

Software Application End User License Agreement (“App License EULA”)

Thank you for choosing to license a Sharp Type Co. font and typeface. This is a license agreement (the “Agreement”) effective May 27, 2022 between Mix (collectively hereinafter, “Client”, “Licensee”, “you” or “your”) and Sharp Type Corporation (hereinafter, “Sharp Type”, “Licensor”, “we”, “us” or “our”), a New York corporation. In accepting their terms of this agreement, Licensee acknowledges its understanding and promises to comply with its terms.

I. License and Fee

You are licensing the “Font Software” from us:

Sharp Sans Display No.1

1-10,000 Total Monthly Active Users for: Family Package

with your full payment to Sharp Type of the software application license fee in the amount you agreed upon (the “Software Application License Fee,” as may be modified based on the number of applications in which the Font Software is embedded), for the fonts and provided that the Font Software is embedded only into a single application, as described herein, and does not exceed **the total number of monthly active users (as defined below)**, which you specified (and paid for) in the license table, this non-transferable license is for either your personal use, or commercial use of the Font Software to embed the Font Software into certain software applications in order to display the typeface on digital displays or GUIs. Monthly Active Users (“MAU”) shall mean those unique users who in any given calendar month (i) have downloaded the Application plus (to the extent that such users are not double-counted) (ii) any users that have interacted (in relation to the Application or its operation) with any server, website, cloud server or service relating to or otherwise have demonstrated that they have used the Application, locally or otherwise, during the same calendar month as (i). For avoidance of doubt, if you provide MAU numbers to any advertisers, financing sources or other third parties, the **greater of** (a) your representations of such MAUs to such third parties or (b) your internal calculation of MAUs shall be used by you for purposes of the license table, and corresponding fee.

Please note, however, **you are not buying the Font Software** from Sharp Type, and so, you may only use the Font Software as expressly permitted in this EULA. All rights that are not specifically granted under this EULA are reserved by us. **The license will not be effective until the terms of this EULA are accepted and the one-time license fee is paid in full, which fee is non-refundable, and deemed fully earned upon our receipt.**

II. "Grant" and Permitted Uses

This EULA gives you the non-transferable and limited right to install and use the Font Software only to:

- A. Embed the Font Software into a single software "Application".** For purposes of this EULA, an "Application" is a single software program (such as, without limitation, an iPhone or Android App, a software application running on a tablet device, a video game, or POS software, whether or not running on a dedicated device). If such software program is made available and modified solely for technical purposes to enable it to be executed on a variety of operating systems or platforms – for example, iOS, Android and Windows versions of the same software program - all of the various versions of such software program shall be considered one "Application" for purposes of this Agreement; furthermore, to the extent that the Font Software is not embedded into the Application, but is accessed by the Application, this EULA grants a license solely to the extent that a single software application can access the Font Software;
- B. Use or make available the Application in a secure manner,** meaning one in which an End User cannot modify the Font Software or access the Font Software outside of the Application (i.e. the Font Software may not be installed on or embedded into the operating system the Application is running on). Please note that you may only embed the Font Software into any Application whose main functionality or purpose is to display already-existing text or written content, but which cannot be used to create, or edit text or typefaces (i.e. this is a license for of the typeface or electronic publishing, and not a license that permits use of the font software for word processing).
- C. Use Limited to Active Users.** Your use of the Font Software shall further be limited to that number of Monthly Active Users (MAUs) you indicated/selected in your order form when licensing the Font Software. Monthly Active Users (MAU) is the number of unique users who have accessed, interacted with or used the App during any calendar month. If the number of MAUs exceeds the designated amount, you must purchase an upgrade which accounts for those additional Active Users. Please note, however, that you are solely responsible for selecting the number of MAUs to which this License applies, and you shall not be entitled to any refund, credit or discount in the event that such MAUs are fewer than the number you selected in your order form. **Please note** that in the event that you may permit others to use the Application in a hosted environment or via API or similar technology which permits a copy of the Application to be used or accessed by multiple users (whether at the same time or otherwise): (a) you must inform us and obtain written permission in advance for such use (email notification will suffice, provided we receive the email), (b) you must have and implement a reliable and accurate method to track the number of discrete users that are granted access to the Application, and (c) in such case, each particular user/individual that may be granted access to or use of such Application shall be counted as an "Active User" for purposes of the MAUs you indicate on your order form.

D. Third Parties Need a Separate License. Please note that this license is for software companies developing their own Applications. If you are a development, creative studio or other firm, and have a license for the Font Software but are developing the Application into which the Font Software will be embedded for a third party, **please note that your client or such third party will need to purchase its own license in order to use/display the Font Software in its Application.** Similarly, if you are a company (or person) that hires an outside developer or a creative/design company (or other third party) to create or contribute to an Application for you, into which the Font Software will be embedded, you are not permitted to share the Font Software – in embedded form or otherwise – with that developer or creative/design company (or other third party) except in a static image/format, as described above, unless you are in full compliance with the Limited Use exception below.

E. Limited Use for Designers/Creative Studios. Notwithstanding the foregoing, this license permits your provision of a single copy of the Font Software to a commercial software developer or design studio (the “Designer”) **solely** for purposes of loading and using the Font Software **single computer or CPU (and not a server) and for use by one person**, to create or develop the software in connection with which you are obtaining this License. Please note that the developer or creative studio **must delete its single copy provided to it immediately after use for your software project/ job**, and may not duplicate or use the Font Software for any other purpose, without obtaining its own separate license. Because the Designer will have received the copy of the Font Software from you, both You and the Designer will be responsible/liable for full compliance with this paragraph, jointly and severally, and you (in addition to the Designer) will be responsible for any violation by the Designer.

