

MAXIMIZER SERVICES INC.

SAAS (CLOUD) SUBSCRIPTION AGREEMENT

This Subscription Agreement (“**Agreement**”) is made as of _____, 202__ (the “**Effective Date**”), by and between. Maximizer Services Inc. with a principal place of business at 260-60 Smithe St, Vancouver, BC, Canada V6B0P5 (“**Maximizer**”) and [●] (“**Customer**”), with a principal place of business at [●].

Maximizer has developed certain technology, as further described below, to provide its Maximizer CRM Live software as a service, along with maintenance and support. Customer desires to subscribe to the Services and Maximizer desires to provide access to the Maximizer system and provide the Services (as defined below) on the terms and conditions set forth herein.

This Agreement sets forth the terms and conditions under which Maximizer will provide the Services (as defined below) to the Customer. Customer’s access to and use of the Services is governed solely by the terms of this Agreement which supersedes the terms of any other prior writing or understanding between the parties.

THE PARTIES HAVE READ AND AGREE TO BE BOUND BY THE TERMS AND CONDITIONS OF THIS AGREEMENT, INCLUDING THOSE TERMS CONTAINED ON THE FOLLOWING PAGES HEREOF.

The parties have caused this Agreement to be effective as of the Effective Date set forth above.

MAXIMIZER SERVICES INC.	[●][FULL LEGAL NAME OF CUSTOMER]
By: _____	By: _____
Name: _____	Name: _____
Title: _____	Title: _____
Date: _____	Date: _____

TERMS AND CONDITIONS

1. DEFINITIONS. As used in this Agreement:

1.1 “Aggregated Statistics” means aggregated or anonymized data and analysis derived from Customer Data and Customer use of the Services.

1.2 “Agreement” means these Terms and Conditions and the Order Form incorporated by reference into this Agreement.

1.3 “Backup Request” is defined in Section 8.4.

1.4 “Claim” is defined in Section 11.2.

1.5 “Confidential Information” means all information regarding a party’s business, including, without limitation, technical, marketing, financial, employee, planning, and other confidential or proprietary information, disclosed under this Agreement, that is clearly identified as confidential or proprietary at the time of disclosure or that the receiving party knew or should have known, under the circumstances, was considered confidential or proprietary. Confidential Information includes the Customer Data, information derived from or concerning the Services, the Maximizer System or the Documentation and the terms of this Agreement.

1.6 “Credentials” is defined in Section 3.1.

1.7 “Customer Data” means any data, information or information contained in any database, template or other similar document submitted by Customer through the Services or provided by Customer to Maximizer as part of the Services.

1.8 “Discloser” is defined in Section 5.1.

1.9 “Documentation” means the designated final user manuals, handbooks, online materials, specifications or forms furnished by Maximizer that describe the features, functionality or operation of the Maximizer System.

1.10 “Initial Term” is defined in the Order Form.

1.11 “Fees” is defined in Section 4 hereof.

1.12 “Order Form” means the order documents representing the initial subscription to the Services (and any subsequent modifications to the subscription agreed to between the parties in writing from time to time) that, upon execution, are incorporated in and made a part of this Agreement from time to time.

1.13 “Services” means the on-line service delivered by Maximizer to Customer using the Maximizer System, as made available by Maximizer from time-to-time as specified in the Order Form.

1.14 “Third Party Applications” refers to online and offline software products that are provided by third parties and interoperate with the Services.

1.15 “Maximizer System” means the technology, including hardware and software, used by Maximizer to deliver the Services to Customer in accordance with this Agreement.

1.16 “Maximizer Technology” is defined in Section 7.1.

1.17 “Maximizer Website” means <http://www.maximizer.com>.

1.18 “Recipient” is defined in Section 5.1.

1.19 “Users” means Customer’s employees, representatives, consultants, contractors or agents who are authorized to use the Services on behalf of Customer and have been supplied user identifications and passwords for this purpose.

