

MASTER SOFTWARE AND SERVICES AGREEMENT

This MASTER SOFTWARE AND SERVICES AGREEMENT (this "Agreement") shall be effective as of February 5, 2016 (the "Effective Date") by and between Pacolun, LLC dba Spectra Ticketing & Fan Engagement, with a principal place of business at 5171 California Avenue, Suite 200, Irvine, CA 92617 ("Pacolun") and Miami University with a principal place of business at 181 Cole Service Building, Oxford, OH 45056 ("Customer").

NOW, THEREFORE, in consideration of the mutual promises and agreements contained in this Agreement, and for other good and valuable consideration, the receipt of which is hereby acknowledged, the parties hereby agree as follows:

1. **Definitions.** As used in this Agreement, the following terms shall have their respective meanings indicated below:

(A) **Data Account:** The database that contains, among other things, records of ticketing transactions and patron data (other than debit and credit card data or any data prohibited from being transferred to third parties without express consumer consent to do so), schedules, and seating information.

(B) **Designated Site:** A building or set of buildings within which Customer is authorized to use the Pacolun Software at the address set forth above.

(C) **Documentation:** The operating, training and reference manuals, including updates thereto, relating to the use of the Pacolun Software, Third Party Software, and the System supplied by Pacolun pursuant to this Agreement.

(D) **Event:** A concert, sporting, entertainment or other act or event of any kind or nature whatsoever to be held at the Facility.

(E) **Facility (ies):** Any venues located on the Oxford, Ohio Campus of Miami University, that are owned, controlled, operated or managed by Customer or whose Customer otherwise controls the rights or has the authority to sell tickets to any event on the Oxford, Ohio Campus of Miami University.

(F) **Hardware:** All of that certain computer hardware, communications equipment, terminals and hook-ups provided to Customer herein and which is listed in the Hardware Section of the Investment Addendum or otherwise supplied during the Term.

(G) **Investment Addendum:** The Hardware, Software, Professional Services, subscription services, Support Services, terms, conditions, fees

and pricing set forth in Exhibit D, as may be amended and supplemented from time to time.

(H) **Pacolun Software:** The proprietary software of Pacolun, in object code form only, set forth in the Investment Addendum.

(I) **Professional Services:** The professional services, including any implementation services or integration services provided by Pacolun, if any, set forth in the Investment Addendum, or otherwise provided by Pacolun pursuant to this Agreement.

(J) **Sellable Capacity:** means the admission capacity of the Facility for any particular Event.

(K) **Software:** Pacolun Software and Third Party Software.

(L) **Support Services:** The Software maintenance and support services made available to Customer by Pacolun in accordance with the terms set forth in the applicable Service Policies, in accordance with this Agreement.

(M) **System:** The data processing system consisting of the subscription services, Hardware and Software licensed and/or provided to Customer.

(N) **Ticket:** A printed, electronic or other type of evidence of the right to occupy space at or to enter or attend an Event even if not evidenced by any physical manifestation of such right, such as a "smart card", including, without limitation, tickets printed via print-at-home technology.

(O) **Third Party Software:** The software that is licensed or distributed by Pacolun to Customer that is not owned by Pacolun and is set forth hereto in the Investment Addendum or otherwise licensed to Customer pursuant to this Agreement.

(P) Value Item. A non-ticket item transacted to the public through the use of the System.

2. Term and Termination.

(A) Term. The term of this Agreement shall begin on the Effective Date and continue for seven (7) years ("Initial Term") and which may be renewed by mutual agreement for subsequent five (5) year periods (each a "Renewal Term") under the then current terms. The Initial Term, together with any Renewal Terms, is referred to herein as the "Term". For any Renewal Term, Paciolan shall be entitled to increase or otherwise adjust its fees charged under this Agreement upon notice to Customer delivered at least one hundred twenty (120) days prior to the commencement of the applicable Renewal Term.

(B) Termination. This Agreement may be terminated by either party in the event of any material breach of the terms and conditions of this Agreement by the other party, after the other party has received written notice of breach and thirty (30) business days (or ten (10) business days, in the case of a monetary default) to cure such breach (each such occurrence, after the expiration of such cure period, shall be an "Event of Default"); or the filing of any voluntary or involuntary petition against the other party under the bankruptcy or insolvency laws of any applicable jurisdiction, which petition is not dismissed within sixty (60) days of filing, or upon any appointment of a receiver for all or any portion of the other party's business, or any assignment of all or substantially all of the assets of such other party for the benefit of creditors. This Agreement may be terminated immediately by Paciolan upon a violation of Section 3 (License Grant) or Section 7 (Confidentiality) of the Agreement. This Agreement may be terminated by Paciolan in the event any act by Customer threatens to cause any infringement of any of Paciolan (or Paciolan Licensor) intellectual property or other property right, including without limitation, any copyright, license right or trade secret right, and Customer fails to refrain from so acting within ten (10) business days' written notice from Paciolan. This Agreement may also be terminated by Customer without regard to any cure period upon the occurrence of two (2) complete or partial failures to provide the services set forth in this Agreement that each last more than seven (7) consecutive days or one (1) interruption lasting fourteen (14) days.

(C) Effect of Termination. Notwithstanding anything to the contrary in this Agreement, any termination of this Agreement shall not relieve either party hereto of any of its obligations or liabilities accrued hereunder prior to such termination. Upon the effective date of any termination or expiration of this Agreement, Customer shall continue to be obligated for any charges, fees, cash or other amounts previously incurred under the Agreement. Within ten (10) days after termination of this Agreement, Customer shall return to Paciolan or destroy, as instructed by Paciolan, all copies of the Software then in Customer's possession, if any, and Customer shall certify in writing to Paciolan, within two (2) weeks of any termination of this Agreement, that through its best efforts and to the best of its knowledge the original and all copies of the Software, Documentation and other proprietary information of Paciolan have been destroyed or returned to Paciolan.

3. License Grant.

(A) Grant. During the Term, Paciolan hereby grants to Customer, and Customer hereby accepts from Paciolan, a non-exclusive and non-transferable license (the "Software License") to use the Software in order to use the System for internal business purposes only, subject to the number of users identified on the Investment Addendum, for the license fees set forth on the Investment Addendum. The Software consists of a series of machine-readable instructions plus any Documentation customarily supplied therewith. The Software shall initially be used only on equipment at the Designated Site. Use of the Software may be subsequently transferred to another single location maintained by Customer, which shall then become the Designated Site, provided (a) the Software is used by Customer at no more than one Designated Site and (b) Customer provides Paciolan with written notice ninety (90) days before any such transfer. The Software shall be used only for the processing of transactions in connection with Customer's own business.

(B) Restrictions. Customer shall limit the use of the Software to its employees and third party vendors, as necessary to use the System as contemplated under this Agreement, who have appropriately familiarized themselves with the Software, provided that Customer shall be responsible and liable for such third party vendors' breach of any of the terms, restrictions and conditions of this Agreement applicable to such use. Customer shall not: (a) permit any third party to use the Software, unless expressly permitted under this Agreement; (b) use the Software in conjunction with any ticket distribution

company and/or software, other than Paololan's software or products, (c) use the Software in the operation of a service bureau which rents or provides computer hardware or software to others, (d) delete or alter Paololan's trade secrets, trademarks or copyright notices in the Software or any copies, modifications or partial copies thereof, (e) disassemble, re-manufacture, repair, re-configure, enhance, upgrade, modify, translate, adapt, create derivative works, decompile or reverse engineer the Software in any way nor merge them into any other program for any purpose, or (f) transfer, license or sub-license, assign, rent, sell, grant, publish, disclose, display, dispose or otherwise make available the Software, or any rights therein or copies or derivatives thereof, including other templates or working systems.

