

## **AFFINITY CARD ROYALTY AGREEMENT**

THIS AFFINITY CARD ROYALTY AGREEMENT ("Agreement") is made and entered into as of the 14<sup>th</sup> day of July 2014 (the "Effective Date"), by and between **North Dakota State University Alumni Association** ("NDSU AA"), a Non-Profit Corporation organized in the State of North Dakota, and **Commerce Bank** ("Commerce"), a Missouri bank and trust company.

**WHEREAS**, NDSU AA and Commerce desire to make available to the NDSU AA community (membership, employees, friends, trustees, officers, faculty, and staff), (hereinafter referred to collectively as "Members"), a Visa credit card and other financial services upon the terms and conditions hereinafter set forth; and

**WHEREAS**, NDSU AA and Commerce desire that the marketing plans for the Visa credit card using NDSU AA Licensed Trademarks to be developed by the parties as hereinafter set forth will accomplish the respective goals of the parties;

**NOW, THEREFORE**, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, it is agreed by the parties hereto as follows:

### **ARTICLE 1. Services**

1.1 Commerce shall open revolving credit accounts ("NDSU AA Accounts") and issue Visa Commerce Cards ("NDSU AA Visa Rewards Card") to individual Members of NDSU AA whose applications have been solicited under the terms of this Agreement and whose credit has been approved by Commerce and to whom a credit card has been issued (individually, an "Accountholder" and collectively "Accountholders"). The NDSU AA Visa Rewards Card shall be issued in accordance with the specifications generally described in Attachment "A" and as developed during the Term of this Agreement. It is understood and agreed that Commerce will not solicit, nor is it under any obligation to accept or approve, individuals who reside outside of the United States of America or in states within the United States of America which have, or may have during the Term of this Agreement, laws limiting, hindering or detrimentally affecting the solicitation of credit card accounts or the terms and conditions thereof or limitations on the provision of other financial services, all as determined by Commerce in its sole discretion.

1.2 The NDSU AA Visa Rewards Card shall be customized to include, as provided in this Agreement, NDSU AA's Licensed Trademarks as the parties may jointly agree in writing to utilize them on said cards from time-to-time.

1.3 Commerce agrees that all uses of NDSU AA's Licensed Trademarks on the NDSU AA Visa Rewards Card will bear proprietary trademark rights notices of NDSU AA as NDSU AA may reasonably direct.

1.4 NDSU AA understands and agrees that the terms and conditions of any credit relationship between the Accountholders and Commerce will be governed by a Cardholder Agreement.

1.5 NDSU AA understands and agrees that Commerce may from time-to-time during the Term of this Agreement use third-party service providers to undertake, fulfill or complete its obligations pursuant to this Agreement.

## **ARTICLE 2. Acknowledgments, Representations and Agreements**

2.1 NDSU AA expressly acknowledges ownership of the mark "Visa" by Visa, U.S.A. and agrees that it will do nothing inconsistent with Visa's ownership of such mark.

2.2 NDSU AA represents that it has secured the rights from North Dakota State University of the Licensed Trademarks (see Attachment D) as hereafter described in Article 7 and that it presently has the exclusive authority to authorize the use of each of such Licensed Trademarks for the uses and purposes contemplated by this Agreement; further, NDSU AA represents that Commerce may regard this representation as a continuing representation by NDSU AA of its exclusive authority to authorize the use of each Licensed Trademark throughout the Term of this Agreement, including Licensed Trademarks developed or created by NDSU AA during the Term of this Agreement. NDSU AA agrees to provide, if requested, written evidence, satisfactory to Commerce, of the authority to authorize the use of such trademarks as NDSU AA intends to use in conjunction with the NDSU AA Visa Card and of any trademark rights notices required when such trademarks are used.

2.3 NDSU AA represents that the use of any of the Licensed Trademarks by Commerce as authorized herein by NDSU AA will not infringe upon or violate the patent, copyright or any other proprietary interest of any third party.

2.4 NDSU AA represents that disclosure by NDSU AA to Commerce of confidential or non-confidential information in its files pertaining to NDSU AA Members will not violate any law, regulation, restriction or contractual prohibition against disclosure by NDSU AA of such information. NDSU AA further acknowledges and agrees that it is authorized to disclose and make available to Commerce such member information, including but not limited to, names, addresses for the uses and purposes contemplated herein.

2.5 NDSU AA agrees that Commerce is, by the terms of this Agreement, authorized and permitted the non-exclusive use of approved, specified, NDSU AA Licensed Trademarks in order to provide the NDSU AA Visa Rewards Card, the Services and any Enhancements thereto and for no other purposes except as provided in Section 5.4. Commerce agrees that it will obtain prior written approval, which approval will not be unreasonably withheld, conditioned or delayed, from NDSU AA for the specific use of the NDSU AA Licensed Trademarks on the NDSU AA Visa Rewards Card, the Services and any Enhancements. NDSU AA shall have the right to inspect the quality of goods and services provided under its mark and the right to inspect samples of how the trademark is used to assure that the quality of goods and services provided under the NDSU AA Licensed Trademarks is in accordance with the usage previously approved by NDSU AA pursuant to this paragraph, and in accordance with NDSU AA's industry quality standards. Commerce agrees to cooperate with NDSU AA in facilitating NDSU AA's control of the nature and quality of goods and services provided under the NDSU AA Licensed Trademarks.

2.6 Commerce and NDSU AA each warrants and represents that as of the date hereof and during the Term of this Agreement:

- a. it has and shall have the rights and power to enter into and perform all its obligations under

this Agreement;

b. its proposed activities hereunder do not and shall not infringe any laws, regulations or other applicable codes of practice or procedural or regulatory requirements or the rights of any third party; and

c. it holds and shall hold any and all necessary licenses required under, and has otherwise complied and shall comply in all material respects with the requirements of all applicable statutes, laws and regulations applicable to the arrangements contemplated by this Agreement.

2.7 Commerce acknowledges that it shall be solely responsible for ensuring the truth and accuracy of all statements, warranties and representations of any kind about or relating to Commerce or its associates, or their business, products or services, made or included, expressly or impliedly, by Commerce or with its prior written consent, whether in any advertising, solicitation, promotional or publicity materials or editorials, or otherwise.

2.8 NDSU AA acknowledges and agrees that certain federal and state consumer protection laws and regulations prohibit, restrict or limit the solicitation or issuance of consumer credit cards to students, underage persons and others (collectively, the “Protected Consumers”) as described in those laws and implementing regulations. NDSU AA further acknowledges and agrees that no Protected Consumers are, or are intended to be, included in the group identified herein as Members who may be identified or solicited to apply for a consumer credit card under this Agreement. NDSU AA agrees it will not provide to Commerce the names of any such Protected Consumers under this Agreement and NDSU AA agrees it will not, in any way, solicit or promote the NDSU AA Visa Rewards Card to any such Protected Consumers. As such, NDSU AA acknowledges and agrees that it will at all times comply with the provisions of the Truth-in-Lending Act (15 U.S.C.A. §1601 et seq.), the Credit Card Accountability and Disclosure Act of 2009 (Pub L. No. 111-24, 123 Stat. 1734 (2009)), the Fair Credit Reporting Act (15 U.S.C.A. 1681 et seq.), and the regulations adopted thereunder, as such acts or regulations may now exist or as may hereafter be amended, including such provisions for interpretation and enforcement of such acts and regulations by the Bureau of Consumer Financial Protection (“CFPB”) or by any state agency enforcing state laws or regulations for the protection of consumers.