2. SERVICES.

2.1 Subscription to the Services. Subject to all of the terms of this Agreement, including, without limitation, the payment of the Fees set forth in Section 4 hereof, Maximizer will provide access to and use of the Services to the number of Users identified in the Order Form in accordance with this Agreement solely for Customer’s internal business purposes, not for resale or to provide services to third parties, and subject to any other usage limitations described in the Order Form or this Agreement. Customer may not transfer or sub-license any access, use or permission to the Services. Customer may order the Services under the Agreement by placing written and signed orders on an Order Form. Only the execution of an Order Form by Customer and by Maximizer constitutes a binding

contract between those parties. Customer agrees that its purchase of the subscription is neither contingent upon the delivery of any future functionality, features or services, or dependent upon any oral or written public comments made by Maximizer with respect to future functionality or features.

2.2 Additional Users. Access to the Services cannot be shared with anyone other than a User. If Customer wishes to add additional Users, Customer will purchase subscriptions to the Services for such additional Users through an Order Form. Upon mutual execution of any such additional Order Form, Maximizer will make the Services available to the additional Users on the terms and conditions set forth in this Agreement and each executed additional Order Form. Customer acknowledges and agrees that the number of User cannot be decreased during the relevant subscription term stated on any Order Form.

2.3 Security, Privacy and Support. Subject to the terms of this Agreement, including, without limitation, the payment of the Fees set forth in Section 4 hereof, Maximizer will use commercially reasonable efforts to (a) maintain the security of the Services in accordance with its security policy as set out in the Maximizer Website; and (b) adhere to the privacy and data protection guidelines in accordance with its privacy policy as set out in the Maximizer Website; and (c) provide support services in accordance with its support policy as set out in the Maximizer Website.

2.4 Usage Limitations. The Services may be subject to usage limitations as outlined at the Customer Portal. Maximizer reserves the right to amend usage limitations from time to time without providing notice to Customer.

2.5 Changes. Maximizer reserves the right, in its sole discretion, to make any changes to the Services that it deems necessary or useful to: (a) maintain or enhance: (i) the quality or delivery of the Services, (ii) the competitive strength of or market for the Services, or (iii) the cost efficiency or performance of the Services; or (b) to comply with applicable Law. Maximizer will use reasonable efforts not to make changes to the Services that remove material features of the Services which were available on the effective date of the applicable Order Form

3. CUSTOMER'S USE OF THE SERVICES.

3.1 Access and Security Guidelines. Each User will be assigned a unique user identification name and password ("Credentials") for access to and use of the Services. Customer will be responsible for ensuring the security and confidentiality of its Credentials. Credentials cannot be shared or used by more than one User, but may be reassigned to an entirely new User, *provided that* Credentials may not be provided to any individual who is not a User. Customer will use commercially reasonable efforts to prevent unauthorized access to, or use of, the Services, and notify Maximizer promptly of any such unauthorized use. Customer will not use its access to the Services to: (a) harvest, collect, gather or assemble information or data regarding other Maximizer customers without their consent; (b) access or copy any data or information of other Maximizer customers without their consent; (c) knowingly interfere with or disrupt the integrity or performance of the Services or the data contained therein; or (d) harass or interfere with another Maximizer customer's use and enjoyment of the Services. At all times, Customer will comply with all applicable local, state, federal, and foreign laws in accessing and using the Services.

3.2 Customer Data. Customer is solely responsible for the Customer Data and will not provide, post or transmit any Customer Data or any other information, data or material that: (a) infringes or violates any intellectual property rights, publicity/privacy rights, law or regulation; or (b) contains any viruses or programming routines intended to damage, surreptitiously intercept or expropriate any system, data or personal information. Maximizer may take remedial action if Customer Data violates this Section 3.2, however, Maximizer is under no obligation to review Customer Data for accuracy or potential liability.