(C) Ownership. Customer covenants and agrees that all Software, including Documentation, enhancements, conversions, upgrades, additions, modifications thereto and information contained therein, and any information, methods, formulae, techniques, processes, system and programs devised, produced or supplied by Paololan, in connection with this Agreement or otherwise, in text or displayed on the computer screens when utilizing the Software or any other information disclosed to Customer regarding the Software, future modifications or direction for current or future Software, is proprietary (hereafter "Proprietary Information") and shall be and remain, personal property which shall, at all times, remain the sole and exclusive property of Paololan or its licensors, and Customer shall have no right, title or interest therein or thereto except as a licensed user pursuant to the terms of the Agreement. In addition to the proprietary rights described above, Customer is warned and acknowledges that Paololan has invention rights, copyrights, and other intellectual property rights in and to the information contained therein which prohibit copying, sale, modification and re-manufacture of the Software and information regarding the Software, which will be enforced. Paololan shall have all applicable rights to patents, copyrights, trademarks and trade secrets in the Proprietary Information and derivative works thereof, regardless of whether developed outside the scope of this Agreement or in connection with the services provided pursuant to this Agreement. Customer agrees to secure and protect all portions of the Proprietary Information and copies thereof in a manner consistent with the maintenance of Paololan's rights therein and to take appropriate action by instruction and agreement with its employees or consultants who are permitted access to any portions of the Proprietary Information to satisfy its obligations hereunder. Customer hereby irrevocably assigns to Paololan any and all rights it

may be deemed to have in any changes, modifications or corrections to the Software and Documentation, including but not limited to copyright rights, and agrees to execute all documents necessary to implement and effect such assignment. All rights not specifically granted herein are reserved to and by Paololan.

(D) Exclusive Use. Customer agrees to use the Paololan Software and System, during the Term, as its exclusive source for primary and secondary ticketing by Customer or any third party affiliate for Events at the Facilities, via any and all currently existing or future means and methods of distribution (e.g. telephone, Internet, online and offline distribution methods, computer, outlets, interactive television, clubs, auctions, member packages, promotions, etc.), including, but not limited to, (i) selling, reselling or distributing all Tickets, including applications for selling, reselling or distributing Tickets, to the Sellable Capacity for every Event, (ii) supporting the sale, resale and distribution of Tickets to all such Events, and (iii) tracking and authenticating Tickets sold or otherwise distributed to all such Events. Customer shall ensure that the entire Sellable Capacity for every Event shall be made available for distribution on the System. Customer shall not directly or indirectly: (i) advertise, promote, market, endorse, sponsor, authorize or permit the use of any third party that promotes, engages in or facilitates the sale, resale, distribution or issuance of tickets or otherwise engages in primary or secondary ticketing; or (ii) allow, permit or authorize any of Customer's media properties, including, but not limited to, web sites, radio, newspapers, television and any other online and offline media outlets, to be used in connection with any of the activity described in clause (i) above in this sentence.

(E) Upgrades. Customer agrees to upgrade any licensed versions of Paololan or Third Party Software which are designated by Paololan as superseded within one year following receipt of written notice that such Paololan or Third Party Software version is superseded and will no longer be supported by Paololan.

(F) Compliance. Customer shall comply with and conform to all federal, state, municipal and other laws, ordinances and regulations in any way relating to the use of the System.

4. Hardware. Customer shall make available for the Software Implementation computer hardware

equipment, firmware and/or software systems and configurations approved by Pacolan as adequate for such implementation. In exchange for the fees set forth on the Investment Addendum, Customer shall purchase from Pacolan the Hardware, if any, set forth on the Investment Addendum, for use in connection with the Software. Pacolan shall provide to Customer the Hardware listed on the Investment Addendum. All right, title and ownership to such Hardware shall transfer to Customer upon Pacolan's receipt of full payment for the applicable Hardware. Customer acknowledges that the Hardware will be used by Customer at the Facilities, which Pacolan does not own, operate or control. Customer assumes and shall bear the entire risk of loss and damage to the Hardware, from any and every cause whatsoever from the date of shipment to the Customer. In the event of loss or damage of any kind to any Hardware, Customer, at its sole option, shall within thirty (30) days after such loss or damage replace the same with the same or similar property, in good repair, condition and working order to the satisfaction of configurations approved by Pacolan. Pacolan passes through to Customer, to the extent permitted, all applicable warranties with respect to the Hardware made available by the Hardware manufacturer. To the extent any third party software embedded in the Hardware is subject to an end user license or other applicable license terms of the owner of such third party software, then the use of such third party software by Customer shall be subject to such licenses. PACOLAN MAKES NO WARRANTY, EXPRESS OR IMPLIED, AS TO ANY MATTER RELATED TO THE HARDWARE, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, WITH RESPECT TO PACOLAN'S OBLIGATIONS. THE HARDWARE IS PROVIDED "AS IS." The foregoing shall not affect Customer's rights and remedies against the Hardware manufacturer.

5. Third Party Software. Pacolan reserves the right to reconfigure, replace or substitute Third Party Software in a manner that Pacolan believes is appropriate, as long as the essential functionality, features, capabilities and performance levels set forth in this Agreement for the System are provided to Customer. Pacolan shall secure all required licenses necessary for the use of any embedded third party software, which may be incorporated in the Software. To the extent any Third Party Software is subject to an end user license or other applicable license terms of the owner of such Third Party

Software, then the use of such Third Party Software shall be subject to such licenses.

6. Fees and Payment Terms.

(A) Fees. Customer agrees to pay Pacolan the monthly transaction fees, monthly services fees, periodic hosting and/or subscription services fees, quarterly services charges and any other fees or charges set forth on the Investment Addendum in accordance with the payment schedule set forth on the Investment Addendum and the terms set forth in this Agreement.

(B) Minimum Annual Fee. Customer will guarantee to Pacolan the minimum annual service fees (the "Minimum Annual Fees") specified in the Investment Addendum hereto, if any. The Minimum Annual Fee period will begin on May 1st of each year and end on April 30th of the following year. If, at the end of an annual period, the total fees subject to a Minimum Annual Fee requirement paid by Customer to Pacolan during such annual period be less than the amount of the specified Minimum Annual Fee, Pacolan will invoice Customer the balance remaining after subtracting the actual fees subject to a Minimum Annual Fee requirement paid to Pacolan during the period from the specified Minimum Annual Fee amount. The Minimum Annual Fee will be prorated on a daily basis for the period of time commencing as of the date the applicable Software product identified on the Investment Addendum is commercially available for Customer use and ending on the immediately following April 30 and for the period of time commencing as of May 1 of the final year of the Term and ending upon expiration of the Term.

(C) Invoices and Payment Terms. Invoices are due and payable by Customer upon receipt and will be past due if Pacolan does not receive full payment within a period of thirty (30) days from date of the invoice.

(D) Separately Billable Items. Pacolan shall be entitled to reimbursement for reasonable travel, meals, lodging, brokerage fees, customs fees and other business expenses incurred by Pacolan personnel in the performance of this Agreement and Customer shall have the right to require Pacolan to supply reasonable documentation supporting the incurrence of such expenses. Upon request, Pacolan shall solicit Customer's prior written approval (which shall include email) prior to incurring any such expenses, provided that such prior approval will not be unreasonably withheld.

(E) Taxes. Customer shall, in addition to the other amounts payable under this Agreement, pay any and all goods and services (if applicable), sales, use, entertainment, amusement and other taxes, federal, state, local, provincial or otherwise, however designated, which are levied or imposed by reason of the transactions contemplated by this Agreement, including, but not limited to, the sale of each Ticket (or Value Item, if applicable) or Hardware covered by this Agreement. Without limiting the foregoing, Customer shall promptly pay to Paololan an amount equal to any such items actually paid, or required to be collected or paid by Paololan.