2.9 NDSU AA acknowledges that it shall be solely responsible for ensuring the truth and accuracy of all statements, warranties and representations of any kind about or relating to NDSU AA or its associates, or their business, products or services, made or included, expressly or impliedly, by NDSU AA or with its prior written consent, whether in any advertising, solicitation, promotional or publicity materials or editorials, or otherwise.

### **ARTICLE 3. Compensation and Reporting**

3.1 Commerce agrees that during the term of this Agreement NDSU AA shall earn and be paid Compensation in U.S. Dollars (“USD”) in accordance with the rates, terms and provisions contained in Attachment “B”.

3.2 Commerce shall provide NDSU AA with monthly statements that set forth in sufficient detail such information regarding the NDSU AA Visa Rewards Card that forms the basis for calculating the amount of Compensation earned by NDSU AA according to the rates, terms and provisions of Attachment “B”. NDSU AA understands and acknowledges that Compensation will be calculated based upon dates or time periods when various transactions are reported to Commerce and processed through

normal accounting cycles which dates or time periods may be different than the actual date of the particular transaction giving rise to entitlement to payment or fee.

3.3 Commerce shall keep and maintain true, correct, and complete books of account and records regarding the NDSU AA Visa Rewards Card that form the basis for the calculation of Compensation due NDSU AA. Such records for each calendar year during the term of this Agreement shall be kept and maintained for at least twelve (12) months after the end of each such year. NDSU AA shall have the right, upon written notice to Commerce, at any reasonable time during regular business hours of Commerce and at Commerce's offices in Kansas City, Missouri, to examine, inspect, and audit all such books and records, and all such other papers and files of Commerce relating to the performance of this Agreement, except as is limited or prohibited by law or regulation.

3.4 No Compensation shall be earned by NDSU AA as of and after the effective date of termination of this Agreement; provided, however, Compensation earned prior to such termination shall be payable to NDSU AA as provided in Attachment "B".

3.5 NDSU AA agrees to review the monthly statements of Compensation earned provided to it by Commerce and to promptly report any errors or irregularities regarding the calculation, reporting or payment of Compensation and, in no event, later than one (1) year after the date of such statement. Failure to report any irregularities within one (1) year from the date of the monthly statement is a presumption that such statement is correct. NDSU AA understands and acknowledges that Commerce loses the ability to completely reconstruct transactions after twelve (12) months from the date of the transaction, including an inability to retrieve supporting documentation and that such inability to reconstruct transactions may impede an audit should NDSU AA elect to perform such an audit from time-to-time. NDSU AA agrees that the inability of Commerce to reconstruct transactions or to retrieve supporting documentation after twelve (12) months from the date any transaction shall not, in and of itself, be a basis upon which NDSU AA can assert a claim for additional or adjusted Compensation.

Upon reasonable notice, Commerce will allow NDSU AA, at its expense, to audit the books and records of Commerce to determine any inaccuracies in the payment of Compensation due NDSU AA. A copy of any audit performed by NDSU AA will be furnished to Commerce upon its request. If any audit performed by NDSU AA, or on NDSU AA's behalf, identifies an overpayment by Commerce in Compensation for any period, NDSU AA agrees to reimburse Commerce or permit Commerce to reduce the amount of future Compensation payments to recoup the amount of the overpayment or if any audit performed by NDSU AA, or on NDSU AA's behalf, identifies an underpayment by Commerce in Compensation for any period, Commerce agrees pay NDSU AA the amount of the underpayment.

#### **ARTICLE 4. Term of Agreement; Termination Provisions**

4.1 The Term of this Agreement shall commence on the Effective Date and continue until July 31, 2019 (the "Initial Term"). At the expiration of the Initial Term of this Agreement, it shall automatically renew for successive one (1) year periods (each a "Renewal Term") unless either party notifies the other in writing at least ninety (90) days prior to the expiration of the Initial Term of this Agreement or prior to the expiration of any Renewal Term, that it is terminating and canceling this Agreement.

4.2 This Agreement shall supersede and replace all co-branded and/or Affinity Group Bank Card Agreements between the parties, if any, entered into prior to the Effective Date.

4.3 Regardless of the termination of this Agreement, any NDSU AA Visa Rewards Card issued before such termination may continue to be held and used by Accountholders until the stated expiration date of those credit cards.

4.4 In the event of termination of this Agreement, all NDSU AA Accounts shall remain the exclusive property of Commerce, including its right to future receivables thereon without any obligation on part of Commerce to pay Compensation thereon. Notwithstanding the termination of this Agreement or the transfer of the NDSU AA Accounts, Commerce may thereafter solicit and offer credit card accounts or other financial services to Accountholders who have voluntarily become Commerce Customers. Commerce agrees that it will not solicit for any Commerce product NDSU AA Members based on the use of the Member listing provided by NDSU AA, provided, however, Commerce may solicit Members who have become Accountholders for any Commerce products.

4.5 Commerce may, upon thirty (30) days written notice, terminate this Agreement if: (1) NDSU AA fails to comply with or to perform any term, obligation, covenant or condition contained in this Agreement; or (2) a material adverse change occurs in NDSU AA's financial condition; or (3) commencement of proceedings, whether voluntary or involuntary, is begun for the dissolution or termination of NDSU AA's existence as a going business, the insolvency of NDSU AA, the appointment of a receiver for any part of NDSU AA's property, the assignment for the benefit of creditors, any type of creditor workout, or the commencement of any proceeding under any bankruptcy or insolvency laws by or against NDSU AA; or (4) commencement of foreclosure or forfeiture proceedings, whether by judicial proceeding, self-help, repossession or any other method, is begun by any creditor of NDSU AA or by any governmental agency against any of NDSU AA's property.

4.6 NDSU AA may, upon thirty (30) days written notice, terminate this Agreement if: (1) Commerce fails to comply with or to perform any term, obligation, covenant or condition contained in this Agreement; or (2) a material adverse change occurs in Commerce's financial condition; or (3) commencement of proceedings, whether voluntary or involuntary, is begun for the dissolution or termination of Commerce's existence as a going business, the insolvency of Commerce, the appointment of a receiver for any part of Commerce's property, the assignment for the benefit of creditors, any type of creditor workout, or the commencement of any proceeding under any bankruptcy or insolvency laws by or against Commerce; or (4) commencement of foreclosure or forfeiture proceedings, whether by judicial proceeding, self-help, repossession or any other method, is begun by any creditor of Commerce or by any governmental agency against any of Commerce's property.

4.7 NDSU AA acknowledges and agrees that upon termination of this Agreement under the terms of Section 4.5 NDSU AA agrees to reimburse Commerce the amount of the Advance less all Compensation paid. For example, if NDSU AA has earned five thousand dollars (\$5,000) in Compensation against the Advance, NDSU AA will be obligated to reimburse Commerce five thousand dollars (\$5,000).