3.3 Customer Responsibilities. Customer is responsible for (a) procuring and maintaining communication services, including high speed Internet, connections between Customer's systems and the Maximizer System and Services, and will also be responsible for the technical requirements described in the Maximizer Website; (b) ensuring that the Services are used solely for Customer's internal business purposes and in accordance with the Documentation; (c) ensuring Users comply with this Agreement; (d) obtaining all necessary consents for Maximizer to provide, use and copy Customer Data for the purpose of the Services and for creating Aggregated Statistics, and the exercise of Maximizer's rights assigned via license pursuant to Section 7.2 below; (e) assigning, recording, and controlling the issuance of all Credentials; and (f) using best efforts to prevent unauthorized access or use of the Maximizer Services.

3.4 Use Restrictions. Customer is responsible for all activities that occur under Customer and User accounts. Customer will not, and will not attempt to, and will ensure that Users comply with the following: (a) make the Services available to anyone other than its Users; (b) reverse engineer, disassemble or decompile any component

of the Maximizer System or Maximizer Technology; (c) interfere in any manner with the operation of the Services, or the Maximizer System, or Maximizer Technology or any other aspect of the Services; (d) sublicense or transfer any of Customer's rights under this Agreement; (e) otherwise use the Services for the benefit of a third party or to operate a service bureau; (f) modify, copy or make derivative works based on any part of the Services, or Maximizer Technology, or Maximizer Systems; (g) use the Services or Maximizer Technology, or Maximizer Systems to store, transmit, email, post or publish in any manner whatsoever any Customer Data or other material for any purpose that menaces or harasses any person, involves the publication of false, defamatory, or pornographic material, violates privacy rights, promotes racism, hatred or bigotry, constitutes spam mail or junk mail, infringes on the intellectual property of any third party, could reasonably be expected to harm Maximizer's reputation or otherwise violates any laws; or (h) otherwise use the Services or Maximizer Technology, or Maximizer Systems in any manner that exceeds the scope of this Agreement.

Without limiting the foregoing, if Maximizer, in its absolute discretion, forms the view that any Customer Data or any other information or files uploaded by Customer or any Users contains or includes any harmful or malicious code, content, files, scripts, agents or programs, including, but not limited to, viruses, malware, worms, time bombs and Trojan horses, or violates any of this Agreement, Maximizer may remove such data, information or files from the Services and take such other action as Maximizer deems necessary (including suspension of User's or Customer's access and use of the Services). Any costs associated with such removal are the responsibility of Customer and may be charged by Maximizer to Customer and payable by Customer upon invoice. Maximizer will notify Customer of such actions as soon as reasonably practical under the circumstances.

3.5 Free Trial.

Terms and conditions for the use of the Services on a trial basis are governed by the Free Trial Subscription Agreement available here: <https://www.maximizer.com>.

4. FEES, PAYMENT AND SUSPENSION OF SERVICES.

As consideration for the subscription to the Services and the support services provided by Maximizer under this Agreement, Customer will pay Maximizer the fees ("Fees") set forth in and in accordance with the initial Order Form and any subsequent Order Form that may be executed by the Parties from time to time. All Fees will be billed in advance on an annual basis and are due upon receipt of invoice, unless otherwise agreed to in an Order Form. Overdue amounts will accrue interest at the rate of 12% per annum, or at the highest legal interest rate, if less. Customer will reimburse Maximizer for all expenses (including reasonable attorneys' fees) incurred by Maximizer to collect any amount that is not paid when due. All Fees owed by Customer in connection with this Agreement are exclusive of, and Customer will pay, all sales, use, excise and other taxes of any jurisdiction that may be levied upon Customer in connection with this Agreement. Customer agrees to bear and be responsible for the payment of all such taxes (including without limitation sales, use, excise, import or export, value added, governmental permit fees or license fees), levies and assessments imposed on either party arising out of this Agreement, excluding any tax based on Maximizer's net income and will provide to Maximizer evidence of such payment. If any taxes are required to be withheld by Customer, Customer will pay to Maximizer such grossed-up amount as would be necessary to provide Maximizer the full amount of the payments, fees and other charges that would have been otherwise payable under this Agreement. Maximizer reserves the right (in addition to any other rights or remedies Maximizer may have) to discontinue the Services and suspend all Credentials and Customer's access to the Services if any Fees set forth in the Order Form are more than thirty (30) days overdue, until such amounts (and Maximizer any other unpaid fees owed to Maximizer) are paid in full. Customer will maintain complete, accurate and up-to-date Customer billing and contact information at all times.