7. Confidentiality. The parties acknowledge that by reason of their relationship hereunder, they may from time to time disclose information, whether oral or written, regarding their business, software, software technology, intellectual property and other information (including without limitation, with respect to Paololan, the Proprietary Information) that is confidential and of substantial value to the other party, which value would be impaired if such information were disclosed to third parties ("Confidential Information"), which may include, but not limited to, any Paololan proposals, RFPs or bids, Software, Documentation and certain terms of this Agreement. Any such information that a reasonable person would determine to be confidential shall be deemed Confidential Information hereunder. Confidential Information shall not include information that (i) is or becomes generally available to the public other than as a result of the breach of the confidentiality obligations in this Agreement by the receiving party, (ii) is or has been independently acquired or developed by the receiving party without violating any of the confidentiality obligations in this Agreement, (iii) was within the receiving party's possession prior to it being furnished to the receiving party by or on behalf of the disclosing party, or (iv) is received from a source other than the disclosing party; provided that, in the case of (iii) and (iv) above, the source of such information was not known by the receiving party to be bound by a confidentiality obligation to the disclosing party or any other party with respect to such information. Each party agrees that it will keep the Confidential Information strictly confidential and will not use in any way for its own account or the account of any third party, nor disclose to any third party, any Confidential Information revealed to it by the other party without the other party's prior written consent, except to the extent expressly permitted by this Agreement; provided, however, that the receiving party may disclose the Confidential Information, or any portion

thereof, to its directors, officers, employees, legal and financial advisors, controlling persons and entities who need to know such information to perform such party's obligations under this Agreement and who agree to treat the Confidential Information in accordance with the confidential obligations in this Agreement. Each party shall use the same degree of care, which in no event shall be less than a reasonable degree of care, to avoid disclosure or use of the other party's Confidential Information as it employs with respect to its own Confidential Information of like importance and represents that it has adequate procedures to protect the secrecy of such Confidential Information including without limitation the requirement that employees have executed non-disclosure agreements which have the effect of adequately protecting Confidential Information. In the event that either party receives a request to disclose all or any part of the Confidential Information of the other party under the terms of a subpoena, document request, notice of deposition, Ohio Public Records Act request or other legal or regulatory proceeding, such party receiving the request agrees to notify the other party pursuant to this Agreement below, within forty-eight (48) hours after receipt of such legal request, and the party receiving such request agrees to cooperate with the notified party in any attempt to obtain a protective order. Each party agrees, as applicable, that any violation of Section 3 (License Grant) or Section 7 (Confidential Information) hereof, may result in irreparable harm to the non-breaching party and said non-breaching party may be entitled to apply for injunctive relief, in any court having proper jurisdiction (notwithstanding anything herein to the contrary) without the necessity of proving actual damages, in addition to any other remedy that the non-breaching party may have.

8. Customer Data. Customer agrees to use the personally identifiable information with respect to persons who ordered Tickets or other items through Paololan or otherwise utilized the System (the "Consumer Data") only in compliance with all applicable laws and administrative rulings, including but not limited to applicable, local, state and federal privacy laws, or any other similar privacy legislation, as applicable, and in accordance with Customer's own posted privacy policies. In addition, The parties agree that if any portion of the Consumer Data includes a person's name and that person's (i) social security number; or (ii) driver's license or government identification number; or (iii) credit or debit card number; or (iv) password and account identification, then the parties agree to implement and maintain reasonable security procedures and

practices appropriate to the nature of the Consumer Data to protect the Consumer Data from unauthorized access, destruction, use, modification or disclosure. Paciolan also requires that Customer include in any email communications that Customer may make based on the Customer Data a mechanism to provide the recipient with the right to "opt-out" from receiving further communications from Customer and that Customer honor all opt-out preferences, whether received directly by Customer or indirectly through Paciolan. Consumer Data shall be the Confidential Information. Paciolan agrees that it will only use Consumer Data for the purposes set forth in the Agreement and shall not share Consumer Data with any third party without the written consent of Customer.

9. Representations and Warranties.

(A) Paciolan warrants that the Software will materially conform, as to all substantial operational features, to Paciolan's current specifications when delivered.

(B) The above warranty shall be effective only if Customer notifies Paciolan in writing, within ninety (90) days of delivery of the Software to Customer (which date shall not be extended by delivery of any subsequent modifications to the Software, including upgrades), of its claim of any such defect. If the Software is found defective by Paciolan, Paciolan's sole obligation under this warranty is to remedy such defect, by repairing or replacing the Software, in a manner consistent with Paciolan's regular business practices.

(C) THE ABOVE WARRANTY IS A LIMITED WARRANTY AND IT IS THE ONLY WARRANTY MADE BY PACIOLAN. PACIOLAN DOES NOT MAKE, AND CUSTOMER EXPRESSLY WAIVES, ALL OTHER WARRANTIES, WHETHER EXPRESS OR IMPLIED. THERE ARE EXPRESSLY EXCLUDED ALL WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. PACIOLAN DOES NOT OTHERWISE WARRANT THAT THE SYSTEM WILL MEET CUSTOMER'S NEEDS OR OPERATE IN COMBINATION WITH OTHER SOFTWARE. PACIOLAN DOES NOT OTHERWISE WARRANT THAT THE SOFTWARE IS ERROR-FREE OR THAT OPERATION OF THE SYSTEM WILL BE SECURE OR UNINTERRUPTED. THE STATED EXPRESS WARRANTY IS IN LIEU OF ALL LIABILITIES OR OBLIGATIONS OF PACIOLAN

FOR DAMAGES ARISING OUT OF OR IN CONNECTION WITH THE DELIVERY, USE, OR PERFORMANCE OF THE SOFTWARE, THE SYSTEM, PROFESSIONAL SERVICES AND ASSOCIATED SERVICES.

(D) If any modifications are made to the Software by Customer during the warranty period that are not otherwise permitted under this Agreement or by mutual written agreement of the parties, this warranty shall immediately be terminated. Correction for difficulties or defects traceable to Customer's errors or systems changes shall be billed at Paciolan's then standard time and material charges.

(E) Customer represents and warrants to Paciolan that Customer is the exclusive operator of the Designated Site(s) and has the right and authority to enter into this Agreement. Customer represents, warrants and covenants to Paciolan that: (i) this Agreement has been duly authorized, executed and delivered on behalf of Customer by its duly authorized representative and constitutes the legal, valid, and binding agreement of such party, enforceable in accordance with its terms; (ii) the entering into and performance of this Agreement will not violate any judgment, order, law, regulation or agreement applicable to Customer or violate the rights of any third party, or result in any breach of, constitute a default under, or result in the creation of, any lien, charge, security interest or other encumbrance upon any assets of such party (or, result in any such encumbrance upon any aspect of the Software), pursuant to any instrument to which such party is a party or by which it or its assets may be bound; (iii) no agreement or understanding between Customer and any third party contains or shall contain any provision inconsistent with any provision, or the purpose or intent, of this Agreement; and (iv) Customer and any entities who obtain Software, if otherwise permitted herein, will comply with all U.S. export laws relating to the licensing and delivery of the Software outside the U.S. The representations and warranties contained in this section shall be deemed material for all purposes related to this Agreement and shall survive any termination of this Agreement.

10. Limitation of Liability. IN NO EVENT SHALL PACIOLAN BE LIABLE FOR ANY INDIRECT, CONSEQUENTIAL, EXEMPLARY, INCIDENTAL, SPECIAL OR PUNITIVE DAMAGES, INCLUDING ALSO LOST PROFITS, LOST SAVINGS, LOST OR DESTROYED DATA, LOST TICKET OR OTHER REVENUES, LOST OPPORTUNITY COSTS OR ANY OTHER

