

LICENSE AGREEMENT

Representing the Agreement between

Agreement No. 876565

Mu Sigma Upsilon Sorority, Incorporated

and

egobacon, inc - fratrings.com

701 Brazos St.
Austin, TX 78701

THIS LICENSE AGREEMENT (the "Agreement") is made and entered into this 28 of Feb, 2023, by and between Mu Sigma Upsilon Sorority, Incorporated, of PO Box 7728 #312, North Bergen, NJ 07047, hereinafter referred to as "LICENSOR" and egobacon, inc - fratrings.com, of 701 Brazos St., Austin, TX 78701, hereinafter referred to as "LICENSEE". LICENSOR and LICENSEE may be individually referred to as the "Party" or collectively referred to as the "Parties". LICENSOR's licensing agency is Affinity Marketing Consultants, Inc., hereinafter referred to as "AFFINITY".

WHEREAS, LICENSOR has adopted various distinct insignia (the "Insignia"), some of which Insignia are the subject of various registrations issued to LICENSOR by the United States Patent and Trademark Office and as a result of long term utilization of said Insignia by the LICENSOR, considerable goodwill has inured to the benefit of LICENSOR; and

WHEREAS, LICENSEE desires to produce, or have produced for it by authorized third party manufacturers, items which will utilize certain of the Insignia of LICENSOR; and

WHEREAS, the Parties to this Agreement wish to set forth in writing each and every term and condition of LICENSOR's grant to LICENSEE of the limited right to utilize certain of the Insignia of LICENSOR.

NOW, THEREFORE, in consideration of the covenants, conditions and stipulations contained herein, the Parties hereto agree as follows:

1. Grant of License: For the duration of this Agreement and pursuant to each and every condition hereinafter set forth, LICENSOR hereby grants to LICENSEE the non-exclusive right to utilize the following Insignia of LICENSOR in accordance with the definitions described in Appendix A:

Mu Sigma Upsilon, MΣY, Shield, Mujeres Siempre Unidas, Women Always United; including nicknames and symbols commonly used by LICENSOR in trade, as determined by LICENSOR from time to time. It is understood and agreed that LICENSEE will not utilize any variations on any of the foregoing Insignia, or any Insignia confusingly similar to any of these Insignia, absent prior written approval from LICENSOR.

2. ACKNOWLEDGEMENT OF PROPRIETARY RIGHTS: LICENSEE acknowledges the ownership by LICENSOR of each of LICENSOR's Insignia, including but not limited to LICENSOR's Mu Sigma Upsilon, MΣY, Shield, Mujeres Siempre Unidas, Women Always United, and the goodwill associated therewith and agrees that it will do nothing inconsistent with such ownership and agrees that all goodwill associated with the use of the Insignia by LICENSEE shall inure to the benefit of LICENSOR. LICENSEE agrees that nothing in this Agreement shall give LICENSEE any right, title or interest in the Insignia other than the limited right to use the Insignia of LICENSOR and only within the scope of each of the terms and conditions of this Agreement and LICENSEE agrees that it will neither question nor otherwise attack the ownership by LICENSOR of any of its Insignia.

3. LICENSED PRODUCTS: LICENSEE is granted the non-exclusive right to utilize the Insignia of LICENSOR specifically referenced in paragraph 1 above only in relation to the products as defined in Appendix A.

See Appendix A

4. QUALITY CONTROL: In order to protect the goodwill associated with LICENSOR and its Insignia, LICENSEE agrees that in relation to any of its products and any advertising thereof it markets and/or provides utilizing LICENSOR's Insignia, LICENSEE will maintain the high quality associated with LICENSOR and its licensed products and services.

LICENSEE shall not commence marketing, sale or production of any product utilizing LICENSOR's Insignia until a representative sample of product and marketing materials has been provided to LICENSOR and specifically approved in writing by LICENSOR. LICENSEE is required to submit all new designs and/or marketing materials containing LICENSOR Insignia, or any that are confusingly similar, for approval and shall not produce any products or commence marketing of said products until said designs/materials are approved in writing by LICENSOR, or their designee. Any products marketed and/or sold without approval are subject to immediate recall and/or a penalty may be assessed to LICENSEE.