5. CONFIDENTIAL INFORMATION.

5.1 Obligation. Each party that is a recipient (the "**Recipient**") of Confidential Information of the other party (the "**Discloser**") agrees (a) to hold the Discloser's Confidential Information in strict confidence, (b) to limit access to the Discloser's Confidential Information to those of its employees or agents having a need to know and who are bound by confidentiality obligations at least as restrictive as those contained herein, and (c) not to use the Discloser's Confidential Information for any purpose except as expressly permitted hereunder. Notwithstanding the foregoing, the Recipient will not be in violation of this Section 5.1 with regard to a disclosure that was in response to a valid order or requirement by a court or other governmental body, *provided that* the Recipient gives the Discloser prior written notice of such disclosure in order to permit the Discloser to seek confidential treatment of such information.

5.2 Exceptions. The restrictions on use and disclosure of Confidential Information set forth above will not apply to any Confidential Information, or portion thereof, which (a) is or becomes a part of the public domain through no act or omission of the Recipient, (b) was in the Recipient's lawful possession prior to the disclosure, as shown by the Recipient's competent written records, (c) is independently developed by the Recipient without reference to the Discloser's Confidential Information, as shown by the Recipient's competent written records, or (d) is lawfully disclosed to the Recipient by a third party without restriction on disclosure.

6. THIRD PARTY LINKS & SERVICES

The Services may contain links to services, websites or resources not owned or provided by Maximizer. Maximizer has no responsibility for the services, sites, resources, content, privacy policies, or practices of any third party. Customer acknowledges and agrees that Maximizer shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any such content, goods or services available on or through any such third party websites or services. Access and use of third party websites, including the information, material, products and services on third party websites or available through third party websites, is solely at Customer's own risk. To the extent applicable, use, reproduction and distribution of components of the Service licensed under an open source software license are governed solely by the terms of that open source software license and not this Agreement.

7. OWNERSHIP.

7.1 Maximizer System and Technology. Customer acknowledges that Maximizer retains all right, title and interest in and to the Maximizer System and all software, materials, formats, interfaces, information, data, content and Maximizer proprietary information and technology used by Maximizer or provided to Customer in connection with the Services (the "**Maximizer Technology**"), and that the Maximizer Technology is protected by intellectual property rights owned by or licensed to Maximizer. Other than as expressly set forth in this Agreement, no license or other rights in the Maximizer Technology are granted to the Customer, and all such rights are hereby expressly reserved by Maximizer. Maximizer will have a royalty-free, worldwide, transferable, sub-licensable, irrevocable, perpetual license to use or incorporate into the Services any suggestions, enhancement requests, recommendations or other feedback provided by Customer, including Users, relating to the Services. In addition to any other right hereunder or at law, Maximizer may suspend, limit or deny access or use of any Maximizer Technology for any use of Maximizer Technology contrary to the terms of this Agreement.

7.2 Customer Data. Customer retains all right, title and interest in and to the Customer Data. Maximizer will only use Customer Data to provide the Services and otherwise as expressly permitted under this Agreement. Customer will be solely responsible for providing all Customer Data required for the proper operation of the Services. Customer grants to Maximizer all necessary licenses in and to such Customer Data solely as necessary for Maximizer to provide the Services to Customer. Maximizer will not knowingly use or access any Customer Data unless authorized to do so by Customer and, in such circumstances, Maximizer will access and use such Customer Data only as required to perform requested services on behalf of Customer.

8. TERM AND TERMINATION.

8.1 Term. The Initial Term of this Agreement will commence on the Effective Date and continue until the expiration of last Order Form between the Maximizer and Customer, unless terminated earlier pursuant to section 8.2 hereof. Services purchased by Customer commence on the start date specified in the applicable Order Form and automatically renew for additional periods equal to the initial subscription period, unless either party gives the other written notice of non-renewal at least ninety (90) days before the end of the expiring subscription term. If the term of any Order Form is longer than the term of the Agreement, the terms and conditions of the Agreement will survive until the expiry of the term in the Order Form. The Fees for any renewal period under an Order Form will be at Maximizer's then-current prices, which will be made available to Customer upon request.