III. Specific Restrictions on Use (i.e. What Uses Are Prohibited)

A. This is not a “Desktop”, or “Webfont” license, and does **not grant** any rights for the use of the Font Software to create documents, stationery, signage for printing, any embedded static documents, or for use in presentations (such as Power Point or similar software), for publishing text or images on the Web (apart from as part of a display of web-based software applications). Thus, if you have a web-site promoting the Application, you will require a separate applicable license – in such case, a Webfont license.

B. This also is not a “Broadcast “or “Webcast” license, and therefore grants no rights to the Licensee to use the Font Software to create text that will be displayed or used in audio-visual works (including video) broadcast via network, cable, satellite or other television (or any such channel’s online website(s)), any online subscription-based services, (such as Netflix or Hulu), or celebrity webseries, whether on the Internet or broadcast through other media. Licensee shall have a limited right to use the Font Software to create text displayed on non-subscription or non-pay-per-view services, such as Youtube, provided that such use is limited to infomercials for the Licensee’s own products, or other tutorial or advertorial use relating to the Licensee’s own products. In the event, however, that your Application enables the broadcast or webcast of audio-visual works, you **may** use the Font Software in connection with the interface of such Application (but not in the actual audio-visual content provided). In the event that you may be developing an Application that is in the nature of, or enables, viewing of video content, this License does not permit the display of the typeface generated by the Font Software in the content (and only permits display of the typeface within the Application’s own graphic user interface). Any publisher of content that displays the typeface created by the Font Software will require their own Broadcast or Webcast license.

C. This is also not an Operating System license and therefore grants no rights to the Licensee to use the Font Software to create text that will be displayed or used in Operating Systems (such as Xbox or Apple), therefore this license only permits the embedding of the Font Software into certain software applications designed for those Operating Systems, and not the Operating Systems themselves.

D. We offer licenses for most of the above-uses available on our website, or, if you are seeking “broadcast” or “webcast”, or Operating System rights, please contact us at licensing@sharptype.co.

IV. General Restriction on Copying and Transfer. You agree that you will not, directly or indirectly, rent, lease, sublicense, transfer, host, make available or sell the Font Software to any third party (except as specifically permitted in this Agreement), nor will you make any use of the Font Software in competition with the business or patronage of Sharp Type. You further agree that the Font Software shall not be copied (except as expressly permitted here), in whole or in part, decompiled, “reverse-engineered”, disassembled, altered, or otherwise accessed in any way in order to derive the source code for the Font Software or used in any way to create a derivative work, and that you also will take commercially reasonable precautions to secure the Font Software to prevent unlicensed end users from accessing the Font Software and using it in violation of this Agreement. If you do provide or make the Font Software available to unlicensed users in violation of this Agreement, you agree that you will indemnify Sharp Type of and from all losses in connection with such unauthorized distribution or use of the fonts, including without limitation, Sharp Type’s lost licensing fees and costs and expenses of enforcement (including without limitation attorneys fees).

V. Intellectual Property

The Font Software and typefaces and designs rendered thereby or embodied therein, and any associated trademarks are the exclusive property of Sharp Type and/or its designers, and are protected by laws of the United States pertaining to copyright, trademarks and other proprietary or intellectual property rights, by the copyright and design laws of other nations, by international treaties and by contract. You agree that you will not claim any rights in the Font Software and any related or derivative fonts, or challenge or contest the validity or exclusive ownership of the Font Software and such related or derivative fonts by Sharp Type anywhere in the world, whether during or after the termination of this Agreement. If you modify, alter or “improve” the Font Software in any way, you will have violated this license, and in addition to any other remedy available to Sharp Type, you agree and acknowledge that all such modifications shall be considered “derivative works” of the Font Software, and shall be owned exclusively by Sharp Type. You also will refrain from claiming credit for or otherwise branding or assigning the Font Software a name that is publicly visible and which conveys the impression that the Font Software is somehow exclusively created, licensed or owned by You or a party other than Sharp Type.

Please note: If you use the Font Software in a manner or for a purpose where design credits are displayed, for example in the end-credits for a video game, credit for the typeface must be provided by font name and to “Sharp Type Co.”

VI. Disclaimer of Warranties and Limitation of Liability

We take care to provide Font Software that meets or exceeds the standards of the industry; even so, however, we do not warrant that the Font Software will operate uninterrupted or error-free, and we

will not be responsible for any failure of the Font Software to operate with any system(s) or computer program(s) or accessories you may have. We further will not be responsible for any damage to your hardware, systems, or for the disclosure or loss of data, profit or goodwill, or for any lack of legibility of any text or typeface produced by the Font Software.

In the event that, within ten (10) days after the effective date of this Agreement the Font Software provided to you is discovered to be corrupted or otherwise flawed through no act or omission on your part, and provided that such defect can be reproduced by Sharp Type during its review of the Font Software, we may, in our sole discretion, elect to either provide you with a replacement copy of the then-current Font Software, or refund to you the License Fee we have received from you. This replacement or refund shall take place in due course.

Notwithstanding the foregoing, and any other provision in this EULA, **Sharp Type's maximum total cumulative liability arising from the Font Software under any type of claim (i.e. whether tort or breach of contract) shall not exceed the amount License Fee that we have received from you in connection with this EULA.**

In the event that a third party brings a claim against us in connection with **your** use of the Font Software or this EULA, you agree to indemnify and hold Sharp Type harmless from all claims, judgments, liabilities, expenses, or costs arising in connection with such claim.