## **ARTICLE 5. Accountholder Terms and Benefits**

5.1 (a) Commerce agrees to provide certain features and enhancements to NDSU AA Accountholders which shall include the minimum Visa standards for product enhancements associated with the Visa product category (collectively, the "Enhancements") and shall be available **only** for such period of time as the related services are available to Commerce and its cardholders from third party

processors and providers. Without limiting the generality of the foregoing, Enhancements are subject to cancellation or change by Commerce at any time, with or without prior notice. Commerce reserves the right to add, delete, modify or withdraw Enhancements or change the specific features of any such Enhancements from time-to-time during the Term of this Agreement. It is understood and agreed that from time-to-time one or more of the Enhancements offered by Commerce to the Accountholders are provided by third parties unrelated to Commerce and that such Enhancements, including the availability and cost thereof to Commerce, may change from time-to-time and any such Enhancements may be added, deleted, modified or withdrawn in the sole discretion of Commerce.

(b) In addition to the Enhancements, NDSU AA Accountholders will participate in the Commerce rewards program generally available to individuals under affinity cards issued by Commerce.

5.2 Commerce may add, delete, modify or withdraw specific Enhancements to the NDSU AA Accounts during the Term of this Agreement or during the term of any Accountholder Agreement with an Accountholder after providing written notification to affected Accountholders and NDSU AA as may be required by law or regulation.

5.3 Commerce agrees to have available for Accountholders a non-exclusive toll-free telephone number for use by any Accountholder to report and resolve a service complaint, lost or stolen credit cards or to make inquiry calls regarding a credit card account.

5.4 Commerce and its affiliates are authorized and permitted from time-to-time to offer to Accountholders financial services and products and to refer to the existence of the NDSU AA Visa Rewards Card in connection therewith, which reference may include depictions of the NDSU AA Visa Rewards Card or the NDSU AA Licensed Trademarks subject however to the provisions of Article 9, below.

#### **ARTICLE 6. Marketing Efforts**

6.1 Commerce will, at its cost, during the Term of this Agreement, develop certain pre-screened and/or direct mail solicitation materials and programs conceived and designed for the purpose of encouraging the acquisition and usage of the NDSU AA Visa Rewards Card by potential Accountholders, subject to the approval by NDSU AA of all materials and programs, which approval shall not be unreasonably withheld or delayed. A minimum of one (1) pre-screened and/or direct mail solicitations will be completed after the Launch Date (as hereafter defined), within the first two years of the Term. Commerce may, in its sole discretion, develop additional pre-screened and/or direct mail solicitations during the Term.

If additional pre-screened and/or direct mail solicitations are agreed to by both parties, subject to the provisions of Article 9, below, NDSU AA agrees to provide to Commerce, at no cost to Commerce, one or more electronic media files in a form and content useable by Commerce or by a third-party provider designated and approved by Commerce, for use on their computer systems, or a listing in such other form as Commerce agrees, identifying NDSU AA Members for solicitation purposes. Such electronic media file list will be provided in the format specified in the Attachment "C."

6.2 NDSU AA agrees to cooperate with Commerce to actively market the NDSU AA Visa Rewards Card through commercially viable means including, at NDSU AA's expense, but not limited to: (1) at least four (4) e-mail and/or e-blast message on an annual basis to select and targeted NDSU AA

Members to solicit potential Accountholders and make them aware of the NDSU AA Visa Rewards Card and its benefits; (2) the prominent placement with banners/buttons/placement of Web links on the official NDSU AA internet website home page in order to direct applicants to a NDSU AA Visa Rewards Card application internet Web page located at Commerce or with its service provider for a duration of one (1) week, four (4) times each year; (3) the prominent placement with banners/buttons/permanent placement of Web links on the official NDSU AA internet website Member benefits section in order to direct applicants to a NDSU AA Visa Rewards Card application internet Web page located at Commerce or with its service provider throughout the Term; (4) encouraging Accountholders to utilize the NDSU AA Visa Rewards Card once issued; and (5) distribution of NDSU AA Visa Rewards Card solicitation materials and applications to potential Accountholders through social media and web advertising. NDSU AA agrees that it will obtain prior written approval from Commerce for the use of all marketing materials, including the form and content of such marketing materials as well as the proposed media to be utilized, relating to the promotion of the NDSU AA Visa Rewards Card (including the use of bank's name, logo, trademarks, etc.) developed by or for NDSU AA in any marketing effort whether or not such marketing is contemplated by or undertaken pursuant to this Agreement

6.3 NDSU AA agrees to develop and offer one (1) or more unique and exclusive benefits to Members in order to differentiate the NDSU AA Visa Rewards Card from other credit cards (collectively, the "Exclusive Benefits"). Exclusive Benefits to be offered may include, but are not limited to: (1) A new Active Accountholders activation incentive (e.g. merchandise, gift cards, rewards points) as agreed to by both parties throughout the Initial Term and any Renewal Term of this Agreement; (2) NDSU AA agrees to provide a "*Exclusive Customer Experiences*" as agreed to by the parties (e.g. advance ticket sales, discounts on event tickets, use of a suite at sporting event, dinner for two with a coach/athletic director) or other tangible items to Accountholders when they qualify as an Active Accountholder or as an engagement incentive encouraging Accountholders to utilize the NDSU Visa Rewards Card once issued; or (3) a new Active Accountholder activation incentive consisting of rewards points credited to Members' accounts as an Exclusive Benefit through the purchase of rewards points by NDSU AA from Commerce with the terms of each such purchase to be agreed upon in writing by the parties and the purchase price deducted from Royalties and New Account Fees due NDSU AA. The parties agree that implementation and administration of each of the Exclusive Benefits must be agreed to in writing and in advance by both parties. NDSU AA agrees that all Exclusive Benefits, other than the process for awarding bonus rewards points, will be provided directly to Members by delivery of those benefits to a Member by NDSU AA. Commerce and NDSU AA agree that Exclusive Benefits that may be developed and offered in the future as NDSU AA Visa Rewards Card Exclusive Benefits will add value to the card program by generating new Member participation and provide an increase in NDSU AA Visa Rewards Card usage. Any change in the Exclusive Benefits is subject to the approval by Commerce, which approval shall not be unreasonably withheld or delayed.

6.4 Where appropriate, NDSU AA shall provide, at its expense, subject to prior approval by Commerce, artwork for card design, statements, applications and other collateral materials specifically associated with the sales, support, marketing and servicing of the NDSU AA Visa Rewards Card. The general format of the artwork will be in tif, eps or jpeg formats. Any other format that Commerce may require will be produced at Commerce's expense.

6.5 Commerce shall be responsible for all expenses associated with its Services and Enhancements, except for those expenses for which NDSU AA shall be responsible as set forth in this Agreement or for any instance of special actions requested by NDSU AA, such as special mailings, additional postage, special printouts or other similar actions, which are not part of Commerce's Routine

Operations and not provided for herein (collectively, "Special Actions"). "Routine Operations" is defined herein as those activities performed in the usual conduct of acquiring, issuing, servicing, billing, funding and collecting credit card loans. NDSU AA shall reimburse Commerce for the direct costs of any such Special Actions requested by NDSU AA and, if requested by Commerce, NDSU AA shall deposit an amount reasonably requested by Commerce, in advance, to cover such anticipated direct costs.