8.2 Maximizer Termination. Maximizer may terminate this Agreement: (a) immediately without notice if Customer or any Users breach any of the terms or conditions set out in Section 3.4; (b) immediately without notice if Customer becomes subject to a petition in bankruptcy or any other proceeding relating to insolvency, receivership, liquidation or assignment for the benefit of creditors; or (c) upon written notice if Customer materially breaches this Agreement and does not cure such breach (if curable) within thirty (30) days after receiving written notice of such breach.

8.3 Customer Termination. Customer may terminate this Agreement: (a) upon written notice if Maximizer materially breaches this Agreement and does not cure such breach (if curable) within thirty (30) days after

written notice of such breach; or (b) upon written notice if Maximizer becomes the subject of a petition in bankruptcy or any other proceeding relating to insolvency, receivership, liquidation or assignment for the benefit of creditors.

8.4 Effect of Termination & Customer Data Access. Upon the termination of this Agreement Maximizer will cease immediately to provide access or use of the Services, and Customer will have up to 30 days from the effective date of termination to request a copy of all Customer Data stored on the Maximizer Systems (a “**Backup Request**”), after which time Maximizer may delete such Customer Data. No charge will be incurred for the Customer Data itself, provided that any activities and services performed by Maximizer for a Backup Requests shall be charged to Customer at Maximizer’s then-current Backup Request fee rates, and Customer shall be liable to pay such fees in advance of Maximizer’s delivery of any Backup Request. After the 30 day period expires or delivery of the Backup Request (whichever is later), Maximizer may delete all Customer Data, and Customer will have no access to or use of the Customer Data. Upon termination of this Agreement for any reason, no refunds will be provided to Customer and any amounts owed to Maximizer under this Agreement before such termination will become immediately due and payable.

8.5 Termination & Survival. Upon the termination of this Agreement, each party will return to the other all property (including any Confidential Information and Customer Data) of the other party in its possession or control. The rights and duties of the parties under Sections 4, 5, 7, 8, 10, 11, 12,13.2, 13.3, and 13.5 will survive the termination or expiration of this Agreement

9. DOCUMENTATION & SERVICES. Maximizer will provide the Services in a manner so that they operate substantially as described in the Documentation. Customer’s sole remedy for any failure of the Services to meet the Documentation will be Maximizer using reasonable efforts to provide the support services described in Section 2.3 to remedy the Services. Notwithstanding any other provision of this Agreement, Maximizer is not responsible or liable to provide support services for: (a) issues arising by accident, abuse or use of the Services in a manner inconsistent with this Agreement or the Documentation, or resulting from events beyond Maximizer’s reasonable control; (b) issues arising from any third party services, service provider, software, application, hardware or services; (c) issues arising by the failure of Customer to have or meet minimum system requirements; and (d) issues arising from downtime or other interruptions in Customer’s access to the Services.