VII. Termination

Please be advised that Sharp Type may terminate this EULA if you violate any of the terms and conditions stated herein, and will be effective immediately upon your receipt of written notice from Sharp Type (which may be given by email). Upon termination of this EULA for any reason, you must delete and otherwise destroy the Font Software and any unauthorized derivatives of such software in your possession and control, and you shall promptly submit a declaration signed by an officer of your organization (or you, if use is personal), certifying such destruction and/or deletion, and further certifying that the Font Software has not been made available by you to any unlicensed person or third party. The termination of this or any other EULA by Sharp Type will not entitle you to any pro-rata refund of any License Fee you may have paid, and will be without prejudice to Sharp Type's entitlement to damages in connection with any violation of this EULA.

VIII. Miscellaneous/Legal

A. Governing Law, Jurisdiction. This EULA is governed by the laws of New York, without regard to New York's conflict or choice of law provisions. Any action or proceeding arising from this Agreement will be heard exclusively in the courts located in the City, County and State of New York, which courts will have personal jurisdiction over all parties hereto. Furthermore, to the maximum extent permitted by law, you agree that you will not initiate, participate in, or join as a class member, any class action or arbitration proceeding arising from or relating this EULA or the Font Software.

B. Severability. If any provision of this EULA shall be held to be invalid or unenforceable, the remainder of this EULA shall remain in full force and effect. To the extent any express or implied restrictions are not permitted by applicable laws, these express or implied restrictions shall remain in force and effect to the maximum extent permitted by such applicable laws.

- C. Audit.** We may, at any time, request an audit in order to confirm that you are complying with the terms of this EULA. Within 10 days after receiving a notice of audit from Sharp Type, you will provide a certified statement of (i) the computers, servers, websites, applications or other sources where the Font Software may reside, be saved or be accessed, (with all identification information, including serial or other identifying numbers), (ii) the locations (servers or sites) where the Application can and could, during the past (3 years) be accessed and/or downloaded, and (iii) during that same time period, provide a record of the downloads that may have taken place. For this purpose, you will permit Sharp Type or its designated agent to inspect (in person or via remote access) during normal business hours the Font Software and your facilities, machines, and records to verify your compliance with this EULA. In the event the audit reveals any noncompliance, you will make payment to Sharp Type within fifteen (15) days in connection with any applicable units of the Font Software, provided, however, that this will not limit Sharp's rights and remedies. The obligations and terms set forth in this section will survive termination of this Agreement for a period of one (1) year.
- D. Amendment.** This EULA may not be modified without the written consent of Sharp Type Co. However, please note that, in consideration of the fact that (i) this License is not limited to a specific duration (so long as you comply with its terms), and (ii) technological innovations and advances (including, for example, 3-D printing and hologram technology) may materially impact various provisions of this agreement, we reserve the right, from time to time, to unilaterally modify the terms of this License in order to preserve its original intent and permitted use, and to update any provisions that might be impaired, or rendered obsolete or incomplete by changing technology or new digital or physical formats. Any such changes shall be effective the earlier of the date of publication of any notice of the amendment on our website or any email sent to the address you provide us at the time of your License.
- E. Merger/Upgrade.** This EULA (and any addenda purchased or provided herewith) constitutes the entire understanding between you and Sharp Type, and supersedes all previous agreements, promises, representations and negotiations between you and Sharp Type concerning the Font Software and your rights to use the same. Specifically, if this EULA may be an upgrade of previously licensed rights, your prior EULA will be superseded in full by this EULA, but any riders or licenses that may not be the subject of an upgrade (for example, a rider or separate license for Desktop or Webfont use) will remain in full force and effect.
- F. Assignment.** While your obligations under this EULA are binding on your heirs, successors and assigns, please note that you may not assign or transfer this EULA - even to a successor in interest to your organization, any parent company, or other business. On the other hand, Sharp Type reserves the right to assign its interests under this EULA and the Font Software in its sole and absolute discretion.
- G. Termination/Fees.** In the event that you violate this EULA (including the termination or audit provisions), you agree to pay Sharp Type's reasonable attorneys' fees incurred in connection with any audit, action or proceeding relating to such violation. This provision will survive termination of this EULA for any reason.
- H. Waiver.** Sharp Type Co.'s failure to enforce any provision of this agreement will not constitute a waiver and, in fact, no waiver of any provision or right set forth in this EULA will be effective unless set forth in a writing signed by the party against whom the waiver is to be enforced.

IX. Thanks!

Thank you for choosing to license a Sharp Type font. We sincerely hope that you will think of Sharp Type Co. in connection with your future (expanded) typeface needs. If you have any questions about this EULA, please email us at licensing@sharptype.co, and we will do our best to provide you with the information and support to get the right license for your needs. V.5

Desktop End User License Agreement

Thank you for choosing to license a Sharp Type Co. font and typeface. This is a license agreement (the “Agreement”) effective May 27, 2022 between Mix (collectively hereinafter, “Client”, “Licensee”, “you” or “your”) and Sharp Type Corporation (hereinafter, “Sharp Type”, “Licensor”, “we”, “us” or “our”). In accepting their terms of this agreement, Licensee acknowledges its understanding and promises to comply with its terms.

I. License and Fee

You are licensing the “Font Software” from us:

Sharp Sans Display No.1

1-3 CPUs for: Family Package

with your full payment to Sharp Type of the desktop license fee in the amount that you agreed upon (the “Desktop License Fee,” and as may be modified based on the number of total CPUs you specified (and paid for) in accordance with the license table, this non-exclusive, non-transferable license is for either your personal use, or for use within your organization (and in certain cases, for your use on work product intended to be displayed outside your organization).