#### **ARTICLE 7. NDSU AA Licensed Trademarks**

7.1 NDSU AA "Licensed Trademarks" means Trademarks (if any) consisting of designs, images, visual representations, logos depicting the name or likeness of either North Dakota State University or North Dakota State University Alumni Association, or both, provided to Commerce by NDSU AA for licensing in the United States of America in relation to credit card and financial services programs.

7.2 All art for the program material, including cards, advertising or solicitation materials, which contain one or more Licensed Trademarks must be provided by NDSU AA. NDSU AA will provide such art at no charge to meet the reasonable requirements of Commerce hereunder. All art which NDSU AA provides to Commerce, in whatever media and for whatever purpose, shall be promptly returned to NDSU AA upon the request of NDSU AA, except for art reasonably required for authorized current production of cards or advertising or solicitation materials. Commerce acknowledges that all such art is proprietary to NDSU AA, may only be used for Commerce's authorized activities under this Agreement, and Commerce agrees that such art shall not be delivered to or made available for use by any third party, unless such third party is required to assist Commerce in the fulfilling of its obligations under this Agreement.

7.3 Upon termination of this Agreement, Commerce shall cease to use the NDSU AA Licensed Trademarks. Commerce agrees that upon such termination it will not claim any right, title, or interest in or to the NDSU AA Licensed Trademarks. Upon termination of this Agreement, Commerce shall not attempt to cause the removal of NDSU AA's identification or Licensed Trademarks from any person's credit devices or records of any customer existing as of the effective date of termination of this Agreement. Commerce agrees that it will not seek or obtain any trademark or other protection or take any other action, which might affect NDSU AA's ownership of any of the rights in the Licensed Trademarks. Commerce understands and agrees that its use of the Licensed Trademarks shall inure to NDSU AA's exclusive benefit and that Commerce will not acquire any rights by virtue of any use Commerce may make of the Licensed Trademarks, other than as specifically set out in this Agreement.

7.4 Commerce agrees that all uses of the Licensed Trademarks shall bear such proprietary trademark rights notices of NDSU AA as NDSU AA may reasonable direct. All rights not specifically granted by NDSU AA are reserved.

7.5 Commerce "Licensed Trademarks" means Trademarks consisting of designs, images, visual representations, logos depicting the name or likeness of Commerce provided to NDSU AA by Commerce for licensing in the United States of America in relation to the NDSU AA Visa Card.

7.6 All art for the program material, including those materials which contain one or more Commerce Licensed Trademarks must be provided by Commerce. Commerce will provide such art at no charge to meet the reasonable requirements of NDSU AA hereunder. All art which Commerce provides to NDSU AA in whatever media and for whatever purpose, shall be promptly returned to Commerce upon the request of Commerce, except for art reasonably required for authorized current production of



approved marketing materials. NDSU AA acknowledges that all such art is proprietary to Commerce may only be used for NDSU AA's authorized activities under this Agreement, and NDSU AA agrees that such art shall not be delivered to or made available for use by any third party, unless such third party is required to assist NDSU AA in the fulfilling of its obligations under this Agreement.

7.7 Upon termination of this Agreement, NDSU AA shall cease to use the Commerce Licensed Trademarks. NDSU AA agrees that upon such termination it will not claim any right, title, or interest in or to the Commerce Licensed Trademarks. Upon termination of this Agreement, NDSU AA shall not attempt to cause the removal of Commerce's identification or Licensed Trademarks from any person's credit devices, checks or records of any Commerce customer existing as of the effective date of termination of this Agreement. Upon termination of this Agreement, NDSU AA agrees that it will no longer publish, distribute or authorize the use of any marketing or other material bearing any Commerce Trademark. NDSU AA agrees that it will not seek or obtain any trademark or other protection or take any other action, which might affect Commerce's ownership of any of the rights in the Commerce Licensed Trademarks. NDSU AA understands and agrees that its use of the Commerce Licensed Trademarks shall inure to Commerce's exclusive benefit and that NDSU AA will not acquire any rights by virtue of any use NDSU AA may make of the Commerce Licensed Trademarks, other than as specifically set out in this Agreement.

7.8 NDSU AA agrees that all uses of the Commerce Licensed Trademarks shall bear such proprietary trademark rights notices of Commerce as the Commerce may reasonable direct. All rights not specifically granted by Commerce are reserved.

#### **ARTICLE 8. Proprietary Property**

8.1 Both parties individually acknowledge and agree that the other party has and owns or uses certain names, trade names, trademarks, symbols, copyright marks, logos, designs, service marks, signs, processes, procedures and trade secrets (collectively, the "Proprietary Property") at the Effective Date and that each party may have access to or possession of such Proprietary Property during the Term of this Agreement; and each further acknowledges and agrees that any Proprietary Property developed by the other party during the Term of this Agreement shall, at all times be considered, held and included in the collective definition of Proprietary Property and will be owned by and remain the Proprietary Property of the other party during the term of this Agreement and at all times thereafter. Except as otherwise specifically provided in this paragraph, each party will at all times, both during and after the Term of this Agreement, retain sole right, title and interest in and to all Proprietary Property created by it prior to entering into or during the Term of this Agreement.

8.2 With respect to the Proprietary Property of the other party, each party agrees: (1) certain portions of the Proprietary Property are confidential and agrees to protect the confidentiality of all such Proprietary Property of the other party in its possession as Confidential Information; (2) it will not disseminate any Proprietary Property without the written authorization of the other party except in order to fulfill its obligations under this Agreement; (3) it will not remove or alter any copyright, trademark or other proprietary rights notice from any materials furnished to it in connection with this Agreement; (4) to promptly advise the other party in writing of any misappropriation or misuse by any person of any Proprietary Property that may come to its attention and agrees that it shall reasonably cooperate with the other party to regain possession of any Proprietary Property or prevent the further unauthorized use of such Proprietary Property; (5) not to use the Proprietary Property for its own use or for any purpose other than to perform the terms of this Agreement; (6) to include, as appropriate, any and all copyright,

trademark or other proprietary rights notices on material it prepares or uses in conjunction with the Proprietary Property; and (7) upon written request, to surrender all Proprietary Property in its possession to the other party at the end of the term of this Agreement without further notice or demand. NDSU AA and Commerce agree that Proprietary Property to be treated as confidential pursuant to this Article does not include any Proprietary Property which: (a) is or becomes publicly known or readily ascertainable by the public, through no wrongful act of the other party, or (b) is disclosed to a third party by the other party without similar restriction.

## **ARTICLE 9. Confidentiality.**

### **Part A: Confidential Information**

9.1 “Confidential Information” shall mean any processes, procedures, or business information furnished by one party to the other in connection with this Agreement, whether orally or in writing or in electronic form. Such Confidential Information shall include, without limitation, the existence and terms of this Agreement, trade secrets, business or financial information, product and marketing plans, and customer and supplier information. All Confidential Information disclosed to the other party is deemed to be confidential, restricted and proprietary to the disclosing party.