ECONOMIC LOSS, OF ANY TYPE OR NATURE, OR FOR EVENTS OR CIRCUMSTANCES BEYOND PACIOLOAN'S CONTROL, EVEN IF PACIOLOAN HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NEITHER OCCASIONAL SHORT TERM INTERRUPTIONS OF SERVICE WHICH ARE NOT UNREASONABLE UNDER COMPARABLE INDUSTRY STANDARDS NOR INTERRUPTIONS OF SERVICE RESULTING FROM EVENTS OR CIRCUMSTANCES BEYOND PACIOLOAN'S REASONABLE CONTROL SHALL BE CAUSE FOR ANY LIABILITY OR CLAIM AGAINST PACIOLOAN HEREUNDER, NOR SHALL ANY SUCH OCCASION RENDER PACIOLOAN IN DEFAULT UNDER THIS AGREEMENT PACIOLOAN'S MAXIMUM LIABILITY AND OBLIGATION TO CUSTOMER, AND CUSTOMER'S SOLE AND EXCLUSIVE REMEDY FOR ANY CAUSE WHATSOEVER, REGARDLESS OF THE FORM OF ACTION, WHETHER IN CONTRACT OR IN TORT (INCLUDING NEGLIGENCE), RELATING TO THIS AGREEMENT SHALL BE LIMITED TO REPLACEMENT WITH IDENTICAL OR LIKE SOFTWARE, OR REFUND OF PURCHASE PRICE, ALL OF WHICH AT PACIOLOAN'S OPTION, AND IN ANY CASE, SHALL BE LIMITED TO THE RECOVERY OF ACTUAL DAMAGES UP TO THE AMOUNT OF FEES PAID BY CUSTOMER TO PACIOLOAN FOR THE APPLICABLE SOFTWARE PRODUCT, PARTICULAR TASK OR SPECIFIED DELIVERABLE FOR WHICH BREACH IS CLAIMED (WHETHER FOR SOFTWARE LICENSE, HARDWARE, SUPPORT AND MAINTENANCE FEES OR CONSULTING FEES OR OTHER FEES RELATED TO ANY SERVICE). EXCEPT FOR PACIOLOAN'S INDEMNITY OBLIGATIONS UNDER SECTION 11 BELOW, IN NO EVENT SHALL PACIOLOAN'S LIABILITY UNDER THIS AGREEMENT EXCEED THE TOTAL AMOUNT OF PAYMENTS PAID BY CUSTOMER TO PACIOLOAN DURING THE TWELVE (12) MONTHS PRECEDING THE APPLICABLE CLAIM.

11. Indemnification. Paciolan shall indemnify Customer third party claims alleging that the Paciolan Software infringes a duly issued U.S. patent or any U.S. registered copyright or trademark held by such third party (an "Infringement Claim"); provided, however that Paciolan shall have no liability for any Infringement Claim based on Customer's: (1) use of the Paciolan Software in any manner inconsistent with the terms and conditions of

this Agreement or Customer's negligence or willful misconduct; (2) use of the Paciolan Software after Paciolan's written reasonable notice that Customer should cease use of any portion of the Paciolan Software due to an Infringement Claim; (3) combination of the Paciolan Software with a non-Paciolan program or data not included within the System if such Infringement Claim would have been avoided had such combination not occurred; (4) use of a version of the Paciolan Software other than the latest version of the Paciolan Software, if such infringement could have been avoided by use of the latest version and such latest version has been reasonably made available to Customer. Notwithstanding anything to the contrary in the foregoing, should Customer's right to continue to use the Paciolan Software pursuant hereto be subject to a claim that it infringes or misappropriates a valid U.S. patent or copyright or trademark right, or if Paciolan reasonably believes such a claim may arise, Paciolan may fulfill its obligations under this Section 11 by, in Paciolan's sole discretion and at no cost to Customer: (i) procuring for Customer the right or license to continue to use the Paciolan Software; (ii) modifying the Paciolan Software to render it non-infringing but substantially functionally equivalent to the Paciolan Software prior to such modification; or if the alternatives described in clauses (i) and (ii) above are not commercially practicable, Paciolan may terminate the license(s) to the Paciolan Software, in which case Paciolan shall return to Customer the subscription fees paid for the infringing Paciolan Software reduced on a pro rata basis for the portion of the terminated subscription. THIS SECTION 11 SETS FORTH PACIOLOAN'S SOLE AND EXCLUSIVE LIABILITY AND CUSTOMER'S SOLE AND EXCLUSIVE REMEDIES FOR INFRINGEMENT, MISAPPROPRIATION OR VIOLATION BY THE PACIOLOAN SOFTWARE OF THIRD PARTY INTELLECTUAL PROPERTY RIGHTS.

12. Support Services. Paciolan will supply Customer with the Support Services in accordance with Paciolan's support policies and procedures ("Service Policies"). If any provision of the Service Policies conflicts with the Agreement, then the Agreement shall prevail. The service hours and the specific services to be delivered, including telephone and/or electronic consultation, are based on a service program (the "Service Program") selected by Customer. The Service Program selected by Customer is listed on Investment Addendum. Paciolan will supply Customer telephone and/or electronic consultation for the Software as detailed in the Service Policies. The Support Services are

limited to the support of only one Data Account, unless otherwise specified in the Investment Addendum, for Software products specified in the Investment Addendum. Any other software installed on Customer's computers, whether supplied by Pacolan or not, is not covered under this Agreement. The support of other Data Accounts or operational sites must be provided for by a subsequent written agreement between Pacolan and Customer. The Support Services do not include assistance with integration to external Customer systems or custom reports specific to unique business operations. For any services requested by Customer but not provided in the Support Services or set forth in the Professional Services section of the Investment Addendum, Customer will be responsible to contract with Pacolan on a time and materials basis or secure the necessary services through Pacolan or a Pacolan approved third-party organization. Pacolan reserves the right to amend the Service Policies at any time. Customer grants Pacolan the right to directly access the System solely for the purpose of fulfilling its rights and obligations under this Agreement and Customer shall not unreasonably restrict Pacolan's access to the System or any of its applications, files, account, registers, or databases. Customer agrees to work diligently with Pacolan to establish a reasonable process for support and maintenance provided by Pacolan.

13. Services.

(A) The schedule and delivery of all Professional Services, if any, and other services, if any, to Customer will be governed as provided in this Agreement and the Investment Addendum. Pacolan shall provide the Implementation Professional Services for the System in accordance with the Investment Addendum. Acceptance of each applicable component of the Software or System, as applicable, by Customer will be deemed to have occurred as soon as such applicable component of the Software or the System is installed, implemented, tested and declared operational by Customer but no later than thirty (30) days following the first live ticket sale to the public and/or the first use of the Software by Customer, as applicable, upon the occurrence of which, Customer shall provide Pacolan with a certificate of acceptance.

(B) Solicitation of Employees. During the term of this Agreement and for one (1) year thereafter, neither party will encourage or solicit any employee or consultant of other party or its subsidiaries and parents to leave the other party or such subsidiaries and parents for any reason.

(C) Programming Services. Any programming or data conversion services included in this Agreement have been detailed in the Professional Services section of the Investment Addendum.

(D) Hosted Services. Pacolan shall provide the Hosted Services described in the Hosted Services Addendum attached hereto as Exhibit C.

14. Survival of Obligations. In the event of the termination of this Agreement, the provisions of Section 1 ("Definitions"), Section 2(C) ("Effect of Termination"), Section 3(B) ("Restrictions"), Section 3(C) ("Ownership"), Section 6 ("Fees and Payments Terms"), Section 7 ("Confidentiality"), Section 10 ("Limitation of Liability"), Section 11 ("Indemnification"), Section 13(B) ("Solicitation"), Section 15 ("Export Controls"), and Section 17 ("General Provisions") shall survive and shall continue to bind the parties.

15. Export Controls. The Parties agree to comply with all then current export and import laws and regulations of the U.S. (including the deemed export rule) and such other governments and jurisdictions as are applicable to the Software or Hardware.

16. Notice to U.S. Government End Users. The Software is a "Commercial Item," as that term is defined at 48 C.F.R. §2.101, consisting of "Commercial Computer Software" and "Commercial Computer Software Documentation," as such terms are used in 48 C.F.R. §12.212 or 48 C.F.R. §227.7202, as applicable, consistent with 48 C.F.R. §12.212 or 48 C.F.R. §§227.7202-1-4, as applicable, all U.S. Government end users acquire the products with only those rights as are granted pursuant to the terms and conditions herein. All unpublished rights are reserved by Pacolan under the copyright laws of the United States. If Customer is an agency and/or instrumentality of the United States of America, the Software is provided subject to the restrictions applicable to other end users in accordance with certain restrictions, as provided in DFARS 227.7202-1(n) and 227.7202-3(n) (1995), DFARS 252.227-7013(e)(1)(ii) (Oct. 1988), FAR 12.212(n)(1995), FAR 52.227-19, or FAR 52.227-14 (Alt III), as applicable.