Please note, however, **you are not buying the Font Software** from Sharp Type, and so, you may only use the Font Software as expressly permitted in this EULA. All rights that are not specifically granted under this EULA are reserved by us. **The license will not be effective until the terms of this EULA are accepted and the one-time license fee is paid in full, which fee is non-refundable and deemed fully earned upon our receipt. If you exceed your currently licensed tier (i.e. If you exceed the number of CPUs on which the Font Software is used, you must upgrade to the correct tier online.)**

II. Grant

This EULA gives you the non-exclusive, non-transferable, and limited right to install and use the Font Software as set forth below on only the number of CPUs (generally, computers or workstations) provided for in the license you have chosen. If you would like to use the Font Software on more CPUs than are set forth in your license table or for purposes that are not listed below (or which are expressly prohibited below), please contact us to obtain an addendum to this EULA. This license is perpetual but is conditioned upon your continued compliance with all of its terms.

III. Permitted Uses

This EULA authorizes you to use the Font Software in connection with the display and promotion of Your business operated under the **Mix** brand and in that connection, only (a) to create certain

“static” digital displays and printed materials, and (b) for limited “non-static” uses. If you are a company that owns many subsidiaries or corporate divisions operating primarily under more than one trademark, please see Section IV(C). The following uses are expressly permitted under this Agreement (and all other use is prohibited and reserved to Sharp Type, unless you have an addendum or another applicable license from us):

A. Permitted “Static” Use

1. This license grants you the limited, non-exclusive and non-transferable right to use the Font Software to create certain printed materials and “static” digital displays that are for use in connection with your own goods, services or business (and not for third parties), as identified below.

2. The term “static” means that the Font Software is used in a format that permits only the viewing or display of the text, and which does not permit editing. Printed materials are, by definition, “static,” but with respect to digital use, you may only create content using the Font Software that does not permit editing. For example, to create certain digital banners and logos, you may provide such materials in (a) a static raster image format (e.g., a PNG, JPEG, GIF or TIFF) or (b) a static vector image format such as SVG or EPS, or a properly embedded pdf provided that such format and/or file is “protected,” “subset embedded,” “read-only” or “non-editable” for distribution on the Web (or any other medium). However, you **may not**:

1. “Embed” the Font Software into any website, application, device, or other software, or
2. Create any form of “selectable” or “editable” or “live” type, or
3. Apart from use in your logotype (principal trademark and/or logo), use the Font Software to print or otherwise display any other text on retail products or any other product incorporating, displaying or consisting of lettering created by the Font Software. Please note that this prohibition is subject to the “Limited Run” exception, below.

3. Examples of permitted use include, but are not limited to, the following:

1. Print for use in and on physical printed publications, such as newspapers, newsletters, magazines, books or other paper publications or documents;
2. Your own point of sale displays (including without limitation promotional posters or playbills for your events, films, concerts and performances);
3. Your own signage; your own stationery (but not stationery for others’ use); physical album covers; promotional printed handouts; on product packaging for your own products (but not on any products themselves, apart from the limited use set forth in subsection ii(3), above),
4. Your own greeting or business cards, invitations to your organization’s (or your) own events, such as meetings, parties, reunions and weddings so long as they are not printed items for others’ use or for commercial sale.
5. You also are permitted to use the Font Software to create the digital materials (so long as

they are “static”, as defined above) to advertise, promote or describe your or your organization’s own business, such as banner ads, signage, logos and graphics, including, without limitation, OOH (Out of Home) advertising (again, so long as it is “static”).

4. Third Party Users Need Their Own, Separate License. Please note that if you use the Font Software under this license to provide artwork or text for the benefit, use of, or display by a third party such as your client or customer in its business or otherwise for its benefit, such third-party user **must** have a separate license to **display**, reproduce, or otherwise use the content created by the Font Software in connection with the end-user's brand or business.

1. Thus, for example, if you are a designer or otherwise use the Font Software to create artwork or text for clients or customers, you may provide static examples of such artwork or text created to your unlicensed clients or customers **only** for the purposes of such unlicensed client's or customer's **internal evaluation** of that artwork or text (and not for display or any other use, publicly or otherwise). If such client or customer seeks to use or publicly display the artwork or text you provide bearing or displaying the fonts rendered by the Font Software, they will need their own license(s) to do so.
2. Similarly, if you seek to have any third party, such as a designer or other contractor, use the Font Software to create artwork or text for you or on your behalf, all designers or other contractors must have their own separate license to do so - and cannot simply use your license.

5. Small Printer Exception. Sharp Type supports small businesses, and, notwithstanding the limitations set forth above, owners of small print shops (defined as those having fewer than ten (10) full or part-time employees) may use the Font Software under this license to create and sell **non-commercial** printed products directly to individuals (such as wedding invitations, signs, neighborhood newsletters, and other non-commercial materials).

6. Limited Run Exception. This license does not permit you to print or display the fonts on a product that is offered for sale, unless (a) you are printing only your logotype, as permitted above, or (b) to print or display text on up to 250 units of product sold by You (the “Limited Run”). (If you may sell more than one type of product bearing the fonts rendered by the Font Software, the cumulative **total** of all units bearing the fonts rendered by the Font Software must be less than 250). **If you may need or desire to use the Font Software and font on more than the Limited Run, please obtain for a Merchandise Rider that permits your desired use.**

B. Permitted Non-Static Use This license grants you the limited, non-transferable right to use the Font Software to create certain non-static digital materials so long as these materials are solely used and displayed within your own organization. Provided that use is within your own organization, you may use the Font Software to create digital documents, memoranda, mock-ups, and power point presentations, for use solely “in house” (i.e. within your organization), provided that you do not distribute to the users of any non-licensed CPU, any packaged or embedded copies of the Font Software. These materials and presentations containing non-static type also may not be distributed to third parties, such as your client(s), unless each client/recipient has the appropriate license to use or display the Font Software.