9.2 The party receiving Confidential Information of the other party must provide the same care to avoid disclosure or unauthorized use of the Confidential Information as it provides to protect its own similar confidential information, but in no event less than commercially reasonable care.

9.3 All Confidential Information, unless otherwise agreed in writing, (a) shall not be copied, distributed, disclosed, or disseminated in any way or form by receiving party without the prior written consent of the disclosing party; (b) shall be used by the receiving party only in connection with the performance of its obligations under this Agreement, unless otherwise consented to in writing by the disclosing party, except as required to provide the Services; (c) shall remain the property of and be returned together with all copies of such information, to the disclosing party or destroyed after the receiving party’s need for it has expired or upon request of the disclosing party, and, in any event, upon expiration or termination of this Agreement. At the request of the disclosing party, the receiving party will furnish a certificate of an officer of the receiving party certifying that Confidential Information not returned to disclosing party has been destroyed. Notwithstanding the above, the receiving party may retain a copy of the Confidential Information for regulatory reasons.

9.4 The parties agree that the term “Confidential Information” does not include information which (a) has been or may in the future be published or is now or may in the future be otherwise in the public domain through no fault of the receiving party; (b) prior to disclosure pursuant to this Agreement is property within the legitimate possession of the receiving party; (c) subsequent to disclosure pursuant to this Agreement is lawfully received from a third party having rights in the information without restriction of the third party’s right to disseminate the information and without notice of any restriction against its further disclosure; (d) is independently developed by the receiving party through parties who have not had access to such Confidential Information; or (e) is obligated to be produced under order of a court of competent jurisdiction or other similar requirement of a governmental agency.

### **Part B: Confidential Customer Information**

9.5 The parties agree that the term “Confidential Customer Information” as used herein shall

mean all nonpublic personal information as that term is used in the Gramm-Leach-Bliley Act ("GLB"), (15 U.S.C. §§6801-6809 ) all "consumer information" as that term is used in the Fair and Accurate Credit Transactions Act of 2003 ("FACT Act") (15 U.S.C. §1681 et seq.) and any and all privacy regulations, guidelines and interpretations thereof adopted pursuant thereto by the appropriate regulatory authorities. A "Commerce Customer" as used herein includes an Accountholder.

9.6 While it is contemplated that NDSU AA will neither be furnished nor receive Confidential Customer Information, should NDSU AA come into possession of any Confidential Customer Information, NDSU AA agrees that it will not use or disclose such Confidential Customer Information that it receives or obtains from Commerce other than is necessary to carry out the purposes of this Agreement.

9.7 NDSU AA agrees that it will not disclose any Confidential Customer Information to any third-party except those who have a need to know and only to enable NDSU AA to provide the services under this Agreement and only to such third parties who have assumed confidentiality obligations consistent with those provided for herein.

9.8 NDSU AA agrees that it has in place certain security measures to protect the Confidential Customer Information and further agrees that it will implement such additional security measures and use such additional care as may be required to continually preserve and protect the Confidential Customer Information of Commerce's Customers throughout the term of the Agreement and for such time beyond the term of the Agreement as it has in its possession any Confidential Customer Information of Commerce's Customers.

9.9 NDSU AA agrees, as it deems reasonably required, to train its employees and staff regarding the need to keep the Confidential Customer Information of Commerce's Customers from being used or disclosed other than for purposes of fulfilling the Agreement and to continually monitor its procedures, safeguards and training to protect the Confidential Customer Information.

9.10 NDSU AA agrees to notify Commerce immediately upon discovery of any loss, unauthorized use or improper disclosure of Confidential Customer Information and to notify Commerce of any demand, including any form of legal proceeding or process, made upon it for access to or disclosure of any Confidential Customer Information.

9.11 NDSU AA agrees that Commerce has the right to periodically review the security measures employed by NDSU AA to determine or verify NDSU AA's compliance with its obligations under this Agreement and the right to pursue whatever legal remedies it has, including seeking equitable relief, to enforce the provisions hereof.

9.12 The parties agree to indemnify the other from and against all claims, demands, losses, damages, liabilities, lawsuits, costs and expenses, including attorneys fees, asserted against or incurred by, a party or for which the other party is exposed for any loss, unauthorized use or improper disclosure of Confidential Customer Information due to the actions, inactions or negligence of either party.

9.13 When disposing of any Confidential Customer Information, whether upon termination of this Agreement or as otherwise directed by Commerce, NDSU AA agree to either return to Commerce the media upon which such Confidential Customer Information is stored by NDSU AA, whether in a tangible or electronic form, or destroy the media in such a manner so that the information cannot be read or

reconstructed.

#### Part C: General Provisions

9.14 The parties agree that monetary damages will be difficult to ascertain in the event of any breach of this Section, and that monetary damages alone would not be sufficient to compensate a party for such breach. The parties agree that in the event of violation of this Article, without limiting any other rights and remedies, an injunction may be brought against any party who has breached or threatened to breach this Article, without the requirement to post bond.

9.15 The obligations in this Article 9 shall survive the termination of this Agreement and will remain an obligation of each party.

#### **ARTICLE 10. Indemnity**

10.1 (a) NDSU AA hereby agrees that it shall defend, indemnify, and hold harmless Commerce and its affiliates, subsidiaries, directors, officers, employees, agents, and representatives from and against any and all liability, claims, damages, judgments, settlements, demands, fees, costs, and expenses (including reasonable attorney fees) to the extent that the same are the result of the negligence or willful misconduct of NDSU AA, its agents, employees or representatives, or arising out of the performance or non-performance by NDSU AA of its obligations under this Agreement. Upon becoming aware of a claim or potential claim covered by this indemnification provision, Commerce shall promptly notify NDSU AA thereof in writing. NDSU AA shall, at all times, have sole control over the defense, negotiation, settlement, and appeal strategy of any claim or suit. Commerce shall be entitled to participate in the defense of such claim or suit with separate counsel, but at Commerce's own expense. NDSU AA shall cause Commerce to be kept fully apprised of all material developments in the defense of any such claim or suit.

(b) NDSU AA agrees that it shall defend, indemnify, and hold harmless Commerce and its affiliates, subsidiaries, directors, officers, employees, agents, and representatives from and against any and all Losses arising out of or connected with any third party Infringement Claim based on the use or sale of the services, products, programs, systems, and/or materials ("Product"). "Infringement Claim" means any claim or action asserting that Commerce infringes, violates, or misappropriates any patent, copyright, trademark, trade dress, trade secret, or other alleged proprietary right. "Losses" means all costs, expenses, damages, and liabilities, including, but not limited to, compensatory damages, enhanced damages, attorneys' fees, and other losses including, without limitation, court costs, reasonable attorney fees and disbursements and the expenses of enforcing this provision. The covered Losses include any costs or losses caused by the entry of an injunction, including any costs associated with posting a bond during appeal, replacement costs, or business interruption losses.