17. General Provisions.

(A) Notices. Any notices required to be given under this Agreement must be sent to each party, in writing, at the address set forth in the opening paragraph of this Agreement or at such address as may be provided by each party in writing from time

to time, by certified or registered mail, return receipt requested or by an overnight courier. Notices will be deemed effective the day following sending if sent by overnight courier or five days after sending if sent by certified or registered mail.

(B) Legal Review. Each of the parties has had the opportunity to have its legal counsel review this Agreement on its behalf. If an ambiguity or question of intent arises with respect to any provision of this Agreement, this Agreement will be construed as if drafted jointly by the parties. The parties expressly agree that the construction and interpretation of this Agreement shall not be strictly construed against the drafter.

(C) Severability. If any provision of this Agreement is held to be invalid by a court of competent jurisdiction, then the remaining provisions will nevertheless remain in full force and effect.

(D) Binding Effect. The terms, conditions, provisions and undertakings of this Agreement shall be binding upon and inure to the benefit of each of the parties hereto and their respective successors and permitted assigns; provided, however, that this Agreement shall not be binding until executed by each of the parties. This Agreement may be executed in multiple counterparts which when taken together constitute a single instrument.

(E) Entire Agreement. This Agreement (including its Exhibits, which are incorporated herein by reference) constitutes the entire and exclusive agreement between the parties hereto with respect to the subject matter hereof and supersedes and cancels all previous oral or written communications, proposals, agreements, and commitments. No modification, supplement, addendum or amendment to this Agreement, nor any waiver of any rights, shall be effective unless assented to in writing by the party to be charged and the waiver of any breach or default shall not constitute a waiver of any other right hereunder or any subsequent breach or default. A party's delay in enforcing its rights hereunder shall not be construed as a waiver of such rights or remedies. All materials submitted to either party for approval must be submitted in writing to the location and person(s) as indicated by such party from time to time.

(F) Force Majeure Event. Neither party hereto shall be deemed to be in default hereunder, and no

Event of Default shall be deemed to have occurred, as a result of any delay or failure of performance which occurs due to any war, flood, fire, hurricane, earthquake, civil disturbance, act of God or other event beyond such party's reasonable control ("Force Majeure Event"), but only for so long as such Force Majeure Event shall continue to prevent such performance. Neither party shall be liable or deemed in default, and no Event of Default shall be deemed to have occurred, as a result of any delay or failure in performance of this Agreement resulting directly or indirectly from any cause completely, solely and exclusively beyond the control of that party, but only for so long as such delay shall continue to prevent performance.

(G) Assignment. Without the prior written consent of Paololan, Customer shall not (i) directly or indirectly assign, transfer, pledge or hypothecate its rights or obligations in this Agreement or any interest therein; or (ii) permit access to the Software or any part thereof to be had, by anyone other than Customer or Customer's authorized employees. Any such assignment shall not relieve Customer of any of its obligations hereunder. Without the prior written consent of Customer, Paololan shall not assign or transfer its rights or obligations in this Agreement or any interest therein, except in the event of an assignment by Paololan to any parent, subsidiary, affiliate or successor-in-interest (including, without limitation, a successor by virtue of an acquisition), in which event no such consent shall be required. Any assignment, transfer, pledge or hypothecation for which consent is required hereby and which is made without such consent shall be void.

(H) Relationship of the Parties. Each party is an independent contractor and not an agent or partner of, or joint-venturer with, the other party for any purpose other than as set forth in this Agreement. Neither party by virtue of this Agreement shall have any right, power, or authority to act or create any obligation, express or implied, on behalf of the other party.


(I) Purchase Orders. All purchase orders submitted by Customer shall be deemed to incorporate and be subject to the terms and conditions of this Agreement, unless otherwise agreed in writing by the parties. No provision or data on any purchase order or contained in any documents attached to or referenced in any purchase order shall be binding to the extent that it is in addition to or contradicts the terms and conditions contained herein (including amendments thereto).

(J) Marketing. Customer hereby grants Pacolam a royalty-free, non-exclusive, non-transferable license, during the term of this Agreement to include Customer's trademarks, service marks, logos (collectively, "Customer Marks") and the like solely in connection with the promotions and marketing undertaken, if any, in connection with the transactions contemplated by this Agreement. Pacolam acknowledges that its use of Customer Marks shall not create any right, title or interest in or to such Customer Marks. Customer's execution of this Agreement indicates approval for Customer to be listed as a Pacolam client in monthly newsletters for distribution to event industry clients, in product boiler plate information, and in future releases about Pacolam products and services for distribution to trade and consumer media. At any time, Customer may, in its sole discretion, direct Pacolam to stop using Customer's name for the purposes listed in the preceding sentence by sending notice to Pacolam. Upon Pacolam's request, the parties shall issue a press release regarding the execution of this Agreement within thirty (30) days of the request, subject to the prior written approval of the parties, which shall not be unreasonably withheld, conditioned or delayed.

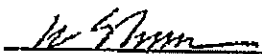
(K) FCPA. The parties are committed to compliance with the laws of Ohio and the United States, including the U.S. Foreign Corrupt Practices Act ("FCPA"). Accordingly, the parties hereby represent and warrant in connection with its activities hereunder that they have not taken and will not take any actions in furtherance of an offer, payment, promise to pay, or authorization of the payment or giving of money, or anything else of value, to any government official (including any officer or employee of a government or government-controlled entity or instrumentality or of a public international organization, or any person acting in an official capacity for or on behalf of any of the foregoing, or any political party or official thereof, or candidate for political office, all of the foregoing being referred to as "Government Officials") or to any other person while knowing or having reason to know that all or some portion of the money or value will be offered, given or promised to a Government Official for the purpose of influencing official action or securing an improper advantage. Notwithstanding any other provision of this Agreement, neither Pacolam nor Customer shall be obligated to take any action or omit to take any action under this Agreement or in connection with its activities hereunder that it believes, in good faith, would cause it to be in violation of the anti-corruption laws of any applicable jurisdiction.

IN WITNESS WHEREOF, each party has caused this Agreement to be executed by its duly authorized representative.

PACIOLAN, LLC

Signature: 
Name: David R. Butler
Title: CEO
Date: 2/9/16

MIAMI UNIVERSITY

Signature: 
Name: WILLIAM SHAWVER
Title: Chief Procurement Officer
Miami University
Date: 2/4/16

[SIGNATURE PAGE TO MASTER SOFTWARE AND SERVICES AGREEMENT]

EXHIBIT A: e.VENUE ADDENDUM

This e.Venue Addendum sets forth additional terms and conditions applicable to the license granted to the e.Venue component of the Software.

1. Web Site Services. Pacolan will create and maintain at a location of its choosing, Customer-branded Internet sites (the "Site"), as outlined in the Investment Addendum, for the benefit of the Customer. The Site(s) will provide to Customer the functions reasonably required for Customer to transact to the public its Tickets and other items contemplated by this Agreement. The Site, as provided by Pacolan, shall materially satisfy the WCAG 2.0 AA guidelines ("Guidelines"). During the Term, if the Site fails to materially satisfy the Guidelines, Customer may notify Pacolan of such material failure. If Pacolan does not cure such material failure within sixty (60) days of such notice, then Customer may terminate the Agreement upon written notice to Pacolan. Such right of termination shall be Customer's sole and exclusive remedy for Pacolan's failure to materially satisfy the Guidelines. Any failure of the Site to satisfy the Guidelines due to Customer Content (as defined below) or other materials provided by Customer shall not constitute a failure of Pacolan to materially satisfy the Guidelines.

2. Customer Responsibilities. Customer agrees to maintain and update its Event and price information on its System to ensure maximum opportunity for transactions, provide and administer all credit card services used to complete transactions on the Sites and to monitor the Sites and to report to Pacolan the problems and anomalies encountered by it or its customers.

