05% (five basis points) of all Net Retail Spend generated by Customers using a Premium Reward Account.
4. \$100.00 (one hundred dollars) once for each Premium Reward GIP Account opened after it becomes an Activated Account. Such Premium Reward GIP Accounts will not qualify for any other opening-of-an-account Royalty.

D. DEPOSIT ACCOUNTS

During the Term, JMG will receive the Deposit Royalties set forth below. Deposit Royalty compensation provisions will only apply to Deposit Accounts and not to any other Financial Service Product. Except as set forth in this Section D, Deposit Accounts are not eligible for any other Royalty compensation provisions contained in the Agreement. Further, Deposit Royalties will not be paid to JMG on any existing deposit account that is converted to the Program. "Deposit Royalties" shall be calculated as follows:

\$10.00 (ten dollars) for each new checking account opened under the Program which has a positive balance of at least \$50.00 (fifty dollars) as of the ninetieth (90th) day from the account opening date. An additional \$2.00 (two dollars) for every checking account opened under the Program that has a positive balance of at least \$50.00 (fifty dollars) on each subsequent anniversary of the account opening date. Payments will be made approximately forty-five (45) days after the end of each calendar quarter.

E. ROYALTY ADVANCE

Upon full execution of this Agreement by Bank, and upon each annual anniversary of the Effective Date in 2019 through 2022, respectively, during the Initial Term of this Agreement, Bank shall pay to JMG as follows: four hundred seventy thousand dollars (\$470,000.00) in 2018, four hundred twenty thousand dollars (\$420,000.00) in 2019, three hundred seventy thousand dollars (\$370,000.00) in 2020, three hundred twenty thousand dollars (\$320,000.00) in 2021 and two hundred seventy thousand dollars (\$270,000.00) in 2022 (each and in the aggregate, an "**Advance**"), as an advance against future Eligible Royalties, subject to the provisions set forth below. All Eligible Royalties accrued shall, in lieu of direct payment to JMG, be applied against each of the Advances until such time as all Advances are fully recouped. Any Eligible Royalties accrued thereafter shall be paid to JMG as set forth in this Agreement. Notwithstanding the foregoing, (x) Bank shall no longer be obligated to pay any additional Advances to JMG hereunder, and (y) JMG hereby promises to pay Bank upon demand an amount equal to the difference between the total amount of the Advance(s) paid by Bank and the total amount

of accrued Eligible Royalties credited by Bank against such Advance(s) as of the date of such demand, in the event any of the conditions set forth in Clauses (i) through (v) below should occur:

(i) the Agreement is terminated prior to the end of the Term as stated in this Agreement as of the Effective Date;

(ii) JMG breaches any of its obligations under this Agreement and such breach remains uncured upon expiration of the Cure Period;

(iii) Bank is prohibited or otherwise prevented by JMG from conducting at least six (6) direct mail campaigns to the full updated Marketing List during each consecutive twelve (12) month period during the Term; or

(iv) Bank is prohibited or otherwise prevented by JMG from conducting at least two (2) e-mail campaigns to the full updated Marketing List during each consecutive twelve (12) month period during the Term.

F. **ROYALTY GUARANTEE**

JMG shall be guaranteed to accrue Eligible Royalties (including the amount of the Advances) equal to or greater than one million eight hundred fifty thousand dollars (\$1,850,000.00) (the "**Guarantee Amount**") by September 30, 2023, subject to the provisions set forth below. If on September 30, 2023 JMG has not accrued \$1,850,000.00 in Eligible Royalties, Bank will pay JMG an amount equal to the Guarantee Amount minus the sum of all compensation accrued by JMG during the Term and all unrecouped Advances. Notwithstanding the foregoing, this Royalty Guarantee and any obligation of Bank hereunder shall be expressly contingent upon the non-occurrence of any of the conditions set forth in Subsection E.1., above.