



This Wholesale Customer Program Agreement ("Agreement") is entered into by and between The CE Shop, Inc., ("CES"), and University of North Dakota Office of Extended Learning as of April 20, 2020 (the "Effective Date"). CES and Wholesale Customer will be referred to collectively as "Parties" and individually as a "Party."

WHEREAS, CES develops and delivers online education courses, and

WHEREAS, WHOLESAL CUSTOMER agrees to market and promote the online courses and products developed by CES as its own courses.

NOW, THEREFORE, WHOLESAL CUSTOMER and CES hereby agree as follows:

1. **TERM.** This Agreement shall commence on the Effective Date and shall continue until (3 years after Effective Date) unless either party provides the other party with a one hundred and eighty (180) day prior written notice of termination. The Agreement will be reviewed annually. If the contract is terminated, in-process students will be able to complete their course until the course expires.
2. **USAGE RIGHTS, LIMITATIONS and OBLIGATIONS.**
 - a) **USAGE Rights.** CES hereby grants the WHOLESAL CUSTOMER a non-exclusive, non-transferable license to use CES online courses and products. Notwithstanding the above, Customer shall be entitled to exclusivity relative to wholesale agreements for entities located in North Dakota.
 - b) **Limitations.** Use of the Universal Resource Locator (URL) available via WHOLESAL CUSTOMER's and CES Website(s) shall not include rights to the source code of the CES website or courses or the contents contained therein, which are exclusively owned by CES. Additional URL's may be agreed upon by both parties if WHOLESAL CUSTOMER submits such request(s) in writing and the request(s) are approved by CES.
 - c) **Obligations.**
 - a. **WHOLESAL CUSTOMER RESPONSIBILITIES:**
 - i. WHOLESAL CUSTOMER will create a link on WHOLESAL CUSTOMER's website to the course catalog created by CES.
 - ii. WHOLESAL CUSTOMER will use commercially reasonable efforts to market the related CES distance education curriculums as the WHOLESAL CUSTOMER'S products.
 - iii. WHOLESAL CUSTOMER agrees to sell a selection of both North Dakota and Minnesota CES products for no less than the suggested retail prices as provided on Exhibit A "ND-order-form" and Exhibit B "MN-order-form".
 - iv. WHOLESAL CUSTOMER will ensure any extensions granted align with all Real Estate Commission rules, regulations, and guidelines. WHOLESAL CUSTOMER will be solely responsible if credit is not granted for course completion, or if a violation of any Real Estate Commission rule, regulation, or guideline occurs.
3. **COURSE PAYMENTS.** CES agrees to pay WHOLESAL CUSTOMER a per course fee generated through the WHOLESAL CUSTOMER's URL as follows:
 - a) CES shall pay WHOLESAL CUSTOMER per the attached Exhibits A and B collected per course originating through the WHOLESAL CUSTOMER's site. Payment will be made by CES to the WHOLESAL CUSTOMER on a calendar monthly basis, with the payment for the previous calendar month being made within thirty (30) days of the end of the previous calendar month.
 - b) CES shall be entitled to deduct the WHOLESAL CUSTOMER'S share of refunds for courses from the payment provided for in 3(a) above. Refunds for courses processed after the payment in 3(a) has been made will be deducted against future payment(s) to the WHOLESAL CUSTOMER.
4. **INTELLECTUAL PROPERTY, CONFIDENTIALITY and OWNERSHIP.** WHOLESAL CUSTOMER recognizes that the CES websites, including the domain name, the source code, and the functionality, as well as the on-line education courses (collectively the IP), are the exclusive property of CES, and all enhancements or improvements to the IP shall vest with CES. All applicable copyrights, trade secrets, patent and other intellectual and proprietary rights in the



website and all other items mentioned hereunder are and remain in CES. It is expressly understood that no title to or ownership of the website, the content provided on the website, or the online courses or products, or any part thereof, is hereby transferred to WHOLESAL CUSTOMER. WHOLESAL CUSTOMER agrees not to make use of the source code, use a similar domain name, the CES Website, or the courses or products developed by CES, for its own benefit or for the benefit of any third parties, except as permitted by this AGREEMENT.

5. **WHOLESAL CUSTOMER'S DATA:** To avoid any cross-contamination of student or course data under this Agreement, CES will identify and annotate all data collected pursuant to this Agreement uniquely and kept separate from the data collected for CES' existing and future customers.

6. **STUDENT INFORMATION.**

A. "Student Information" means any and all information collected by CES from students in connection with this Agreement. "Student Information" includes, without limitation, name, firm name, addresses, phone numbers, email addresses or other contact information for students, student license or registration numbers or other identifying information, courses taken, completed, or passed. "Student Information" also includes any compilation or summary of information or data that contains or is based on Student Information.

B. Use. CES shall only use Student Information in connection with the services performed under this Agreement. CE Shop agrees not to disclose or reveal any Student Information with the exception of request or mandates from licensing or regulatory entities.

C. CES NORMAL BUSINESS. Notwithstanding anything in the above to the contrary, CES shall be entitled to provide services/courses to any and all students or potential students that come to the CES through means other than this Agreement, even though some or all of the students might also come to the CES pursuant to this Agreement. In other words, nothing in this Agreement or this paragraph 6 shall preclude CES in any way from performing its business in its normal and customary way (which may change from time to time) during the course of this Agreement.