C. Third-Party Recipients of Embedded Font Software Third Parties, apart from those subject to the Small Printer Exception, above, must have a separate license. If you want to send your client or any third party (apart from a commercial printer, as provided below) an embedded version of the Font Software or a copy of the software itself, your client or such third party will need to purchase its own license to use the Font Software. Similarly, if you are a company (or person) that hires a design studio to create a project for you, you are not permitted to share the Font Software – in embedded form or otherwise – with the design studio except in a static image/format, as described above, *unless and until the design studio has separately licensed the Font Software from Sharp Type.*

IV. Specific Restrictions on Use (i.e. What Uses are Prohibited)

A. This is not an “Application”, “Webfont” or “eBook /ePub” license, and therefore, You agree that you will not embed or incorporate into, or otherwise make available the Font Software for use by any software application, eReader document, or use it for creating or displaying any content on the internet (unless in the “static” formats and in keeping with the limitations set forth above). This License does not permit you to use the Font Software to create content in HTML 5 Web Banners; if you seek to do so, or create any non-static web banner, you must purchase a Webfont license.

B. This also is not a “Broadcast “or “Webcast” license and therefore grants no rights to the Licensee to use the Font Software to create text that will be displayed or used in audio-visual works (including video and animated audio visual content) broadcast via network, cable, satellite, webcast, IPTV, OTT or other television, any online subscription-based services (such as Netflix or Hulu), pre-roll for YouTube or other video streaming sites, celebrity webseries, or videos posted or made available on social media platforms (unless such videos fall under the exception set forth below), whether on the Internet or broadcast through other media.

Limited Exceptions Relating to Video Use. Notwithstanding the foregoing, under this License you may:

- 1.** display in video content your trademark logotype so long as it is created in keeping with this EULA;
- 2.** use the Font Software to create text that will be displayed or used in video content created exclusively for **internal use** (for example if you may be a company creating video content for internal corporate communications, training videos, presentations, etc. and not to be shown to anyone apart from your own employees or personnel); and
- 3.** use the Font Software to create text that will be displayed or used in video content only where:
 - 1.** you do not have more than 10,000 subscribers or followers (or similar registered users of your site/services) for your business or social media site(s) (cumulatively);
 - 2.** you do not generate more than a total of 250,000 unique views per year for all video content (cumulatively) displaying the typeface generated by the Font Software;
 - 3.** the video content and site where it is displayed are not political in nature, **and**
 - 4.** the video content is displayed **exclusively** on your own website or social media page and

no other medium or outlet at any time.

*Please note that the intent of this exception is to permit use of the Font Software for creation and display of text in small businesses, personal videos and **for internal corporate use**, and this exception does not apply to use by large business using the fonts for motion pictures or television, or websites or services that effectively substitute as television channel replacements or alternatives, such as News Channels or websites having a .tv domain.*

C. This Is a Single Brand License, meaning that, this Agreement permits your use of the font(s) solely in connection with the public display and promotion of Your business operated under the **Mix** brand, and for no other, brand, subbrand, trademark, business or purpose that may be owned or operated by you or your affiliates or subsidiaries. What this means is that if you are a company that has subsidiaries that operate under different brands or trademarks, you will need a separate license for each subsidiary.

D. For example (and for illustrative purposes only), if you are Walt Disney®, you would need a different license for each of your PIXAR®, MARVEL®, ESPN® and LUCAS FILMS®, and other Disney subsidiaries, since each subsidiary primarily operates its business under a different trademark, standing alone. **These are examples only and do not imply any license or arrangement with any of the foregoing companies.**

E. We offer licenses for most of the above-uses available on our website, or, if you are seeking “broadcast” or “webcast” or other use that may be available on our website, please contact us at licensing@sharptype.co.

V. General Restriction on Copying and Transfer You agree that you will not, directly or indirectly, rent, lease, sublicense, transfer, host, make available or sell the Font Software to any third party (except as specifically permitted in this Agreement), nor will you make any use of the Font Software in competition with the business or patronage of Sharp Type. You further agree that the Font Software shall not be copied (except as expressly permitted here), in whole or in part, decompiled, “reverse-engineered”, disassembled, altered, or otherwise accessed in any way in order to derive the source code for the Font Software or used in any way to create a derivative work, and that you also will take commercially reasonable precautions to secure the Font Software to prevent unlicensed end users from accessing the Font Software and using it in violation of this Agreement. If you are a design agency entity or similar entity engaged in design or production of marketing and other content for third parties, and you provide, make available to, or use the fonts for one or more third parties’ benefit, public display or other unlicensed use license, you agree that you will indemnify Sharp Type of and from all losses in connection with such unauthorized distribution or use of the fonts, including without limitation, Sharp Type’s lost licensing fees and costs and expenses of enforcement, including without limitation attorneys fees.

VI. Intellectual Property

The Font Software and typefaces and designs rendered thereby or embodied therein, and any associated trademarks are the exclusive property of Sharp Type and/or its designers, and are protected by laws of the United States pertaining to copyright, trademark and other proprietary or intellectual property rights, by the copyright and design laws of other nations, and by international treaties. You agree that you will not claim any rights in the Font Software and any related or derivative fonts, or challenge or contest the validity or exclusive ownership of the Font Software and

such related or derivative fonts by Sharp Type anywhere in the world, whether during or after the termination of this Agreement. If you modify, alter or “improve” the Font Software in any way, you will have violated this license, and in addition to any other remedy available to Sharp Type, you agree and acknowledge that all such modifications shall be considered “derivative works” of the Font Software, and shall be owned **exclusively** by Sharp Type. You also will refrain from claiming credit for or otherwise branding or assigning the Font Software a name that is publicly visible and which conveys the impression that the Font Software is somehow exclusively created, licensed or owned by You or a party other than Sharp Type.