Every year thereafter, upon written request, LICENSEE shall again provide to LICENSOR representative samples of products which utilizes LICENSOR's Insignia and/or marketing materials in association with any products which LICENSEE is requesting the right to market in association with renewal of this Agreement.

Should any Licensed Products and/or marketing materials reasonably be deemed unacceptable by LICENSOR, within a reasonable period of time and upon request, LICENSEE shall work expeditiously to remedy the matter to LICENSOR's satisfaction.

LICENSOR has the right and authority to regularly monitor the quality of any products and/or marketing materials within the scope of this Agreement and if in the exercise of its discretion, LICENSOR determines that the quality of any of the Licensed Products and/or marketing materials have decreased below LICENSOR's standards, including but not limited to those described in Appendix D, it shall notify LICENSEE in writing of its objections to the quality of the products and/or marketing materials, which notice shall advise LICENSEE of the specific requirements necessary to satisfy LICENSOR's quality standards. Following LICENSEE's receipt of said notice, LICENSEE shall immediately cease and desist from the marketing of any products which LICENSOR claims has decreased below LICENSOR's quality standards and shall not resume the marketing of any such products until the quality of said products and/or marketing materials is improved to the extent of being in compliance with any reasonable quality control demands imposed by LICENSOR.

Following LICENSEE's receipt of any notice from LICENSOR notifying LICENSEE of objections relating to the quality of its products and/or marketing materials, LICENSEE shall have thirty (30) days, or any such longer period of time agreed upon by the Parties to resume the marketing of products acceptable to LICENSOR and upon LICENSEE's failure to timely so comply with any of LICENSOR's reasonable quality control demands, this Agreement shall be immediately terminable by LICENSOR.

5. MARKING: LICENSEE shall identify each Licensed Product as an officially licensed product of LICENSOR by incorporating the "Affinity Licensed Product" hologram decal shown in Appendix C (and available for purchase exclusively through the Affinity Gateway) on a hang tag, directly on the product, on the product packaging (if each product is packaged individually), or other pre-approved method. In addition, all marketing, promotional and advertising pieces associated with the Licensed Products of LICENSOR must also be represented with the "Affinity Licensed Product" seal. The LICENSEE shall also identify each Licensed Product with the appropriate service mark or trademark symbol in a manner specified in the artwork provided by LICENSOR upon license approval or as otherwise specified from time to time in writing by LICENSOR. During the term of this Agreement, LICENSEE is hereby granted by AFFINITY the limited right to use the "Affinity

Licensed Product" seal in connection with the Licensed Products.

6. ROYALTY: In relation to all Licensed Products marketed by or on behalf of LICENSEE utilizing any of LICENSOR's Insignia, LICENSEE shall pay to AFFINITY on behalf of LICENSOR a royalty calculated as specified in Appendix A and as described herein:

Gross Sales is defined as the total customer invoice for the full value of the embellished product(s) less only actual shipping charges, actual sales taxes, and actual returns, up to the amount(s) reflected on the customer invoice(s). Gross sales shall be calculated before applying any discounts, rebates, allowances or other adjustments, and the gross sales is inclusive of any additional invoiced charges including, but not limited to, labor charges, design fees, royalty fees, handling fees, rush fees, and processing fees.

Should royalties paid to LICENSOR be less than the annual minimum royalty guarantee(s) (the "Minimum Royalty") specified in Appendix A, any shortfall will be invoiced by LICENSOR or AFFINITY and immediately become due at the end of each contract year or upon early termination.

In the event LICENSEE distributes or sells Licensed Products at a special price directly or indirectly to itself, or in concert with others, including without limitation, any affiliate or subsidiary of LICENSEE, to any other person, firm or corporation related in any manner to LICENSEE or its officers, directors or major stockholders, or through a distributor (subject to approval by LICENSOR), LICENSEE shall pay royalties with respect to such distribution or sales based upon the regular gross retail sales price for such Licensed Products or, if such regular gross retail sales pricing is not available, as determined by LICENSOR's evaluation of comparable prices charged the trade for similar products.