3. Customer Marks, Customer Content. Pacolan shall have the right and license to utilize and display such names, logos, brand marks (collectively, ("Customer Marks") and other Customer content ("Customer Content") to the extent necessary to include such Customer Marks and other Customer content on the Sites. All such proposed uses by Pacolan of the Customer Marks and Content are subject to Customer's prior written approval. Pacolan specifically acknowledges that the Customer Marks and Content and all rights therein belong exclusively to Customer and that the Agreement, other than as specifically provided for herein, does not confer upon Pacolan any other rights, goodwill or other interest in the Customer Marks or Content. The intellectual property rights in the "look and feel" of the Site shall be owned by Customer; provided, however, that all of the intellectual property rights in

the underlying software, including the Pacolan Software, utilized in connection with the Site shall be owned exclusively by Pacolan. Each page of the Site shall include an attribution to Pacolan. The attribution shall state "Powered by Pacolan" on the Site. Pacolan reserves the right to modify this attribution from time to time during the Term, with Customer's prior approval, which shall not be unreasonably withheld.

4. Electronic Transfer of Funds. For the limited purpose of electronic check transactions, Customer hereby appoints Pacolan (and Pacolan hereby accepts appointment from Customer) as its agent to make direct debits from individuals and entities that have agreed to purchase goods and services from Customer (each, an "Electronic Payment Consumer") and to make corresponding credits to Customer for such goods and services. Customer will, and Pacolan will undertake commercially reasonable efforts to assist Customer to, submit data in the form required for the electronic debiting from each Electronic Payment Consumer's bank deposit account. Customer, with assistance from Pacolan, will configure the e.Venue software to obtain from each Electronic Payment Consumer all necessary information in proper form authorizing access to such Electronic Payment Consumer's bank account to transfer payment amounts to Customer's bank deposit account. Customer agrees to use commercially reasonable efforts to ensure that all data and entries submitted by the Electronic Payment Consumer are submitted to the applicable automated clearinghouse in correct form in a timely manner. Customer acknowledges that the applicable automated clearinghouse rules make provisional any credit given for an entry to an account until the financial institution crediting the account specified in the entry receives final settlement. If Customer's financial institution does not receive final settlement from Electronic Payment Consumer's financial institution within five business days after Pacolan debits Electronic Payment Consumer's account for such amount, Electronic Payment Consumer's financial institution is entitled to a refund from Customer and Electronic Payment Consumer shall not be deemed to have paid Customer for any such goods and services. Customer will maintain electronic records that are compliant with applicable automated clearinghouse rules for automated clearinghouse entries, and Customer

agrees to retain the electronic records for the later of two (2) years after completion or revocation of

such transaction or as required by law.

EXHIBIT B: PACMAIL

This PACMail Addendum ("Addendum") sets forth additional terms and conditions applicable to the license granted to the PACMAIL component of the Software. This Addendum shall be subject to the terms and conditions of the Agreement. In the event of any conflict between this Addendum and the Agreement, this Addendum shall prevail.

1. Defined Terms.

"Advertising Materials" means the promotional and/or creative content of email messages sent under this Addendum on behalf of Customer.

"Collecting Entity" means the entity that collects email addresses for use under this Addendum.

"E-mail" or "email" means any electronic mail transmission (whether in the form of messages and/or files) that is sent or received by Customer through use of the PACMail Software.

"Landing Zone" or "landing zone" means the mutually agreed upon data format between Customer and Paciolan with respect to fields included, data types and delimiters.

"Notice to Users" means an online notice to Users describing the practices of Customer and/or their respective vendors regarding the collection, use and disclosure of email addresses, and the Opt Out Opportunity of such User. Where required by applicable law, "Notice to Users" also means notification to the appropriate governmental registrar or entity regarding the practices of Customer and/or its agents regarding the collection, use and disclosure of email addresses.

"Opt Out Opportunity" means an effective medium by which a User can notify Customer that the User declines to participate in the practices of Customer regarding the collection, use and disclosure of email addresses.

"Privacy Rules, Regulation and Principles" means rules, regulations and principles promulgated by government entities, industry self regulatory organizations or industry overseers generally recognized in a jurisdiction in which Licensed Services are rendered with respect to the privacy, the distribution of email messages, and data protection, including, without limitation, the European Union Data Protection Directive (Directive 95/46/EC), the United Kingdom

Data Protection Act of 1998, the United States Children's Online Privacy Protection Act of 1998, the safe harbor guidelines promulgated by the United States Department of Commerce ("DOC"), CAN-SPAM Act any future regulation or guidelines that may be adopted by the DOC, any future regulations or guidelines that may be adopted by the DOC, the Federal Trade Commission or other agency of the government of the United States with respect to privacy or data protection, and Network Advertising Initiative's Self-Regulatory Principles for Online Preference Marketing by Network Advertisers, each as amended and supplemented from time to time; Canada's Fighting Internet and Wireless Spam Act; and the Personal Information Protection and Electronic Documents Act."

"User" means the person corresponding to an email address.

"User Consent" means: (i) for email addresses collected outside the United States, consent required under applicable law; and (ii) for email addresses collected in the United States means an affirmative act by the User giving Customer or its agents/vendors permission to send promotional email messages to the User. User Consent may be given at the time that the Collecting Entity collects the email address or as otherwise prescribed by applicable law.

"Web Site" means any point of presence maintained on the Internet or on any other public data network.

2. Delivery of Licensed Services Licenses.

(A) Delivery. Paciolan licenses proprietary technologies and processes to provide Customer with the "Licensed Services", which include an Internet-based, email marketing solution that allows Customer to send email promotional messages to fans, patrons or visitors (i.e. Users). The Licensed Services will be accessible to Customer through an Internet site hosted by Paciolan or its licensors at a URL to be designated by Paciolan from time to time (collectively, the "Site").

(B) Ownership: No Implied Licenses The Intellectual Property Rights in the "look and feel" of the

Site and/or the content provided by Customer shall be owned by Customer; provided, however, that all of the Intellectual Property Rights in the underlying software utilized in connection with the Site, including, without limitation, the PACMail component of the Pacolan Software, shall be owned exclusively by Pacolan or its licensors. All Intellectual Property Rights in the Customer Marks (as defined below), shall be owned exclusively by Customer (it being understood that Pacolan shall have the right and license to utilize and display such Customer Mark to the extent necessary to include such names, logos and other Customer content on the Site. "Intellectual Property Rights" means worldwide rights associated with (i) inventions, including patents, patent applications and statutory invention registrations or certificates of invention, (ii) trademarks, service marks, domain names, trade dress, logos, and other brand or source distinctions, including related registrations and applications for registration, (iii) works of authorship, including copyright registrations, applications therefor, and moral rights, (iv) trade secrets and know-how, (v) divisions, continuations, renewals and re-issuances of the foregoing now existing or acquired in the future, and (vi) other intellectual property rights of any type throughout the world. Except as provided with respect to Customer License in Section 1(d), nothing set forth in this Addendum shall be deemed to grant or imply any license to the Site.

(C) Customer Marks. All proposed uses by Pacolan of the Customer trademarks, trade names, logos and other brand marks (collectively the "Customer Marks") are subject to Customer's prior approval. Pacolan specifically acknowledges that the Customer Marks and all rights therein belong exclusively to Customer. Each page of the Site shall include an attribution to Pacolan. Pacolan reserves the right to modify this attribution from time to time during the term of this Addendum and update the attribution on the Site.

(D) Customer License. Pacolan hereby grants to Customer a non-exclusive, non-transferable license (the "Customer License") to access and use the Site and to conduct and use the Site for Customer's internal business purposes.

(E) License Restrictions. The Customer License shall be subject to the following restrictions: (i) Customer shall access and use the Site only for the intended uses and purposes for which the Site is designed; (ii) Customer shall not knowingly permit any person, other than its authorized employees, agents or contractors who have been assigned passwords by its system administrator, to access the Site; (iii) Customer

shall not have any access to the source code to the Site and shall not reverse engineer, reverse assemble, decompile or otherwise derive source code from the Site; (iv) the Customer shall not remove, modify or obscure any copyright, trademark, patent and other proprietary notices that appear on the Site, or during the use of such solution; and (v) except as set forth herein, the Customer shall not rent, lease or lend the Site to any third party.