10. WARRANTY DISCLAIMER. OTHER THAN EXPRESS WARRANTIES IN THE AGREEMENT, MAXIMIZER MAKES NO WARRANTY CONCERNING THE MAXIMIZER SYSTEM, MAXIMIZER TECHNOLOGY OR SERVICES AND CUSTOMER ACKNOWLEDGES THAT MAXIMIZER’S SOLE OBLIGATION WITH REGARD TO THE SERVICES IS TO PROVIDE THE SUPPORT SERVICES DESCRIBED IN SECTION 2.3. ACCORDINGLY, THE SERVICES, THE MAXIMIZER SYSTEM, THE MAXIMIZER TECHNOLOGY AND ALL OTHER DATA, MATERIALS, AND DOCUMENTATION PROVIDED IN CONNECTION WITH THIS AGREEMENT BY MAXIMIZER AND ITS SUPPLIERS ARE PROVIDED “AS IS” AND “AS AVAILABLE,” WITHOUT REPRESENTATIONS OR WARRANTIES OF ANY KIND. MAXIMIZER AND ITS SUPPLIERS MAKE NO OTHER WARRANTIES, EXPRESS OR IMPLIED, BY OPERATION OF LAW OR OTHERWISE, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTIES OR CONDITIONS OF NONINFRINGEMENT, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR ANY IMPLIED WARRANTIES ARISING OUT OF COURSE OF PERFORMANCE, COURSE OF DEALING OR USAGE OF TRADE. MAXIMIZER DOES NOT WARRANT THAT THE SERVICES WILL BE PROVIDED ERROR-FREE, UNINTERRUPTED, COMPLETELY SECURE, OR VIRUS-FREE. MAXIMIZER MAKES NO REPRESENTATIONS THAT THE SOFTWARE IS APPROPRIATE OR AVAILABLE FOR USE IN THE LOCATION OF THE CUSTOMER. THOSE WHO ACCESS OR USE THE SOFTWARE ARE RESPONSIBLE TO ENSURE THAT THEIR USE IS IN COMPLIANCE WITH APPLICABLE LOCAL LAW.

11. INDEMNITY.

11.1 By Customer. If any action is instituted by a third party against Maximizer arising out of or relating to (a) Customer’s use of the Maximizer System, the Maximizer Technology or Services (including claims by any customer or business partner of Customer); (b) Customer’s breach of any term, condition or warranty in this Agreement; (c) Customer’s installation of or use any third party software or Third Party Applications; (d) Customer’s use of the Services, including, but not limited to, in a way that contravenes any applicable law or regulation; or (e) alleging that the Customer Data, or the use of Customer Data pursuant to this Agreement, infringes the intellectual property or other right of a third party or otherwise causes harm to a third party, Customer will defend such action at its own expense on behalf of Maximizer and will pay all damages attributable to such claim which are finally awarded against Maximizer or paid in settlement of such claim.

11.2 Conditions. Maximizer will (a) promptly notify Customer of any third-party claim, suit, or action for which it is seeking an indemnity under Section 11.1 (a “**Claim**”), and (b) give Customer the sole control over the defense of such Claim. Customer may settle or compromise a Claim without Maximizer’s prior approval of any such settlement or compromise *only if* (x) such settlement involves no finding or admission of any breach by Maximizer of

any obligation to any third party, (y) such settlement has no effect on any other claim that may be made against Maximizer or any defense that Maximizer may assert in any such claim, and (z) the sole relief provided in connection with such settlement is monetary damages that are paid in full by Customer. Upon the Customer's assumption of the defense of such Claim, Maximizer will cooperate with Customer in such defense, at Customer's expense.

12. LIMITATION OF LIABILITY. MAXIMIZER'S TOTAL CUMULATIVE LIABILITY TO CUSTOMER FOR ANY AND ALL CLAIMS ARISING FROM OR IN CONNECTION WITH THIS AGREEMENT (UNDER ANY LEGAL THEORY INCLUDING CLAIMS IN CONTRACT OR TORT), THE SERVICES AND THE MAXIMIZER SYSTEM, WILL NOT EXCEED THE AMOUNTS ACTUALLY PAID TO MAXIMIZER BY CUSTOMER UNDER THIS AGREEMENT IN THE TWELVE (12) MONTH PERIOD IMMEDIATELY PRECEDING THE CUSTOMER'S FORMAL WRITTEN NOTICE OF THE CLAIM FOR LIABILITY HEREUNDER. ALL CLAIMS THAT CUSTOMER MAY HAVE AGAINST MAXIMIZER WILL BE AGGREGATED TO SATISFY THIS LIMIT AND MULTIPLE CLAIMS WILL NOT ENLARGE THIS LIMIT. IN NO EVENT WILL MAXIMIZER BE LIABLE FOR SPECIAL, INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT (UNDER ANY LEGAL THEORY INCLUDING CLAIMS IN CONTRACT OR TORT), INCLUDING, BUT NOT LIMITED TO, INTERRUPTED COMMUNICATIONS, LOST DATA OR LOST PROFITS, AND DAMAGES THAT RESULT FROM INCONVENIENCE, DELAY OR LOSS OF USE OF ANY INFORMATION OR DATA OR OF THE MAXIMIZER SYSTEM OR SERVICES, EVEN IF MAXIMIZER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND NOTWITHSTANDING THE FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY PROVIDED HEREIN.