Within thirty (30) days following the end of each calendar quarter (ending September 30, December 31, March 31, and June 30 respectively), LICENSEE shall provide LICENSOR with a precise accounting showing the calculation of the royalty owing, along with payment of the royalty owing for said calendar quarter, including zero (\$0) sales. The quarterly accounting shall include sufficient detail to clearly and understandably provide LICENSOR with any and all information which is to be taken into account in association with the calculation of the royalty owing (including, but not limited to, customer name, date, invoice number, detailed product description, quantity, price per unit and total sales) and, if requested by LICENSOR in association with any accountings, LICENSEE shall accurately complete and provide LICENSOR with any forms of accounting reasonably specified by LICENSOR.

Any royalty or other amount owing from LICENSEE to LICENSOR which is not paid within seven (7) days of the due date thereof shall accrue interest at the rate of ten (10%) percent per annum. Any royalty report not received within seven (7) days of the due date thereof shall incur an administrative fee of fifteen (\$15) dollars for late royalty reports, which shall be billed separate from and in addition to all royalties owed, if any.

7. RECORD KEEPING/AUDIT RIGHTS: For a period of at least three (3) years following each transaction involving Licensed Products containing LICENSOR's Insignia, LICENSEE agrees to maintain true, correct and orderly records in conformity with reasonably recognized accounting standards, including all production records, order forms and purchase orders reflecting the total quantity of Licensed Products manufactured and the total quantity of Licensed Products sold or otherwise distributed, including true, accurate and complete accounting records of all consideration received by or on behalf of LICENSEE in relation to any Licensed Products produced by or on behalf of LICENSEE, as well as any other records reasonably specified by LICENSOR.

The records to be kept by LICENSEE shall be reasonably available for audit or inspection by AFFINITY or a duly authorized representative on behalf of LICENSOR.

Should any such inspection or audit disclose that royalties paid to LICENSOR were less than the amount actually owing, LICENSEE shall forthwith pay to LICENSOR the deficiency with interest at the rate of ten (10%) percent per annum from the date when the deficient amount should have been paid to LICENSOR. Furthermore, should the audit or inspection disclose that royalties paid by LICENSEE were intentionally understated in any amount, or unintentionally understated in an amount greater than five (5%) percent of royalties owed for any quarterly period, LICENSEE shall be responsible to immediately reimburse AFFINITY or LICENSOR for all fees and expenses incurred by AFFINITY or LICENSOR in relation to the inspection or audit.

8. INSURANCE: The LICENSEE is obligated to maintain comprehensive general and product liability insurance (including personal and advertising injury coverage) protecting against claims of any sort for loss or damage arising out of the design, manufacture or marketing of Licensed Products, said liability insurance to be maintained in the face amount of one million dollars (\$1,000,000.00), which policy of insurance shall name AFFINITY and LICENSOR as additional insured and shall provide that AFFINITY and LICENSOR are to be given at least thirty (30) days notice from the insurer prior to cancellation or amendment of such insurance policies. The LICENSEE shall provide AFFINITY and LICENSOR with a certificate of insurance (in the manner specified by AFFINITY or LICENSOR), evidencing that the required insurance has been procured before commencing with the manufacture or marketing of any merchandise bearing Insignia of LICENSOR. Said certificate of insurance shall contain language materially similar to the following: "Affinity (Affinity Marketing Consultants, Inc. and Affinity Licensing, LLC) and each of their clients under license with [LICENSEE name] are included as additional insureds all in accordance with endorsement [insert endorsement form number], as modified and attached, hereto." Should the LICENSEE fail to maintain the required insurance, AFFINITY or LICENSOR may, but is not required to, procure same and the LICENSEE shall promptly reimburse AFFINITY or LICENSOR for the cost of same.

9. DURATION: This Agreement shall remain in effect up through the 30th day of June following the execution of this Agreement and is automatically renewed for an additional year in accordance with the next paragraph hereof unless either Party provides written notice to the other Party on or before May 31 of the then current year notifying the other party that this Agreement will not be renewed and will terminate effective June 30 of that year.

10. RENEWAL: Unless terminated by either Party pursuant to any of the terms and conditions of this Agreement, this Agreement is automatically renewed for an additional year beginning on July 1, pursuant to the following conditions:

- a. Payment by LICENSEE to AFFINITY on behalf of LICENSOR of a \$20.00 annual renewal fee no later than July 30.
- b. At the written request of LICENSOR, LICENSEE will provide representative samples of any products, which LICENSEE wishes to market pursuant to a renewal of this Agreement;
- c. LICENSOR shall have thirty (30) days to examine said products and in its sole discretion determine whether to deny renewal of this Agreement in relation to any or all of said proposed products;
- d. Should LICENSOR elect not to renew this Agreement in relation to any of the proposed products, it will provide LICENSEE with written notice of such, along with specification of which products are not approved for the renewal year.

