TERMS AND CONDITIONS FOR DATA LICENSE AND SERVICE AGREEMENT

These Terms and Conditions for Data License and Service Agreement and all appendices, exhibits and attachments (collectively, the “Terms and Conditions”) are by and between Rovi Data Solutions, Inc., a Delaware company with headquarters at 2160 Gold Street, San Jose, CA 95002 (“Rovi”), and the Licensee named in the Order Form (each a “Party” and collectively the “Parties”). By signing the Order Form, Rovi and Licensee agree as follows:

1. DEFINITIONS

In addition to other definitions contained in the Agreement, the following definitions shall apply:

“Agreement” shall mean the Data License and Service Agreement, including these Terms and Conditions and the Order Form.

“Data” shall mean the particular Rovi database(s) expressly selected for license to Licensee in the section of the Order Form titled “Rovi Content,” including Updates to Data and the table structures and arrangement of and correlations within and among the data elements, but excluding any Third Party Materials.

“Images” shall mean the (i) images, cover art (e.g., album cover art or box cover art), rich media and other non-textual data which Rovi receives from entertainment product manufacturers and other industry sources and provides to its licensees to the extent included with the Rovi Content expressly selected in the Order Form, subject to applicable approvals from third parties, at no cost and (ii) if the database(s) expressly selected for license to Licensee in the section of the Order Form titled “Rovi Content” includes any Athlete Images content, then the term “Images” shall also include such Athlete Images content. The term Images includes Updates to Images.

“License Fee” shall have the meaning set forth in the Order Form.

“Licensee” shall have the meaning set forth in the Order Form.

“Licensee Property” shall mean Licensee’s products and services which shall be at all times exclusively (1) owned, controlled and operated by Licensee and (2) Licensee branded (i.e. not co-branded or white labeled).

“Order Form” shall mean the order form signed by such Licensee and Rovi, which reference these online Terms and Conditions.

“Permitted Use” shall mean, (i) the display of the Data (other than Rovi’s identification numbers included in the Data) on the Licensee Property solely in connection with the sale and promotion by Licensee on the licensee Property of music, movies, television programs, video games and/or books, as applicable, directly corresponding to the displayed Data and (ii) Internal use by Licensee of Data (including such Rovi identification numbers) solely to reconcile and match Licensee’s product catalogue to the Data solely to support the foregoing permitted use in clause (i).

“Rovi Content” shall mean the Data and Third Party Materials selected in the Order Form.

“Rovi Marks” shall mean those trademarks, service marks, logos and other distinctive brand features of Rovi or its affiliated entities or licensors as designated by Rovi from time to time.

“Rovi Materials” shall mean Rovi Content and the Rovi Marks.

“Take Down Notice(s)” shall mean any take-down request, claim of infringement or objection to or request to limit or prohibit the continued use and/or publication received from third parties regarding items appearing in the Rovi Materials.

“Term” shall have the meaning set forth in the Order Form.

“Territory” shall have the meaning set forth in the Order Form.

“Third Party Materials” shall mean the Images and Updates to the foregoing. Additionally, the term Third Party Materials includes, to the extent the Rovi Material includes (i) any non-United States Rovi Video content, the portions of Rovi Content consisting of the air time, air date and other scheduling information relating to television programming originating, broadcasted or distributed outside of the United States and Updates thereto; and (ii) Audio Samples, the Audio Sample Service and Updates thereto.

“Updates” shall mean the periodic additions, deletions and changes to the Rovi Materials.

2. LICENSE GRANTS, LIMITATION & RESERVATION OF RIGHTS & NO EXHAUSTION

2.1 Subject to the terms and conditions of this Agreement, Rovi grants Licensee a limited, non-exclusive, non-transferable right, with no right to sub-license during the Term, to use, display, communicate, reproduce and transmit the Data within the Territory for the Permitted Use. All other uses of the Data are prohibited.
2.2 Subject to the terms and conditions of this Agreement, Rovi further grants Licensee a limited, revocable, non-exclusive, royalty free, fully paid, non-transferable license, with no right to sub-license, to use, reproduce and display in the Territory the Rovi Marks during the Term solely in connection with the obligations set forth in the FTP Terms or the API Terms (each as defined in the Additional Terms), as applicable; provided, however, that such right to use the Rovi Marks shall be at Rovi’s discretion and subject to Rovi’s standards and policies. All use of the Rovi Marks (including any goodwill associated therewith) shall inure to the benefit of Rovi.