10.2 NDSU AA shall have no liability to Commerce or any Accountholder for any of the operating or credit functions of the Services, including any responsibility for Accountholder delinquency or Accountholder disputes with Commerce.

10.3 Commerce agrees that it shall defend, indemnify, and hold harmless NDSU AA and its affiliates, subsidiaries, directors, officers, employees, agents, and representatives from and against any and all claims arising out of or resulting from the negligence or willful misconduct of Commerce, its agents, employees or representatives, or arising out of the performance or non-performance by Commerce

of its obligations under this Agreement. Upon becoming aware of a claim or potential claim covered by this indemnification provision, NDSU AA shall promptly notify Commerce thereof in writing. Commerce shall, at all times, have sole control over the defense, negotiation, settlement, and appeal strategy of any claim or suit. NDSU AA shall be entitled to participate in the defense of such claim or suit with separate counsel, but at NDSU AA's own expense. Commerce shall cause NDSU AA to be kept fully apprised of all material developments in the defense of any such claim or suit.

10.4. The parties agree that the provisions of this Article 10 shall survive the termination of this Agreement.

#### **ARTICLE 11. Exclusive Provider**

During the Term of this Agreement, NDSU AA agrees that Commerce will be the exclusive provider of the NDSU AA Visa Rewards Card to Accountholders and potential Accountholders and that NDSU AA will not enter into any agreements which will be effective prior to the termination of this Agreement with any other person or company to offer, or make available, to any existing or potential Accountholders any charge card or open revolving credit card accounts, nor enter into any agreement with any other company which is in the nature of a royalty payment agreement for the marketing or solicitation of charge card or revolving credit card accounts and related financial services. The terms of this Agreement are confidential and may not be disclosed by NDSU AA to any third-party.

#### **ARTICLE 12. Notices**

Except for invoices and billing related communications, any notice required or permitted to be given hereunder by either party to the other shall be in writing, shall be deemed given and effective when, (a) hand delivered; (b) three (3) Business Days following deposit if sent by first class or certified United States mail, postage prepaid, or (c) one (1) Business Day following deposit with any recognized overnight courier that produces written evidence of delivery, addressed as follows:

(a) To NDSU AA at:

North Dakota State University Alumni Association  
1241 University Drive North  
Fargo, North Dakota 58102  
Attention: Sherri Schmidt, Vice President

(b) To Commerce at:

Commerce Bank  
c/o Commerce BankCard Center  
811 Main Street, 12th Floor  
P.O. Box 13607  
Kansas City, Missouri 64199  
Attention: Chad Doza

or at any other address that may be given by one party to the other by notice pursuant to this Article.

#### **ARTICLE 13. Business Day**

The term "Business Day" means a day on which commercial banks are open in the State of

Missouri.

**ARTICLE 14. Force Majeure**

Any party's delay in, or failure of, performance under this Agreement shall be excused where such delay or failure is caused by an act of nature, fire, or other catastrophe, enemy, hostile governmental or terrorist action, electrical, computer software or mechanical failure, work stoppage, delays or failure to act of any carrier or agent, direction or effect of an order from a court or government agency or body, or any other such cause beyond a party's direct control. Any party seeking to be excused for a delay in performing any obligation due to force majeure must promptly notify the other party of the same, exercise reasonable efforts to minimize the delay in performing such obligation, and to keep the other party regularly apprised of its efforts and expected resolution of the cause for the delay.

**ARTICLE 15. Assignment**

This Agreement may not be assigned by either party without prior written consent of the other party; provided, however, such consent shall not be required in the event this Agreement, or any rights or obligations hereunder, is assigned by a party to a person or entity which is an Affiliate of that party; provided, further, that, the assignee's financial condition is substantially similar to (or better than) the financial condition of the assigning party and the scope of the Services is not materially altered. This Agreement shall inure to the benefit of, and shall be binding upon, the parties hereto and their respective successors and permitted assigns. An Affiliate of, or person affiliated with, a specified party shall mean a person that directly or indirectly through one or more intermediaries, controls or is controlled by, or is under common control with, the person specified.

**ARTICLE 16. Severability**

If any provision, or portion thereof, of this Agreement is invalid under applicable statute or rule of law, it is only to that extent to be deemed omitted.

**ARTICLE 17. Waiver**

No provision of this Agreement shall be deemed waived, amended, or modified by either party unless such waiver, amendment or modification is in writing and signed by the party against whom it is sought to enforce the waiver, amendment or modification. A single waiver by a party shall not act as, nor shall it be deemed to constitute, an ongoing waiver of the same provision.

**ARTICLE 18. Amendment**

This Agreement may be amended only by an instrument in writing, executed by NDSU AA and Commerce.

**ARTICLE 19. Governing Law**

This Agreement shall be governed by, and construed in accordance with, the laws of the State of Missouri.

**ARTICLE 20. Entire Agreement**

This Agreement and the Attachments A, B and C incorporated herein constitutes the entire agreement between Commerce and NDSU AA.

**IN WITNESS WHEREOF**, this Agreement has been executed the day and year first written above.

Commerce Bank

By: 

Name: Chad Doza

Title: Sr. Vice President

North Dakota State University Alumni Association

By: 

Name: Doug Mayo

Title: President/CEO

**ATTACHMENT "A"**  
**NDSU AA VISA REWARDS CARD**

1. Qualified Members of NDSU AA will be issued an NDSU AA Visa Rewards Card with one or more NDSU AA Licensed Trademarks included on the face of the cards, as approved by Visa, U.S.A., as appropriate.
2. Subject to the terms of the Cardholder Agreement, Commerce shall make available a card with an interest rate to be determined at time of credit underwriting based on statistically valid determinants of credit risk derived during the credit underwriting process. The precise terms and conditions of the Cardholder Agreement will be consistent with rates and terms offered on other Commerce co-branded and affinity credit card products.
3. All credit decisions, including but not limited to the initial approval of accounts, the establishment of credit lines and the closing of accounts, shall be within the exclusive discretion of Commerce.
4. As the grantor of credit, Commerce assumes all credit risks and reserves the right to modify pricing set forth in paragraph 2, above, consistent with its underwriting criteria, prevailing economic and market forces, and the laws and regulations which apply.
5. The Cardholder Agreement, which governs the terms of credit extension and which is provided to Accountholders at the time of issuance of an NDSU AA Visa Rewards Card will reflect the terms provided herein; except nothing contained herein shall preclude Commerce from including in such Cardholder Agreement its standard contractual terms including, without limitation, those terms relating to liability, default, cancellation, governing law, calculation of finance charge, payment application, surrender and other terms as appropriate.