11. DEFAULT: LICENSOR shall have the right to terminate this Agreement prior to the duration thereof pursuant to the following conditions:

- a. LICENSOR has the right to immediately terminate this Agreement through written notice to LICENSEE upon the occurrence of any of the following situations:
 1. Willful and material falsification of any records required to be maintained or reports required to be provided by the LICENSEE to LICENSOR;
 2. Willful and material deception of customers in relation to the production, marketing or other distribution of products containing LICENSOR Insignia;

3. Failure of the LICENSEE to maintain liability insurance in compliance with paragraph 8 of this Agreement.

4. Compensation by LICENSEE to any member of LICENSOR that is authorized to make purchasing decisions on behalf of the chapter or is in a position to influence purchasing decisions of the chapter. Unauthorized compensation includes, but is not limited to, monetary compensation and/or free or discounted products or services. Notwithstanding the foregoing, LICENSEE is permitted to employ individuals that are members of LICENSOR so long as an individual's compensation is not based upon nor impacted by purchases of the chapter and/or its members.

b. LICENSOR has the right to terminate this Agreement upon thirty (30) days written notice to the LICENSEE specifying the details of the grounds for termination and advising that unless the LICENSEE immediately proceeds to cure and does cure the default(s) within said thirty (30) days, the Agreement can be terminated in any of the following situations:

1. Delinquency in payment of any sums owing to LICENSOR;
2. Inability to conduct the licensed business such as through insolvency, attachment of assets, liquidation, receiver-ship or some other order of a court, administrative agency or other governmental official or body;
3. Misuse or unauthorized use of the Insignia of LICENSOR or any other conduct which in the judgment of LICENSOR is detrimental to the goodwill of LICENSOR or otherwise injurious to the best interest of LICENSOR licensing program;
4. Failure to comply with any other obligation imposed on the LICENSEE by or through this Agreement.

12. OBLIGATIONS UPON TERMINATION: The continuing obligations of the LICENSEE after termination or expiration of this Agreement are as follows:

- a. To pay any sums then or subsequently owing to LICENSOR;
- b. To cease any production, use, marketing or distribution of any merchandise bearing the Insignia of LICENSOR and LICENSEE shall cease holding itself out as being a LICENSEE of, or otherwise affiliated with, LICENSOR and the LICENSEE shall not advertise or otherwise publicize the former affiliation with LICENSOR;
- c. LICENSOR, in its sole discretion, has the option to purchase from LICENSEE any portion of the supplies or materials remaining on hand containing any of the Insignia of LICENSOR which items shall be provided to LICENSOR at cost; and
- d. LICENSEE shall destroy any other items on hand bearing LICENSOR insignia or otherwise remove such insignia from any merchandise, equipment, fixtures and structures as to any items remaining on hand bearing the insignia of LICENSOR which LICENSOR does not wish to purchase pursuant to subsection above.

13. NO WAIVER: The failure of either Party to exercise any power or right under this Agreement or to insist at any time upon the strict compliance with any of the provisions hereof shall not constitute a waiver of said Party's right to thereafter demand exact compliance with the terms hereof. A waiver shall only be effective if it is contained in a writing signed by the Party against whom the waiver is claimed and shall not preclude that Party from declaring default as to any further continuation or occurrence of that or any other grounds to declare default of this Agreement.

14. NO AGENCY: LICENSEE acknowledges that this Agreement does not in any way establish LICENSEE as an agent or employee of LICENSOR. LICENSEE acknowledges that it is entering into this Agreement solely to become a LICENSEE of LICENSOR with no right or authority to assume or create any obligation on behalf of LICENSOR.

15. INDEMNIFICATION: Should LICENSOR receive any claim or otherwise incur any liability relating to any loss as a result of any claim relating to any alleged actions or omissions of LICENSEE, LICENSOR shall be indemnified and held harmless by the LICENSEE from any such claim or loss including any costs and reasonable attorneys' fees incurred by LICENSOR to defend against same.