3. Customer Warranties. Customer represents and warrants that: (a) Customer has the right to enter into this Addendum and fully perform the obligations herein; (b) there is no contract, commitment or agreement to which Customer is a party that conflicts with this Addendum; (c) Customer shall comply with all applicable laws (including, but not limited to, applicable Privacy Rules, Regulations and Principles); and (d) Customer has the skill and experience necessary to perform the services contemplated by this Addendum in a professional manner. Customer further represents and warrants that: (i) Customer has all authority, by ownership, license or otherwise, to use and publish the entire content of the Advertising Materials; and (ii) Customer or its agents has the right, either by ownership or license, to use, publish and supply to Pacolan the email addresses contemplated hereunder. Customer hereby expressly disclaims any representations and warranties by Pacolan's licensor of the Licensed Services to Customer, and all liability of such licensor to Customer.

4. Customer Responsibilities. Customer agrees to:

(A) Update Customer's corporate web site with marketing information regarding the Site;

(B) Establish a client login button, if applicable, on Customer's corporate web site that will transport the client (i.e. customer of Customer) to the Site; (C) Not use the Software or services provided hereunder to promote the offerings of any third party ticketing solutions provider, except as expressly approved by Pacolan in writing; and

(C) Not use the Software or services provided hereunder to promote the offerings of any third party ticketing solutions provider, except as expressly approved by Pacolan in writing; and

(D) Further ensure that its privacy policy, as may be amended from time to time, complies with all applicable state and federal laws, rules and regulations, including, without limitation, Privacy Rules, Regulation and Principles. Customer shall publish its standard privacy policy in a prominent location on the Site for

viewing by clients and shall provide adequate notice, disclosure and choice to clients regarding its collection, use and disclosure of client information.

(E) Agrees that, in connection with its use of the Licensed Services and PACMail Software and without limiting the generality of the obligations of Customer contained elsewhere herein, Customer shall ensure that (i) Customer's use of the Licensed Services and PACMail Software, including email addresses, under this Addendum will not violate any applicable Privacy Rules, Regulations or Principles, (ii) for all email addresses used by Customer under this Addendum, the User will have been given a Notice to Users and an Opt Out Opportunity, and the User will have given his or her User Consent, as appropriate for the country or residence of such User, and (iii) Customer will not send unsolicited or unsolicited email (commonly known as "spam" or "junk" mail).

(F) Conduct business in a manner which reflects favorably at all times on the goodwill and reputation of Paciolan, and will avoid deceptive, misleading and unethical practices.

5. **Addendum Terms.** In the event that Paciolan becomes aware of or believes in Paciolan's reasonable judgment, based on Paciolan's information from carriers of email messages or other industry self regulatory organization or other industry overseer, that any email activity delivery by Paciolan or Customer for Customer under this Addendum includes messages to Users in violation of the terms of this Addendum, Paciolan shall have the right to take any and all of the actions described below in this section until such time as Paciolan can confirm the compliance of Customer with this Addendum. Paciolan will immediately notify Customer of such noncompliance and allow Customer to join the actions to confirm such compliance. In the event that Paciolan determines, after consultation with Customer, that email activity included messages to Users in violation of this Addendum, then: (a) Paciolan may cease further email activity for the particular mailing upon notice to Customer; (b) Paciolan may cease to service Customer until such time as Paciolan reasonably assures itself that Customer's information and email messages are and will continue to comply with this Addendum; (c) If Paciolan believes, in its sole discretion and reasonable judgment, that as a result of continued services to Customer, Paciolan may be restricted from distributing emails over certain networks or be "blacklisted" by an industry self regulatory organization or other industry overseers, Paciolan may cease to provide any further service to Customer until such time as Paciolan can be reasonably assured that, by continued services to Customer, such

industry self regulatory organization or other industry overseer will not restrict Paciolan from distributing emails over certain networks, blacklist Paciolan or otherwise interrupt service to or from Paciolan. Paciolan and Customer will work diligently to resolve any issues in this area to the benefit of all parties. Paciolan shall not have any right to discontinue the services hereunder if such restriction or blacklisting is a result of anything other than Paciolan's service to Customer (e.g. for Paciolan's services to its other customers, or for general trends among privacy interest groups). If during any six (6) month period, the actions or failures of Customer give rise to the right of Paciolan with respect to three (3) separate campaigns to rightfully discontinue services pursuant to this Addendum, Paciolan shall have the right to provide Customer with a non-service notice, which notice shall inform Customer that it has thirty (30) days to provide to Paciolan a written plan to remedy the failures as described above (a "Remedy Plan"). In the event that (a) Paciolan does not receive a Remedy Plan, or (b) during the ninety (90) days following receipt of the Remedy Plan another action or failure of Customer gives rise to the right of Paciolan to discontinue services with respect to Customer pursuant to this Addendum, Paciolan shall have the right to provide Customer with a non-service termination notice, which notice shall inform Customer that it has thirty (30) days from such notice to notify Paciolan of Customer election to either commence self services of the product (such self service to commence within 180 days of the notice or such other date as the parties may determine), or terminate this Addendum. In the event of termination of this Addendum pursuant to this section, Paciolan will continue to service opt-in clients of Customer 180 days from notice by Customer of its election to terminate.

6. **Termination.** Both parties may terminate this Addendum at any time for convenience with a five (5) month advance written notice to Customer.

EXHIBIT C: HOSTED SERVICES ADDENDUM

Data Center and Services

- o Paciolan shall, at its sole expense maintain a central computer facility ("Data Center") at such location as it shall deem necessary for the operation of the System.
- o Paciolan's Data Center is designed to have 7x24 availability with the exception of planned downtime for System upgrades and/or periodic maintenance that will be needed to ensure effective performance of the System and corresponding applications. These activities will require the hosted solution not be available to the Customer or external users for the duration of the maintenance or upgrade activity.
- o Standard periodic maintenance will generally be performed during a standard maintenance window between 12:00AM and 4:00AM, Customer local time.
- o Paciolan will provide Customer 48 hours advance notice for maintenance activities that will be performed outside the standard maintenance window and which will affect System availability. Paciolan will make all reasonable efforts to accommodate Customer's system availability needs outside of the standard maintenance window.
- o Paciolan will make all reasonable efforts not to disrupt Customer business operations during system upgrades and will work with Customer to determine a mutually agreeable timeframe for such upgrades.
- o Paciolan is responsible for system administrative activities including the following:
 - AIX and Unisphere administration
 - Software maintenance
 - Hardware maintenance and upgrades as needed for hardware owned by Paciolan
 - Reasonable backups of critical data
 - Monitoring of System availability and responsiveness

Security

- o Remote System access is controlled via firewall.
- o Controlled physical access to the Data Center
- o Managed System administration level access is limited to Paciolan team members.

Other Products and Services

- o Secure data communications via a Paciolan-managed VPN between the customer's Local Area Network and Paciolan's Data Center. Customer is responsible for maintaining local Internet connections meeting minimum bandwidth requirements.
- o Software upgrades, if and when available, for licensed copies of the Software hosted at the Data Center, will be provided as made generally available to hosted customers, but not more than once per year during the term of the Agreement.
- o Any Third-Party software listed on the Investment Addendum for no additional charge (unless stated otherwise in the Investment Addendum)
- o Support Services

For the purpose of clarity, the following additional products, services, costs and fees are not included in the basic Hosting Services:

- o Third-party software not listed on the Investment Addendum, initial setup and monthly cost for frame relay connection to payment processor
- o Custom programming
- o Travel & related expenses
- o Transaction fees set forth on the Investment Addendum attached to this Agreement.
- o Additional training or consulting services requested during the term of the Agreement.