7. **UNAUTHORIZED USE and LEGAL COMPLIANCE.** WHOLESAL CUSTOMER warrants that WHOLESAL CUSTOMER's use of the CES website shall be for the legitimate and legal purposes of WHOLESAL CUSTOMER and its customers and members.
8. **INDEMNITY.** CES and Wholesale Customer do hereby indemnify and hold each other harmless from and against any and all claims, causes, demands, losses, liabilities, costs, damages, expenses and fees, including without limitation, court costs and reasonable attorneys' fees incurred, related to or arising in any manner from or out of the performance or failure of performance of the other party of any of the other party's duties under this Agreement. The mutual indemnifications made and given in this section shall survive the expiration of this Agreement for a period of two (2) years.
9. **LIMITATION OF LIABILITY.** In no event shall either party be liable for any loss of profit, punitive, special, incidental, consequential or other indirect damages under a cause of action arising out of or relating to this agreement, including, without limitation, claims arising from malfunction or defects in the website or non-delivery/non-accessibility of the services, even if one or both parties has been advised of the possibility of such damages. In no event shall CES's total liability for any claims arising out of this agreement exceed the amount retained by CES from students attributable to WHOLESAL CUSTOMER within one year of the written notice of the claim. In no event shall Wholesale Customer's total liability for any claims arising out of this agreement exceed the amount paid to WHOLESAL CUSTOMER within one year of the notice of the claim. No claim may be brought by either party under this agreement more than one (1) year after accrual of such claim.

10. **Non-Disclosure.**

- a. The Parties hereto acknowledge that, in the course of performing their obligations under this Agreement, certain Confidential Information of the Parties may be disclosed to it, and agrees that they will not, except



as otherwise specifically contemplated by this Agreement, disclose to any person or entity or use for its own benefit any such Confidential Information. "Confidential Information" means all information concerning or related to the business, operations, financial condition or prospects of the Parties, regardless of the form in which such information appears and whether or not such information has been reduced to tangible form, and specifically includes: (i) all information regarding the officers, directors, employees, equity holders, Content Providers, suppliers, distributors, sales representatives and Licensees of the Parties, in each case whether present or prospective; (ii) all inventions, discoveries, trade secrets, processes, techniques, methods, formulae, ideas and know-how of the Parties; and (iii) all financial statements, audit reports, budgets and business plans or forecasts of the Parties. Confidential Information does not include information which is or becomes generally known to the public through sources other than the Parties, or information which the Parties lawfully obtain from a source other than the Parties, so long as such source has no obligation of confidentiality to the Parties, or any information needed to provide said services as are required by the parties pursuant to this Agreement.

- b. Each party acknowledges that the other would be irreparably damaged if either does not perform any of the provisions of this Section in accordance with the specific terms. Accordingly, each party is entitled to an injunction or injunctions to prevent breaches of this Section by the other party, and has the right to specifically enforce this Section against the other party in addition to any other remedy to which it may be entitled at law or in equity. If any court determines that the restraints provided in this Section are too broad as to time or subject matter, these may be reduced to whatever extent the court deems reasonable and appropriate, and the covenants contained in this Section will be enforced as to such reduced time or subject matter. The obligations of each of the parties under this Section will survive any termination of this Agreement for a period of two (2) years but shall end as provided herein.

- 11. **ASSIGNMENT.** Wholesale Customer cannot assign this Agreement, except in the connection with any merger, acquisition, or other corporate reorganization, without the written consent of CES.
- 12. **JURISDICTION and VENUE.** This Agreement shall be governed and interpreted according to the laws of Colorado, and venue shall be maintained in a court of competent jurisdiction in Denver, Colorado without reference to its conflicts of laws thereof.
- 13. **SEVERABILITY.** If any provision of this Agreement is determined by a court of competent jurisdiction to be invalid or unenforceable, such determination shall not affect the validity or enforceability of any other part or provision of this Agreement.
- 14. **WAIVER.** The failure by any party to exercise any right or remedy provided for herein will not be deemed a waiver of any right or remedy hereunder.
- 15. **ENTIRE AGREEMENT.** This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all previous proposals, both oral and written, negotiations, representations, commitments, writings and all other communications between the parties. This Agreement may not be released, discharged, or modified by the Wholesale Customer except by an instrument in writing signed by the parties. Except for the term provided in paragraph 1 above and the payment provided in paragraph 3 above, CES may amend and modify this Agreement by placing a new Agreement in the designated area of the CES websites. In the event that Wholesale Customer does not agree with the amendments and/or modifications made to the agreement as provided on the CES websites, Wholesale Customer shall have ninety (90) days in which to terminate the agreement by providing written notice of the same to CES.
- 16. **NOTICES.** All notices required or permitted to be given by one party to the other under this Agreement will be sufficient if sent by certified mail, return receipt requested, air express courier or facsimile to the parties at the following addresses or to such address as designated by a party in writing:
The CE Shop, Inc. 5670 Greenwood Plaza Blvd. Suite 420W Greenwood Village, CO 80111 [REDACTED] phone (888) 708-8212 fax;



Wholesale Customer: 3264 Campus Road, Stop 9021 (Street Address)
Grand Forks, ND 58202 (City, State, Zip Code)
(701) 777-2663 (Phone)
_____ (FAX)

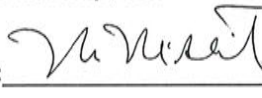
If a notice is given by certified or registered mail, it will be deemed received by the other party on the third business day following the date on which it is deposited for mailing. If a notice is given by either party by air express courier, it will be deemed received by the other party on the next business day following the date on which it is provided to the air express courier for next day delivery. If a notice is given by facsimile, it will be deemed received by the other party after confirmation of receipt generated by sender's facsimile equipment.

University of North Dakota

CES

The CE Shop, Inc.

By: 
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By: 

Name: Lynette Krenelka

Name: Michael McAllister

Title: Executive Director, TTADA

Title: CEO

Date: 11/18/2020

By: 
91098DE2FC97449...

Name: Jeffrey Holm

Title: Vice Provost

Date: 11/18/2020

Tax ID: 45-6002491

Approved by NDUS Legal Counsel - jj - 4/22/2020