2.3 As between Rovi and Licensee, Rovi and its licensors shall exclusively hold all right, title and interest in and to the Rovi Materials including, without limitation, any and all intellectual property and proprietary rights and any derivatives, revisions, enhancements, modifications or condensations. Licensee and third parties receive no ownership rights and, except as expressly provided in this Agreement, Licensee receives no other rights in the Rovi Materials.

2.4 No right or license, express or implied, is granted to Licensee or any third party by estoppel, implication, exhaustion or other doctrine of law, equity or otherwise (a) with respect to any product, content, technology, intellectual property or service of Rovi or its affiliates or licensors, except as expressly set forth in this Agreement, and (b) with respect to any patent or patent application of Rovi or its affiliates or licensors. In addition, nothing in this Agreement shall be deemed to grant to Licensee or any third party the right or license to use Rovi Materials on any platform or device, in any place or in any manner which is not expressly authorized hereunder. Nothing in this Agreement shall be deemed to be a waiver or release of Licensee’s or any third party’s past, present or future obligations to acquire such rights and/or licenses from Rovi or its affiliates or licensors.

2.5 If Licensee provides Rovi with any feedback (e.g. suggested improvements) about any Rovi property, technology, products or services (“Feedback”), Licensee assigns all right, title and interest in and to such Feedback to Rovi and acknowledges that Rovi will be entitled to use, including without limitation, implement and exploit, any such Feedback in any manner without any restriction or obligation. Licensee further acknowledges and agrees that Rovi is not obligated to act on such Feedback.

3. TERM

The Term of this Agreement shall be as set forth in the Order Form.

4. TERRITORY

The scope of the Agreement shall be limited to the Territory as set forth in the Order Form.

5. LICENSEE OBLIGATIONS

In addition to the acknowledgements, obligations and agreements set forth elsewhere in the Agreement, Licensee shall and shall ensure that third parties with access to Rovi Materials agree to, are subject to and comply with the following:

5.1 (i) Implement all Updates immediately and accurately, (ii) cease use and display of and comply with the Purge Obligation with respect to content removed from Rovi Materials as a result of such Updates, and (iii) cease to use and display Rovi Materials that are the subject of any Take Down Notice and also comply with the Purge Obligation with respect to such Rovi Materials within the earlier of three (3) calendar days or two (2) business days of receipt of a Take Down Notice (email notification from Rovi constitutes notice).

5.2 Display Third Party Materials solely on Licensee Property and also solely for the purpose of promoting the sale of the products associated with such Third Party Materials (e.g. the album associated with an album cover art Image) in each case solely in connection with the Permitted Use; provided, that if the Rovi Materials includes Athlete Images and/or Season Essentials, then any Images included in such packages shall only be displayed on the Licensee Property solely for editorial purposes. If the Rovi Content includes the Athlete Images content, then, for the avoidance of doubt, with respect to any athlete, no more than one headshot Image and two action shot Images may be displayed at any time.

5.3 Not permit or enable any third party to, directly or indirectly, use or obtain any rights in any Rovi Materials in any way except that end users of Licensee Property may view Rovi Materials as displayed on the Licensee Property by Licensee for solely non-commercial, personal uses.

5.4 Not engage in or permit or enable any third party to engage in any of the following, directly or indirectly: modify, copy, reverse engineer, decompile, attack, interfere with, disrupt, disassemble, translate, reconstruct, distort, obscure or permanently store Rovi Materials or use Rovi Materials to enhance or modify any third party property.