16. INVALIDITY OF TERMS: Any provision of this Agreement prohibited by law shall be ineffective to the extent of such prohibition without invalidating the remaining provisions of this Agreement.

17. NOTICES: Any notices required to be given pursuant to this Agreement may be sent by either Party electronically, by facsimile, or by U.S. mail to the following address(es):

LICENSOR: Mu Sigma Upsilon Sorority, Incorporated
PO Box 7728 #312
North Bergen, NJ 07047

AFFINITY: Affinity Marketing Consultants, Inc.
5751 Palmer Way, Suite G
Carlsbad, CA 92010

LICENSEE: egobacon, inc - fratrings.com
701 Brazos St.
Austin, TX 78701

18. BREACH OF CONTRACT: Should LICENSEE materially breach any provision of this Agreement, it shall be required to pay any reasonable attorneys' fees, as well as any litigation or other expenses resulting there from incurred by the LICENSOR.

19. BINDING EFFECT: This Agreement is not assignable by either Party and shall be binding upon any employees, agents, heirs, executors, administrators, assigns, or successor in interest of any of the Parties.

20. ENTIRE AGREEMENT: This Agreement contains the entire understanding and agreement between the Parties, and hereby replaces and terminates any prior agreement between the Parties, but does not void any continuing obligations of any prior agreement. Any statements, promises, or inducements made by either Party, or agent of either Party, that is not contained in this Agreement shall not be valid or binding, nor may this Agreement be enlarged, modified, or altered, except in writing signed by the Parties.

21. REPRESENTATIONS AND WARRANTIES: Each Party represents and warrants to the other that: (a) it is duly organized and validly existing under the laws of its jurisdiction of incorporation or formation, and has full corporate or other power and authority to enter into this Agreement and to carry out the provisions hereof; (b) it is duly authorized to execute and deliver this Agreement and to perform its obligations hereunder, and the person or persons executing this Agreement on its behalf has been duly authorized to do so by all requisite corporate or partnership action; and (c) this Agreement is legally binding upon it, enforceable in accordance with its terms, and does not conflict with any agreement, instrument or understanding, oral or written, to which it is a party or by which it may be bound, nor violate any material law or regulation of any court, governmental body or administrative or other agency having jurisdiction over it.

22. CHOICE OF LAW: This Agreement shall be interpreted and applied according to the laws of the State of New Jersey.

IN WITNESS WHEREOF, the Parties have executed this Agreement this day and year first above written.

LICENSOR:

Mu Sigma Upsilon Sorority, Incorporated

Signature

Vanessa Arvidson

Title

National Officer of Communications

Date

02-28-2023 at 8:34am

LICENSEE:

egobacon, inc - fratrings.com

Signature

Jebidiah Barnouski

Title

President

Date

02-07-2023 at 8:49am

Agreement No. 876565

Appendix A

Agreement No. 876565

1. APPROVED PRODUCT CATEGORIES: This paragraph includes a list of product categories approved by LICENSOR under the terms of the License Agreement.

Approved Product Category List:

Rings

2. PROHIBITED SALES: This paragraph contains specific product categories and distribution channels (as defined in Appendix B), as well as other restrictions related to certain Insignia, that are prohibited by LICENSOR.

Prohibited Sales List:

N/A

3. STANDARD ROYALTY: Unless otherwise stated in paragraph 4 of Appendix A, the Royalty owed by LICENSEE to LICENSOR is as follows.

