This Agreement shall commence on the Effective Date and shall continue for an initial term of three (3) years unless terminated earlier in accordance with the provisions herein. Upon expiration, the Agreement shall automatically renew for successive one (1) year terms, unless either Party provides written notice of non-renewal at least sixty (60) days before the end of the then-current term. Notwithstanding the foregoing, either Party may terminate this Agreement immediately upon material breach by the other Party, provided that such breach is not cured within thirty (30) days of written notice. The termination of this Agreement shall be without prejudice to any other rights or remedies available to the Parties under law or equity.