5.5 Not charge any fees or require payment for use of or access to Rovi Materials, not use, permit or enable the use of identification numbers and codes included with the Rovi Materials, directly or indirectly, publicly in any way.
5.6 Not use, combine or distribute Rovi Materials in any manner that would cause Rovi Materials, in whole or in part, to become subject to any of the terms of an open source license, and Licensee acknowledges and agrees that nothing in this Agreement grants Licensee or any third party the right to do the foregoing.

5.7 Not use, permit or enable the use of Rovi Materials, directly or indirectly, in connection with any illegal, libelous, obscene or pornographic content or activity that violates any laws, rules, regulations or third party rights.

6. ROVI OBLIGATIONS

In addition to the acknowledgements, obligations and agreements set forth elsewhere in the Agreement, Rovi shall:

6.1 Make the Rovi Materials available to Licensee electronically as set forth in the Order Form or by an electronic delivery method that is mutually agreed to by the Parties, and in a format mutually agreed to by the Parties, provided that Rovi may at any time discontinue providing, terminate availability of and require Licensee to immediately cease using any Rovi Materials, including but not limited to if such content becomes unavailable to Rovi or subject to a Take Down Notice, at which time all rights and licenses granted by Rovi hereunder in and to such Rovi Materials shall immediately terminate.

6.2 Use reasonable care in maintaining the scope and accuracy of the Data.

7. LICENSEE FEES, REPORTS, AND PAYMENTS

7.1 For the Term of this Agreement, and in full and sole consideration of the licenses and rights granted in this Agreement, Licensee shall pay to Rovi, by wire transfer or check or other payment method agreed to by Rovi, the License Fee(s) set forth in the Order Form in US dollars within thirty (30) days of commencing each applicable time period for which payment is due (e.g. if a monthly License Fee is due then Licensee shall pay Rovi such fee each month within thirty (30) days of the commencement of each month) or as otherwise set forth in the Order Form and any transaction fees related to such payment, including but not limited to returned check fees. All amounts paid to Rovi under this Agreement are nonrefundable.

7.2 Licensee shall submit to Rovi all reports and information, if any, as required in this Agreement as well as such other information as reasonably requested by Rovi from time to time, provided that Licensee shall not at any time provide any personally identifiable information about any party to Rovi, except as mutually agreed to by the Parties. Such reports and information shall be complete and accurate. Licensee shall provide copies of any data and other materials used to complete such reports. Licensee shall maintain complete and accurate records and data to back up such reports for a rolling three-year period.

7.3 Any payments not received by Rovi when due shall carry finance charges computed at the lesser of one and one half percent (1.5%) per month or the highest amount permitted by law. Notwithstanding anything in this Agreement to the contrary, if payment of any License Fee is more than thirty (30) days past due, Rovi may stop providing Licensee with access to the Rovi Materials without notice, and during any such period of suspension, the terms of this Agreement shall continue in full force and effect, including all payment obligations. Licensee shall reimburse Rovi for all reasonable collection fees incurred during the collection of overdue payment amounts, including reasonable attorneys’ fees. The foregoing shall not be Rovi’s exclusive remedy for late payment.

7.4 Rovi shall have the right to inspect the books, records and operations of Licensee as they pertain to the fees payable to Rovi hereunder and compliance with this Agreement. Such examination shall take place during normal business hours, at Licensee’s place of business, upon reasonable notice to Licensee, at Rovi’s sole cost and expense (however, if a discrepancy of over five percent (5%) is found in good faith, Licensee shall pay the reasonable cost of the audit), and not more than once per calendar year. Any such inspection must be undertaken within two (2) years after the end of the calendar year being inspected.

7.5 If Licensee is required by any competent taxing authority to withhold taxes from payments made to Rovi hereunder (“Withholding Tax”), then Licensee shall deduct such Withholding Tax from the payment to Rovi and in such event shall pay such tax to the taxing authority on behalf of Rovi. Licensee shall obtain for and provide to Rovi, within ninety (90) days after submitting such Withholding Tax (and no longer than one year after the period for which the corresponding license fee payment was made), the original tax certificate or receipt issued by the taxing authority evidencing such tax payment and sufficient to allow Rovi to apply for an appropriate tax credit. In the event Licensee does not so provide the original tax certificate or receipt issued by the taxing authority, Licensee shall be liable for and shall reimburse Rovi for the amounts deducted as Withholding Taxes from the payment. The parties agree to take all reasonable steps before payment is made to reduce or eliminate Withholding Taxes under applicable law including income tax treaties.