Royalty Rate: **8.5% of Gross Sales**

4. ROYALTY SCHEDULES: This paragraph has been intentionally omitted.

Appendix B

Agreement No. 876565

DISTRIBUTION CHANNELS

Campus & Local	
Campus Bookstores	University-owned and/or third party managed stores located on campus selling textbooks and licensed products. E.g. University-owned, Barnes & Noble, Follett
Off-Campus Bookstores	Bookstores that offer textbooks and carry licensed products located near college/university. E.g. Independently-owned, Barnes & Noble, Follett
Team Shops and Concessions	Sales of licensed products to university-managed or third party stadium and/or arena shops or concessionaires. E.g. Sodexo, Aramark, Die Hard Fan Supply, Fanatics
Student Groups	Sales made directly to student organizations. E.g. Fraternities and sororities
Alumni Associations	Sales made to directly to alumni groups. E.g. Local alumni chapters
Fan Shops	Independently and locally owned fan/gift shops located near college/university selling licensed product. E.g. Red Raider Outfitter
Campus Golf Course Shops	university-owned golf course selling licensed products. E.g. Lonnie Poole Golf Course, Keith Hills, MSU Golf Course
Internal Consumption	Internal departments or groups of the college/university that purchase licensed products for internal use only and not for resale. E.g. To be determined by Licensor: Alumni, Student Groups, Athletic Department, Admissions
Direct	
Internet	Retailers that focus primarily on commerce of licensed products through the internet. E.g. Amazon, Fanatics
Catalog	Licensees and/or retailers that primarily focus on direct mail to sell licensed products. E.g. Eastbay, Skymall
Direct Response	Licensee sells of licensed products direct to consumer from licensee owned website. E.g. Licensee Website
Sales Representatives	Sales made direct to consumers via sales representatives. E.g. Campus representatives, Regional sales representatives
Television Shopping	Sales made direct to consumers via television broadcast. E.g. QVC
Vending Machines	Automated, stand alone sales via vending machine.
Mass	
Off Price Stores	Stores that sell brand-name products at discounted prices, typically close-outs or liquidated products. E.g. Big Lots, TJX, Burlington Coat
Grocery Stores	Stores that primarily sell a large variety of consumable items. E.g. Safeway, Vons, Albertsons, Kroger
Drug Stores	Stores that primarily sell medicine, medical supplies and other household items. E.g. CVS, Walgreens
Convenience Stores	Stores that primarily offer a wide variety of consumables and gasoline services. E.g. 7-Eleven, Love's Truck Stops, Pilot/Flying J
Home Improvement Stores	Stores that sell tools, paint, and home improvement supplies. E.g. Home Depot, Lowes
Amusement Parks	Facilities with rides and games whose primary purpose is to entertain patrons. E.g. Six Flags, Disneyland
Supercenter and Wholesale Clubs	Stores that sell a wide variety of household and consumable items designed to meet consumers every need and/or sell bundled items at wholesale prices, often requiring a membership. E.g. Walmart, Target, Meijer, Kmart, Costco, Sam's Club
Mid-Tier & Better	
Department Stores	Retail chain stores that sell a wide variety of merchandise separated into departments such as apparel, furniture, bedding, appliances, cosmetics, licensed products, etc. E.g. JCPenney, Kohls, Belk, Stage

Sporting Goods and Sports Specialty	Retail stores that specialize in selling licensed sports apparel, team sports, footwear and/or sports equipment. E.g. Dick's, Academy Sports, Finish Line, Hibbett Sports, Modell's, Dunham's, Golf Galaxy
Specialty Stores	Retail stores that specializes in a specific range of merchandise such as gifts, office products, automotive, banking, electronics; other than licensed products, with high levels of service and expertise. E.g. Bed Bath & Beyond, Best Buy, Cracker Barrel, Tractor Supply, Hallmark, Party City

Appendix C

Agreement No. 876565



Affinity Licensed Product seal



Affinity Licensed Product hologram decal

Appendix D

Agreement No. 876565

PRODUCTS AND SERVICES POLICY

Since LICENSOR is proud of values that help define their intellectual property, LICENSOR wishes to protect its Insignia and control the manner in which their marks are used by product manufacturers and service providers. All licensees are required to abide by the following quality control rules.

The following rules represent a partial list of criteria that will apply to any and all licensed products or services utilizing LICENSOR's Insignia, and the marketing of said products and services.

There may not be:

- any depiction of alcohol, alcoholic beverage use, kegs, beer cans, alcohol bottles, beer bongs, or brand names;

- any depiction of drugs, drug use, drug slogans or slang words, or drug paraphernalia;

- any depiction in a demeaning way, of minorities, ethnicities, or cultural segments;

- any religious depictions in a demeaning way;

- any depictions of men or women in a demeaning way;

- any depictions relating to sex, sexual paraphernalia, or sexual orientation;

- any use of profanity;

- or any use of licensed or copyrighted characters, phrases, logos, or materials without permission from the property owner.

Approval for all products and services will be coordinated by AFFINITY and granted in compliance with the License Agreement prior to production, marketing, and/or sale of said products or services.