EXHIBIT D: INVESTMENT ADDENDUM

HARDWARE, SOFTWARE AND SERVICES		
Qty	Description	
HARDWARE		
Hardware Point-of-Sale Stations		
14	BOCA Laminar-S+46 Ticket Printer (w/cutter) 300dpi, RADJY-2	
14	USB 2.0 AB Printer Cable	
14	MiniMag T/H MagRdr Credit Card Swipe (USB)	
Hardware - Other		
20	Personal Computer	Provided by Customer
Minimum PC Requirements:		
Windows 7/8 (64bit processor) Operating System		
Google Chrome or IE 10 Internet Browser, Intel Pentium Processor Q2020 (2.9GHz)		
or greater (or equiv. competitor chip), 8GB RAM min for 64bit OS, 50GB Free Disk Space,		
Video - Integrated HD Graphics, 2 USB ports, Parallel port and Serial port		
1	Print Server	
2	Lontronix Lightwave Network Adapter (PN 200.2066A)	
2	RS-232 Cable (if needed)	
2	Cisco Router (Includes Cisco Advanced IP Service)	
SOFTWARE		
Pacelonn Software		
1	i.Ros Software License	
1	Pacelonn client Software for use with Sent Map	
1	System Access Management Software for use with Access Management	
1	i.Credit Software License	
1	i.Fund Software License	
1	o.Vonne Software License	
20	Pacelonn CRM Software User License	
20	Pacelonn Concurrent User License	
(Includes Pacelonn Application Fee, UniVerse DHMS License and SB+ Runtime License)		
Third Party Software		
20	SB+ Client Windows/GUI Emulation Software License	
Virtual SSL VPN License		
Third Party Software - Credit Card Authorization Software		
3	Merchant ID (Gateway Login)	
Third Party Software - 3-D Secure Authentication (Optional)		
1	Verified by Visa and MasterCard SecureCode	\$0.09 /per Transaction ¹
1	American Express Safekey	\$0.17 /per Transaction ¹
Third Party Software - iuODBC (Windows Reporting Tool)		
1	UVODBC License	
1	i.Ros ODBC Dictionary	
1	i.Fund ODBC Dictionary	
¹ 3-D Secure Authentication Transactions to be billed monthly. Please note that 3D Secure Authentication may provides reduced chargeback exposure to merchants per the rules of Visa, Mastercard, and American Express. Please consult your merchant bank for further details on how this program applies to you. If you opt for 3-D Secure then it is required for all card types (American Express, Visa, and Mastercard)		

HARDWARE, SOFTWARE AND SERVICES

Qty Description

SOFTWARE SUBSCRIPTION SERVICES

Hosting

1 Annual Hosting Subscription \$55,000

PACMail

1 PACMail Annual Service

Access Management

1 Annual Access Management Subscription

Pactolm Concurrent User License

1 Pactolm Concurrent User Annual License Subscription

CRM

1 CRM Annual License Subscription - 20 Users

eQuery

1 eQuery License Subscription

Service Program

20 Users, Premium Service Program (i.Ros, iFund, iCredit)

PROFESSIONAL SERVICES*

Project Management Services

6 Day(s), Project Management Services

Hosted Database Services

1 Database Setup

Installation and Configuration Services

1 Day(s), Pre Installation Consulting/Network Connect

1 Day(s), Hardware Configuration & Installation

2 p.ODBC Installation

1 Credit Card Application Installation

Implementation and Training Services

16 Day(s), Applications Training

4 Day(s), Reporting

1 PACMail Implementation & Training

1 Credit Card Application Training

15 Day(s), i.Fund Applications Training

4 Day(s), i.Fund Reporting

10 Day(s), Ticketing Reporting (Includes 4 iFundMaps)

HARDWARE, SOFTWARE AND SERVICES

Qty Description

PROFESSIONAL SERVICES*continued

e.Venue Professional Services

1 e.Venue Implementation

- Project Management
- System Installation and Configuration
- HTML - Standard Site Build
- Initial Template Build (1 Template) for Print at Home and Laser Printing
- Post Installation
- e.Venue Training

Data Conversion Services

Ticketing Data Conversion Services (Standard - Predefined Fields) Summary Conversion

5 Day(s), Conversion

Note: Summary conversions do not include payment transactional information and will not be run mid-season.

Development Data Conversion Services (Standard - Predefined Fields) Summary Conversion

5 Day(s), Conversion

Note: Summary conversions do not include payment transactional information and will not be run mid-season.

CRM SERVICES

1 CRM Implementation and Training Services

- Project Management
- Business Consulting & Workflow Process Planning
- CRM Applications Training
- Technical Setup, Configuration and Testing for WBS*
- CRM Follow-up Consulting (remote)

eQuery

1 eQuery Database Installation

* All service days are estimates and are based on 8 hours per day for each Paelatan staff person assigned.

Travel expenses (airfare, meals, lodging, etc.), customs, import taxes, and/or Brokerage fees will be billed separately to Customer as incurred.

Access Management	
Qty	Description
	Hardware
30	Handheld scanner kits
30	Janam XM88W Mobile Computer w/ABG Radio, 2D, Crosshairs, 2X Battery
6	3780mAh 3.7V Extended Battery
1	USB Cable Cup
2	1-slot aerial cradle kit
	- Includes power supply, line cord, & communication cable
7	4-Slot Charge - only Cradle Kit
	- Includes power supply & line cord
	- communication cable available as add-on
1	Janam Six-Bay battery charging station (holds 6 batteries)
	- Includes power supply & DC power connector
30	Snap-on magnetic stripe reader
30	Lanyard/Neck strap
0	Access Point kits (Provided and installed by Customer)
1	Access server
	Software
	Access Management software licenses
30	AM Handheld software license (per
1	Microsoft SQL Server Standard Edition Server License
30	Microsoft SQL Server Device CAL
1	AntiVirus Software
1	Remote Software Support
30	Microsoft Windows Device CAL
	Professional Services
11.8	Day(s), Implementation Services
	Pre-Install Site Visit/Assessment
	Project Management & Planning
	System Installation & Testing
	Consulting and Training
	Event Support
* Notes:	<ul style="list-style-type: none"> • Estimate does not include travel and expenses, which will be billed separately to Customer, as incurred. Shipping, customs, import taxes, and/or brokerage fees will be billed separately to Customer, as incurred. • Quoted amounts are estimates based on preliminary Customer scoping data and Packolan site assessment visit if it has occurred. Revisions may be applicable based on the site evaluation and/or additional Ticketing/Operations/IT context details finalized during implementation planning. • For functionality using cards with magnetic stripes or barcodes, additional costs may increase for unplanned requirements related to new/unique data retrieval formats from card information, specialized operating procedures, and/or custom processes with patron data import or ticket delivery. • Scope of work is completed in phases for multi-venue/multi-activity implementations. • Target Go-Live dates and on-site event support are subject to mutual agreement and Packolan availability. • Customer will provide venue infrastructure for proper installation, operation, and storage of equipment, and for data network connectivity to user locations. This may require Customer to procure and install other necessary data cabling, electrical wiring, conduit, switches/routers/hubs, firewalls, etc. • Customer will install wireless network equipment at mutually agreed locations to ensure sufficient signal coverage. Assembly and positioning of access points & antenna kits will be directed by Packolan during system implementation. Otherwise, if Customer has elected to supply and manage all wireless network components, the wireless configuration must provide suitable signal coverage and system connectivity. • Packolan supports the performance of the Access Management solution only with system hardware and software configurations supplied by Packolan. The system is delivered with components setup for single-purpose use. In order to ensure compatibility, any equipment or system configurations from other sources must be ordered in advance by Packolan. Installation and troubleshooting support for components, setups, or alternative uses not supplied by Packolan will be limited and may incur additional costs.

FEES AND PAYMENT TERMS			
FEES			
ANNUAL HOSTING SUBSCRIPTION			\$55,000
PAYMENT TERMS			
DUE ON Agreement Effective Date (Covers live date thru 4/30/17)		TBD	**
DUE ON May 1, 2017 and each May 1st thereafter thru Term of Agreement		\$55,000	
**The applicable periodic fee (annual) is subject to a pro-rata increase/reduction for services provided for a portion of the applicable period due to commencement (live date) or expiration of the applicable subscription service in the middle of the period for the first period.			