**ATTACHMENT “B”  
COMPENSATION**

Commerce shall pay NDSU AA Compensation as follows:

1. Royalty fees:

a. For the period commencing on the Effective Date and continuing to the second annual anniversary of the Effective Date, a royalty fee (“Royalty”) will be paid which is equivalent to the product of 13.5% of Commerce’s most recently calculated Visa net interchange rate for the Visa Rewards Card multiplied by the total of Net Merchandise Purchases generated each month by the use of open, non-Statused NDSU AA Accounts (as of the Effective Date, equivalent to twenty-five cents (\$.25) per one hundred dollars (\$100.00) of Net Merchandise Purchases);

b. For the period commencing on the second annual anniversary of the Effective Date (or on the first anniversary of the Effective Date if the Annual Net Merchandise Purchases for the year ending on the first annual anniversary of the Effective Date exceeds \$14,999,999) and on each subsequent annual anniversary of the Effective Date thereafter, a Royalty will be paid based upon the percentage set forth in the table below corresponding to the Annual Net Merchandise Purchases on NDSU AA Accounts for the preceding twelve (12) months (which percentage will be fixed until the next annual anniversary of the Effective Date) multiplied by the total of Net Merchandise Purchases generated each month by the use of open, non-Statused NDSU AA Accounts:

<u>Annual Net Merchandise Purchases</u>			<u>Percentage of Visa net interchange</u>
\$0	-	\$4,999,999	10.8%
\$5,000,000	-	\$14,999,999	13.5%
\$15,000,000	-	\$29,999,999	16.2%
\$30,000,000	-	\$49,999,999	18.9%
\$50,000,000	+		21.6%

The Visa net interchange rate is an internal rate calculated by Commerce for each rewards card program based upon Visa interchange income for each rewards card program as related to all accountholder total purchase volume for each rewards card program, with such rate generally re-calculated each January 1 and July 1. Merchandise returns, credits and amounts in dispute are deducted from Accountholder total purchase volume to reach “Net Merchandise Purchases.” “Merchandise Purchases” refers to transactions for goods or services, and excludes cash advances and quasi-cash transactions, such as, but not limited to, traveler’s checks, convenience checks, wire transfers, money orders, balance transfers and gaming chips. As used in this Agreement, a “Statused” account is one that is lost, stolen, credit-revoked, closed, bankrupt, charged-off, over-limit and/or delinquent.

2. Commerce shall pay NDSU AA a fee for each new NDSU AA Account opened and Active (an “Active” account is one that is newly opened and activated, that is, a NDSU AA Account on which a Member initiated debit transaction, i.e., a purchase, balance transfer, cash advance or convenience check occurs within ninety (90) days of account opening), compensation (“New Account Fee”) of thirty-five dollars (\$35.00) for each Active NDSU AA Account.

- a. Commerce and NDSU AA may jointly agree upon account marketing channels from time-to-time during the Term of this Agreement, including, but not limited to, promotional advertising that does not contain a written application, or other marketing messages.
  - b. Marketing channels and strategies generating fees to NDSU AA for accounts produced through such channels and strategies may be discontinued by Commerce, in its sole discretion, if the average application approval rate produced by that strategy or channel for any three (3) consecutive months is less than fifteen percent (15%) per month. The approval rate is the number of all applications which are approved for a NDSU AA Account, using Commerce's normal credit approval processes, divided by the total number of applications received through the respective channel or strategy.
  - c. No New Account Fee will be due NDSU AA for newly activated NDSU AA Accounts acquired by Commerce pre-screened and/or direct mail efforts nor through Commerce branch advertisements/solicitations or through telephone solicitation or other marketing efforts initiated by Commerce.
  - d. Commerce may also decline to provide compensation to NDSU AA for an NDSU AA Account booked from any channel if the Accountholder has previously been issued a NDSU AA Visa Rewards Card as described in this Agreement or in cases of actual or suspected abuse, fraud, violations of any Commerce program or any actual or suspected abuse or fraud with respect to the credit card account.
3. As an advance against the Compensation anticipated to be earned by NDSU AA during the Term of this Agreement, Commerce will pay NDSU AA an Advance of ten thousand dollars (US \$10,000) within thirty (30) days of the Launch Date. The "Launch Date" is the date on which the first NDSU AA Visa Rewards Card becomes Active. Unless this Agreement is terminated under the provisions of Articles 4.5 or 4.6, in the event that NDSU AA fails to earn Compensation in excess of the Advance during the Term of this Agreement, NDSU AA will not be obligated to repay any unearned portion of such Advance. During the course of this Agreement, all Compensation earned by NDSU AA that exceed ten thousand dollars (US \$10,000) will be paid to NDSU AA monthly within forty-five (45) days of each month end. Within forty-five (45) days of each month end, Commerce will provide a month end report for the preceding month showing the detail of monthly sales volume and the number of new activated NDSU AA Accounts upon which Compensation is calculated.
4. NDSU AA shall not conduct any new account generation activity nor produce any credit card product or account related print, electronic or other material without the express oversight and approval of Commerce.

**ATTACHMENT "C"**  
**PRE-SCREENED AND/OR DIRECT MAIL LIST DATA SPECIFICATIONS**

NDSU AA shall provide from time to time to Commerce a list of its Members from its most recent list for purposes of pre-screened and/or direct mail solicitation of NDSU AA Accounts, such list meeting the criteria as set out below:

Separate and unduplicated marketable names including home address (Street address, U. S. City, State and U.S. Post Office Zip Code.)

Individuals shall be eligible for a solicitation of credit, i.e., resident citizens of the United States aged eighteen (18) years and older.

Name and Address information provided should be accurate as of twelve (12) months or less, to the best of NDSU AA's knowledge using commercially reasonable tools and means.

Names shall not include those Members that have requested to "opt-out" of solicitation pieces.

List shall be provided to a safe FTP medium via electronic format as agreed upon by Commerce, preferably in CSV or TAB format. A file layout document for the file will be provided by NDSU AA to Commerce. Commerce prefers that first and last names provided be parsed in the file provided.

**ATTACHMENT "D"**  
**NDSU VISA CREDIT CARD LICENSE AGREEMENT**

**THIS LICENSE AGREEMENT** is entered into by and between North Dakota State University ("**NDSU**") and the North Dakota State University Alumni Association ("**NDSU AA**"), to be effective the \_\_\_\_ day of July, 2014 ("**Effective Date**").

**RECITALS**

**WHEREAS**, NDSU AA intends to enter into an Agreement with Commerce Bank of Kansas City, Missouri, a Missouri bank and trust company, to create and provide NDSU AA Visa Rewards Cards that contain the NDSU trademarks describe at Exhibit A and the NDSU Bison Logo (the "**Bison Logo**") described at Exhibit B (collectively the "**Logos**") and will be available to alumni, friends and fans of North Dakota State University, and

**WHEREAS**, the NDSU AA desires to enter into an Agreement with NDSU to set forth their respective obligations and rights with regards to licensing the trademarks of NDSU for the purpose of the NDSU AA Visa Rewards Card; and