Please note: If you use the Font Software in a manner or for a purpose where design credits are displayed, for example in the end-credits for a video game, credit for the typeface must be provided by font name and to “Sharp Type Co.”

VII. Disclaimer of Warranties and Limitation of Liability

We take care to provide Font Software that meets or exceeds the standards of the industry; even so, however, we do not warrant that the Font Software will operate uninterrupted or error-free, and we will not be responsible for any failure of the Font Software to operate with any system(s) or computer program(s) or accessories you may have. We further will not be responsible for any damage to your hardware, systems, or for the disclosure or loss of data, profit or goodwill, or for any lack of legibility of any text or typeface produced by the Font Software.

In the event that, within ten (10) days after the effective date of this Agreement the Font Software provided to you is discovered to be corrupted or otherwise flawed through no act or omission on your part, and provided that such defect can be reproduced by Sharp Type during its review of the Font Software, we may, in our sole discretion, elect to either provide you with a replacement copy of the then-current Font Software, or refund to you the License Fee we have received from you. This replacement or refund shall take place in due course.

Notwithstanding the foregoing, and any other provision in this EULA, **Sharp Type’s maximum total cumulative liability arising from the Font Software under any type of claim (i.e. whether tort or breach of contract) shall not exceed the amount License Fee that we have received from you in connection with this EULA.**

In the event that a third party brings a claim against us in connection with your use of the Font Software or this EULA, you agree to indemnify and hold Sharp Type harmless from all claims, judgments, liabilities, expenses, or costs arising in connection with such claim.

VIII. Termination

Please be advised that Sharp Type may terminate this EULA if you violate any of the terms and conditions stated herein, and will be effective immediately upon your receipt of written notice from Sharp Type (which may be given by email). Upon termination of this EULA for any reason, you must delete and otherwise destroy the Font Software and any unauthorized derivatives of such software in your possession and control, and you shall promptly submit a declaration signed by an officer of your organization (or you, if use is personal), certifying such destruction and/or deletion, and further certifying that the Font Software has not been made available by you to any unlicensed person or third party. The termination of this or any other EULA by Sharp Type will not entitle you to any pro-

rata refund of any License Fee you may have paid, and will be without prejudice to Sharp Type's entitlement to damages in connection with any violation of this EULA.

IX. Miscellaneous/Legal

- A. Governing Law, Jurisdiction.** This EULA is governed by the laws of New York, without regard to New York's conflict or choice of law provisions. Any action or proceeding arising from this Agreement will be heard exclusively in the courts located in the City, County and State of New York, which courts will have personal jurisdiction over all parties hereto. Furthermore, to the maximum extent permitted by law, you agree that you will not initiate, participate in, or join as a class member, any class action or arbitration proceeding arising from or relating this EULA or the Font Software.
- B. Severability.** If any provision of this EULA shall be held to be invalid or unenforceable, the remainder of this EULA shall remain in full force and effect. To the extent any express or implied restrictions are not permitted by applicable laws, these express or implied restrictions shall remain in force and effect to the maximum extent permitted by such applicable laws.
- C. Audit.** We may, at any time, request an audit in order to confirm that you are complying with the terms of this EULA. Within 10 days after receiving a notice of audit from Sharp Type, you will provide a certified statement of (i) the computers, servers, websites, applications or other sources where the Font Software may reside, be saved or be accessed, (with all identification information, including serial or other identifying numbers), (ii) the locations (servers or sites) where the Application can and could, during the past (3 years) be accessed and/or downloaded, and (iii) during that same time period, provide a record of the downloads that may have taken place. For this purpose, you will permit Sharp Type or its designated agent to inspect (in person or via remote access) during normal business hours the Font Software and your facilities, machines, and records to verify your compliance with this EULA. In the event the audit reveals any noncompliance, you will make payment to Sharp Type within fifteen (15) days in connection with any applicable units of the Font Software, provided, however, that this will not limit Sharp's rights and remedies. The obligations and terms set forth in this section will survive termination of this Agreement for a period of one (1) year.
- D. Amendment.** This EULA may not be modified without the written consent of Sharp Type Co. However, please note that, in consideration of the fact that (i) this License is not limited to a specific duration (so long as you comply with its terms), and (ii) technological innovations and advances (including, for example, 3-D printing and hologram technology) may materially impact various provisions of this agreement, we reserve the right, from time to time, to unilaterally modify the terms of this License in order to preserve its original intent and permitted use, and to update any provisions that might be impaired, or rendered obsolete or incomplete by changing technology or new digital or physical formats. Any such changes shall be effective the earlier of the date of publication of any notice of the amendment on our website or any email sent to the address you provide us at the time of your License.

E. Merger/Upgrade. This EULA (and any addenda purchased or provided herewith) constitutes the entire understanding between you and Sharp Type, and supersedes in full all previous agreements, promises, representations and negotiations between you and Sharp Type concerning the Font Software; and your rights to use the same. Specifically, if this EULA may be an upgrade of previously licensed rights, your prior EULA will be superseded by this EULA, but any riders or licenses that may not be the subject of an upgrade (for example, a rider or separate license for Webfont or App use) will remain in full force and effect.