13. GENERAL PROVISIONS

13.1 Assignment. Neither party may assign any rights or obligations arising under this Agreement, whether by operation or law or otherwise, without the prior written consent of the other; *except* that either party may assign this Agreement without consent of the other party in connection with a merger, acquisition, corporate reorganization, or sale of all or substantially all of its assets. Customer agrees that Maximizer may subcontract certain aspects of the Services to qualified third parties, *provided that* any such subcontracting arrangement will not relieve Maximizer of any of its obligations hereunder. An assignee must agree in writing, in advance, to be bound by the terms and conditions of this Agreement. Subject to the foregoing limitation, this Agreement will inure to the benefit of and will be binding on the successors and assignees of the parties.

13.2 Governing Law and Venue. This Agreement will be governed by and construed in accordance with the laws of the Province of British Columbia, Canada without giving effect to principles of conflict of laws. The United Nations Convention on Contracts for the International Sale of Goods will not apply to this Agreement. Any action or proceeding arising from or relating to this Agreement must be brought in a court sitting in British Columbia, Canada, and each party irrevocably submits to the jurisdiction and venue of any such court in any such action or proceeding, except for applications for injunctive relief by Maximizer. If a dispute arising under this Agreement results in litigation, the non-prevailing party will pay the court costs and reasonable attorneys' fees of the prevailing party.

13.3 Notices. Any notice or other communication required or permitted under this Agreement and intended to have legal effect must be given in writing to the other party at the address set forth above (each party may change its address from time to time upon written notice to the other party of the new address). Notices will be deemed to have been given upon receipt (or when delivery is refused) and may be (a) delivered personally, (b) sent via certified mail (return receipt requested), (c) sent via email, or (d) sent by recognized air courier service.

13.4 Entire Agreement. This Agreement is the entire understanding and agreement of the parties, and supersedes any and all previous and contemporaneous understandings, agreements, proposals or representations, written or oral, between the parties, as to the subject matter hereof. Only a writing signed by both parties may modify it.

13.5 Severability and Waiver. In the event that any provision of this Agreement is held to be invalid or unenforceable, the valid or enforceable portion thereof and the remaining provisions of this Agreement will remain in full force and effect. Any waiver or failure to enforce any provision of this Agreement on one occasion will not be deemed a waiver of any other provision or of such provision on any other occasion. All waivers must be in writing. Other than as expressly stated herein, the remedies provided herein are in addition to, and not exclusive of, any other remedies of a party at law or in equity.

13.6 Amendment. Maximizer may make changes to other parts of this Agreement to reflect changes in or required by law or to reflect changes in business practices, provided that any amendments will only have prospective effect after notice and will not be effective until the then-current Order Form expires or upon any renewal of the Services. Notice of such amendments will be provided to Customer by posting notice of the amendments on the

Maximizer Customer Portal. Customer will be deemed to have accepted the amendment on ordering any new Services, or renewing or extending any Services under an existing Order Form.

13.7 Audit. Maximizer may, but is not obligated to, monitor and record Customer's use of the Services and Maximizer System, and may use information derived from monitoring and recording Customer's use of the Services and Maximizer System to ensure that the Services and Maximizer System are being used in accordance with this Agreement.

13.8 Relationship of the Parties. The parties to this Agreement are independent contractors, and no agency, partnership, franchise, joint venture or employee-employer relationship is intended or created by this Agreement.

13.9 Counterparts. This Agreement may be executed in counterparts, which taken together will form one legal instrument.