**NOW, THEREFORE**, the parties agree as follows:

1. **Limited License.** NDSU hereby grants to NDSU AA, a limited, nontransferable exclusive license to use the Logos in connection with the NDSU AA Visa Rewards Card that are going to be created and marketed by Commerce Bank. The license to use the Logo is granted in exchange for the consideration set forth in Section 2. NDSU AA can, however, sublicense the right to reproduce the Logo on the NDSU AA Visa Rewards Card by Commerce Bank. Design of the products is subject to the approval of NDSU.
2. **License Fee.** It is understood between the parties that the NDSU AA will pay the NDSU Department of Athletics ten percent (10%) of the annual Royalty fee as calculated by the net interchange rate paid by Commerce Bank. Payment shall be forwarded once per year when the NDSU AA's audit is complete for the previous calendar year.
3. **Term and Termination.** The term of this Agreement shall commence on the Effective Date and shall continue indefinitely, until either the NDSU AA or Commerce Bank terminates the underlying Agreement regarding the marketing of the NDSU AA Visa Rewards Card, or until NDSU deems it necessary to terminate this Agreement for any reason. In the event of termination, the terminating party agrees to give written notice to the other party.
4. **Relationship of the Parties.** It is mutually agreed the NDSU AA is an independent contractor and not an employee of NDSU for purposes of this Agreement. It is understood that the NDSU AA is not subject to the supervision and control of NDSU. No agency, employment or partnership is created by this Agreement. Each of the parties will be solely and entirely responsible for its own acts and/or the acts of its employees or agents. No benefits provided by NDSU to its employees, including unemployment and workers' compensation insurance, will be provided to the NDSU AA or his/her/its employees.
5. **Access to Records.** NDSU AA shall adequately account for and maintain reasonable records for NDSU AA's performance under this Agreement and allow access to these records by NDSU, the North Dakota State Auditor or their agents as may be necessary for audit purposes and in determining

compliance with the terms of this Agreement. NDSU AA must retain all records pertaining to this Agreement for a period of three (3) years from the completion date of this Agreement. If any litigation, claim or audit is started before the expiration of the three-year period, the records must be retained until the litigation, claim or audit findings have been resolved.

6. **Non-discrimination.** NDSU AA agrees that under State and federal law, no part of this Agreement shall be performed in a manner which illegally discriminates against any person on the basis of race, color, religion, creed, Vietnam Era Veterans status, sex or sexual orientation, age, status with regards to marriage or public assistance, disability, or national origin.

7. **Modification.** This Agreement contains the entire Agreement between the parties on this matter, and no statements, promises or inducements made by either party, or agents or either party, that are not contained in this Agreement are valid or binding. This Agreement may not be enlarged, modified, or altered except by written amendment by the parties.

8. **Severability.** If one part of this Agreement is held to be illegal, void or in conflict with any North Dakota law, the validity of the remainder of this Agreement remains operative and binding.

9. **Assignment, Transfer and Subcontracting.** There will be no assignment or transfer of this Agreement, or of any interest in this Agreement except as otherwise allowed herein, unless both parties agree in writing.

10. **Notice.** All notices relating to this Agreement will be in writing and given to the contact person at the address provided below:

NDSU Athletics:  
Troy Goergen  
Bison Sports Arena  
Fargo, ND 58102

NDSU AA:  
Sherri Schmidt  
NDSU Alumni Association  
PO Box 5144  
Fargo, ND 58105

11. **Venue.** This Agreement will be controlled and interpreted according to the laws of the State of North Dakota. Venue for any actions arising from this Agreement shall solely and exclusively be in Fargo, Cass County, State of North Dakota.

IN WITNESS WHEREOF, this Agreement is executed on behalf of North Dakota State University and the North Dakota State University Alumni Association as of the date first set forth above.

North Dakota State University

North Dakota State University  
Alumni Association

By:  Date: 7/12/14

Its: Director of Purchasing

By:  Date: 7/14/14

Its: President/CEO

**Exhibit “A” TO ATTACHMENT “D”**

**North Dakota State University Signature**

**NDSU®**

**North Dakota State University Trademarks**



When used in color, the NDSU logo should be in yellow, “North Dakota State University” in white, and the box in green

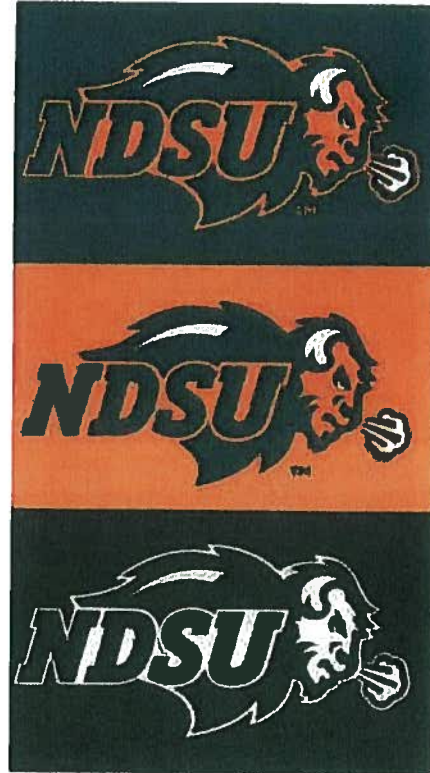


If placed over an image, the NDSU logo should be in yellow and “North Dakota State University” in white

University Colors	Pantone® Colors	Process Colors
Bison Green	Bison Green use Pantone® 343	C:98% M:0% Y:72% K:61%
Bison Yellow	Bison Yellow use Pantone® 123	C:0% M:24% Y:94% K:0%
Bison Black	Bison Black use Pantone Process Black	

**Exhibit “B” TO ATTACHMENT “D”**

**North Dakota State University Bison Primary Logo**



**North Dakota State University Bison Primary Logo Verbiage**

North Dakota State University®

North Dakota State®

NDSU®

Bison™

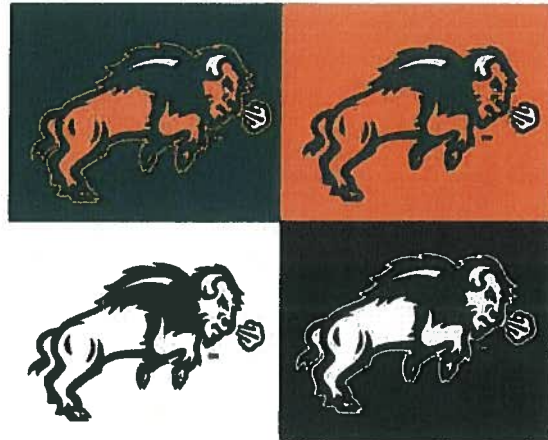
North Dakota State University Bison™

NDState™

University Colors	Pantone® Colors	Process Colors
Bison Green	Bison Green use Pantone® 343	C:98% M:0% Y:72% K:61%
Bison Yellow	Bison Yellow use Pantone® 123	C:0% M:24% Y:94% K:0%
Bison Black	Bison Black use Pantone Process Black	



## North Dakota State University Bison Secondary Logo



University Colors	Pantone® Colors	Process Colors
Bison Green	Bison Green use Pantone® 343	C:98% M:0% Y:72% K:61%
Bison Yellow	Bison Yellow use Pantone® 123	C:0% M:24% Y:94% K:0%
Bison Black	Bison Black use Pantone Process Black	



North Dakota State University Bison Word Marks



University Colors	Pantone® Colors	Process Colors
Bison Green	Bison Green use Pantone® 343	C:98% M:0% Y:72% K:61%
Bison Yellow	Bison Yellow use Pantone® 123	C:0% M:24% Y:94% K:0%
Bison Black	Bison Black use Pantone Process Black	