F. Assignment. While your obligations under this EULA are binding on your heirs, successors and assigns, please note that you may not assign or transfer this EULA – even to a successor in interest to your organization, any parent company, or other business. On the other hand, Sharp Type reserves the right to assign its interests under this EULA and the Font Software in its sole and absolute discretion.

G. Termination/Fees. In the event that you violate this EULA (including the termination or audit provisions), you agree to pay Sharp Type’s reasonable attorneys’ fees incurred in connection with any audit, action or proceeding relating to such violation. This provision will survive termination of this EULA for any reason.

H. Waiver. Sharp Type Co.’s failure to enforce any provision of this agreement will not constitute a waiver and, in fact, no waiver of any provision or right set forth in this EULA will be effective unless set forth in a writing signed by the party against whom the waiver is to be enforced.

X. Thanks!

Thank you for choosing to license a Sharp Type font. We sincerely hope that you will think of Sharp Type Co. in connection with your future (expanded) typeface needs. If you have any questions about this EULA, please email us at licensing@sharptype.co and we will do our best to provide you with the information and support to get the right license for your needs. V8

Webfont End User License Agreement

Thank you for choosing to license a Sharp Type Co. font and typeface. This is a license agreement (the “Agreement”) effective May 27, 2022 between Mix (collectively hereinafter, “Client”, “Licensee”, “you” or “your”) and Sharp Type Corporation (hereinafter, “Sharp Type”, “Licensor”, “we”, “us” or “our”), a New York corporation. In accepting their terms of this agreement, Licensee acknowledges its understanding and promises to comply with its terms.

I. License and Fee

You are licensing the “Font Software” from us:

Sharp Sans Display No.1

50,001-100,000 Unique Web Pageviews/Month for: Family Package

and the right to use it in connection with creating and displaying the typeface(s) created thereby. With your full payment to Sharp Type of the webfont license fee in the amount you agreed upon (the “Webfont License Fee,” as may be modified based on the total number of unique pageviews/month), for the fonts and provided that the total number of unique pageviews per month does not exceed the total number of Unique Pageviews per Month, which you specified (and paid for) in the license table, this non-transferable License is for your personal or commercial use of the Font Software to create, style and (subject to certain pageview limits) publish HTML documents on the Internet on certain designated URLs.

Please note, however, you are not buying **the Font Software** from Sharp Type, and so, you may only use the Font Software as expressly permitted in this EULA. All rights that are not specifically granted under this EULA are reserved by us. **The license will not be effective until the terms of this EULA are accepted and the one-time license fee is paid in full, which fee is non-refundable, and deemed fully earned upon our receipt.**

II. Grant

This EULA gives you the non-exclusive, non-transferable and limited right to install and use the Font Software to create, style, edit and display text via the CSS@font-face rule (i) at a single Domain Name (which includes sub-pages that are located at that same domain name) specified as Website URL (ii) so long as the URL and website are owned and controlled by you, and (iii) provided that the display at such domain will not exceed the monthly number of unique Pageviews you specified in the license table. This license is perpetual but is conditioned upon your continued compliance with all of its terms.

III. Permitted Uses

The following uses are expressly permitted under this Agreement (and all other use is prohibited and reserved to Sharp Type, unless you have an addendum or another applicable license from us):

A. This License grants you the right, as set forth above to use the Font Software to create, style, edit and display:

1. HTML documents at the domain(s) specified by you in your order form, provided that you own and control the domain(s);
2. HTML animated digital banners (in which case, each unique impression will constitute a Unique Page View for purposes of calculating the license fee and selecting an appropriate license table to cover your use). For avoidance of doubt, this license does not cover use of the Font Software to **create** static banners - even those containing hyperlinks. Use of the Font Software for that purpose would require a Desktop License.

B. You may display the content created by the Font Software for up to the monthly number of unique (which term includes, as set forth above, the **unique impressions, for purposes of web pages**, and “reach” for purposes of animated digital banners) you selected from the license table at the time you downloaded the Font Software. (This “monthly” Pageview calculation take into consideration the number of such Pageviews for any three (3) contiguous months at the specified domain(s), and dividing such Pageviews by three.) Please note that you are solely responsible for selecting the number of Pageviews for which this License applies, and you will not be entitled to any refund, credit or discount in the event that your website has less traffic (i.e. fewer Pageviews) than the amounts you selected in your order form. In the event that your Pageviews exceed the designated amount, you must purchase an upgrade which allows for those additional monthly Pageviews.

IV. Specific Restrictions on Use (i.e. What Uses are Prohibited)

A. You A. You may not use the Font Software to create websites, webpages, articles or documents for display on others’ domain names or websites. (i.e. You must own and control the domain(s) where the content created by the Font Software is displayed). You also may not, of course, use the Font Software in excess of Pageview limits you specify upon download.

B. This is not a “Desktop”, “Application”, or “eBook /ePub”, license, and therefore, You agree that you will not use the Font Software to create (or adorn) documents, stationery, signage or other printed materials, or in any “static” or embedded digital materials (such as, without limitation, pdf, ePub or other eReader files, and you further agree that you will not embed the Font Software in any software application, web-based or otherwise (including in any word processor or presentation software). If you have a smart-phone, tablet or other application that works in conjunction with your web page (via API or otherwise), please note that you will need a separate Application License in the event that you seek to embed or edit the Font via or in such a downloaded/local software application (regardless whether it is “local/downloaded” in whole or in part – for purposes of illustration: if you intend to use the Font Software in connection with a web application like the subscription service Microsoft Office 365®, for example, you would need this Webfont License; if you were to use the Font Software in connection with a desktop or mobile application, like Microsoft Outlook®, you would need an App License). The instant Web License solely covers styling, editing and displaying of the Font at and on web pages.

C. This also is not a “Broadcast “or “Webcast” license and therefore grants no rights to the Licensee to use the Font Software to create text that will be displayed or used in audio-visual works (including video) broadcast via network, cable, satellite, IPTV, OTT or other television, any online subscription-based services (such as NetFlix or Hulu), or celebrity webseries, whether on the Internet or broadcast through other media.

Please note: We offer licenses for most of the above-uses at our website, or, if you are seeking “broadcast” or “webcast”, or Application rights, please contact us at licensing@sharptype.co.

V. General Restriction on Copying and Transfer

You agree that you will not, directly or indirectly, rent, lease, sublicense, transfer, host, make available or sell the Font Software to any third party (except as specifically permitted in this Agreement), nor will you make any use of the Font Software in competition with the business or patronage of Sharp Type. You further agree that the Font Software shall not be copied (except as expressly permitted here), in whole or in part, decompiled, "reverse-engineered", disassembled, altered, or otherwise accessed in any way in order to derive the source code for the Font Software or used in any way to create a derivative work, and that you also will take commercially reasonable precautions to secure the Font Software to prevent unlicensed end users from accessing the Font Software and using it in violation of this Agreement. If you do provide or make the Font Software available to unlicensed users in violation of this Agreement, you agree that you will indemnify Sharp Type of and from all losses in connection with such unauthorized distribution or use of the fonts, including without limitation, Sharp Type's lost licensing fees and costs and expenses of enforcement, including without limitation attorneys fees.

VI. Intellectual Property

The Font Software and typefaces and designs rendered thereby or embodied therein, and any associated trademarks are the exclusive property of Sharp Type and/or its designers, and are protected by laws of the United States pertaining to copyright, trademark and other proprietary or intellectual property rights, by the copyright and design laws of other nations, and by international treaties. You agree that you will not claim any rights in the Font Software and any related or derivative fonts, or challenge or contest the validity or exclusive ownership of the Font Software and such related or derivative fonts by Sharp Type anywhere in the world, whether during or after the

termination of this Agreement. If you modify, alter or “improve” the Font Software in any way, you will have violated this license, and in addition to any other remedy available to Sharp Type, you agree and acknowledge that all such modifications shall be considered “derivative works” of the Font Software, and shall be owned **exclusively by Sharp Type**. You also will refrain from claiming credit for or otherwise branding or assigning the Font Software a name that is publicly visible and which conveys the impression that the Font Software is somehow exclusively created, licensed or owned by You or a party other than Sharp Type.

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In the event that, within ten (10) days after the effective date of this Agreement the Font Software provided to you is discovered to be corrupted or otherwise flawed through no act or omission on your part, and provided that such defect can be reproduced by Sharp Type during its review of the Font Software, we may, in our sole discretion, elect to either provide you with a replacement copy of the then-current Font Software, or refund to you the License Fee we have received from you. This replacement or refund shall take place in due course.

Notwithstanding the foregoing, and any other provision in this EULA, Sharp Type’s maximum total cumulative liability arising from the Font Software under any type of claim (i.e. whether tort or breach of contract) shall not exceed the amount License Fee that we have received from you in connection with this EULA.

In the event that a third party brings a claim against us in connection with your allegedly improper use of the Font Software (or content created using it) or this EULA, you agree to indemnify and hold Sharp Type harmless from all claims, judgments, liabilities, expenses, or costs arising in connection with such claim.

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rata refund of any License Fee you may have paid, and will be without prejudice to Sharp Type's entitlement to damages in connection with any violation of this EULA.

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- B. Severability.** If any provision of this EULA shall be held to be invalid or unenforceable, the remainder of this EULA shall remain in full force and effect. To the extent any express or implied restrictions are not permitted by applicable laws, these express or implied restrictions shall remain in force and effect to the maximum extent permitted by such applicable laws.
- C. Audit.** We may, at any time, request an audit in order to confirm that you are complying with the terms of this EULA. Within 10 days after receiving a notice of audit from Sharp Type, you will provide a certified statement of (i) the computers, servers, websites, applications or other sources where the Font Software may reside, be saved or be accessed, (with all identification information, including serial or other identifying numbers), (ii) the locations (servers or sites) where the Application can and could, during the past (3 years) be accessed and/or downloaded, and (iii) during that same time period, provide a record of the downloads that may have taken place. For this purpose, you will permit Sharp Type or its designated agent to inspect (in person or via remote access) during normal business hours the Font Software and your facilities, machines, and records to verify your compliance with this EULA. In the event the audit reveals any noncompliance, you will make payment to Sharp Type within fifteen (15) days in connection with any applicable units of the Font Software, provided, however, that this will not limit Sharp's rights and remedies. The obligations and terms set forth in this section will survive termination of this Agreement for a period of one (1) year.
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E. Merger/Upgrade. This EULA (and any addenda purchased or provided herewith) constitutes the entire understanding between you and Sharp Type, and supersedes in full all previous agreements, promises, representations and negotiations between you and Sharp Type concerning the Font Software and your rights to use the same. Specifically, if this EULA may be an upgrade of previously licensed rights, your prior EULA will be superseded by this EULA, but any riders or licenses that may not be the subject of an upgrade (for example, a rider or separate license for Desktop or App use) will remain in full force and effect.

F. Assignment. While your obligations under this EULA are binding on your heirs, successors and assigns, please note that you may not assign or transfer this EULA – even to a successor in interest to your organization, any parent company, or other business. On the other hand, Sharp Type reserves the right to assign its interests under this EULA and the Font Software in its sole and absolute discretion.

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