7.6 Licensee agrees to pay all sales tax, use tax, value added tax, goods and services tax, transaction tax or similar excise tax due to any taxing authority with respect to transactions resulting from this Agreement. If Rovi is required by any taxing authority to collect and remit any such taxes to a taxing authority, Rovi shall invoice any such taxes to Licensee and Licensee shall pay Rovi for such taxes.
8. CONFIDENTIALITY

Neither Party shall disclose the other Party's confidential information, the terms or existence of this Agreement or discussions between the Parties to any third party without the prior written consent of the other Party. Confidential information means the other Party's business and/or technical information which (a) is in written, recorded, graphical or other tangible form and is marked "Confidential" or "Trade Secret" or similar designation, (b) is in oral form and identified by the Discloser as "Confidential" or "Trade Secret" or similar designation at the time of disclosure, or (c) the nature of which could reasonably be construed to be confidential. These confidentiality obligations shall not apply to the extent information is (i) lawfully in the public domain, (ii) lawfully possessed by the recipient before disclosure by the other Party, (iii) lawfully disclosed to a Party by a third party without obligation of confidentiality, (iv) independently developed by a Party without reference to or use of the other Party's proprietary or confidential information, or (v) legally required to be disclosed, provided the compelled Party shall seek maximum confidential treatment available (including through a protective order if available), and shall provide reasonable advance notice to the other Party so that the other Party may seek confidential treatment.

9. INDEMNITIES

9.1 Rovi's Indemnity: Rovi shall indemnify, hold harmless and defend Licensee and its employees, officers, directors and agents ("Licensee Indemnified Parties") from and against any and all claims made or brought by an unaffiliated third party, including, without limitation, judgments, settlements, liabilities, damages, expenses, penalties and fees (collectively, "Claims"), that arise out of or relate to any Claim arising because the Data as used in full compliance with this Agreement is found to infringe on such third party's copyrights or trademark rights under United States law. The foregoing indemnity obligation shall be Licensee's sole remedy with respect to claims of intellectual property infringement. Rovi shall conduct the defense of all such Claims, at its own expense, subject to Licensee's right to participate with its own counsel at its expense and to approve any settlement that purports to bind Licensee. Rovi's indemnification obligations under this Section 9.1 with respect to Claims are conditioned on (a) Licensee's prompt written notification to Rovi of third party Claims for which Licensee is seeking indemnification by Rovi setting forth in reasonable detail the nature of such Claim (e.g. a screen shot of the user interface and/or webpage displaying the Data that gives rise to such Claim), (b) Licensee not taking any action that would materially prejudice Rovi's defense of such Claim and (c) reasonable cooperation by Licensee with respect to the defense of such Claim. Notwithstanding the foregoing or anything in this Agreement to the contrary, Rovi shall have no obligation to indemnify, hold harmless or defend the Licensee Indemnified Parties or other third parties for any Claims arising from or based upon the following, regardless of whether expressly permitted herein: (i) the combination or use of Rovi Materials with any non-Rovi Materials not provided by Rovi, if such Claim would not have arisen but for such use or combination, (ii) any modification to the Rovi Materials, (iii) any specifications, designs or instructions provided to Rovi by or on behalf of Licensee, (iv) the failure to immediately or accurately install an Update, if such Claim could have been avoided by the immediate and accurate installation of such Update, or (v) any use of Rovi Materials that is not authorized by Rovi or breach of this Agreement, in each case by Licensee or any third parties or any use of any Rovi Materials on any social media property.

9.2 Licensee's Indemnity: Licensee shall indemnify, defend, and hold harmless Rovi and its affiliates, successors, assigns and licensors and their respective members, officers, directors, advertisers, employees, licensors, and agents from and against any Claims made or brought by third parties arising out of the actual or alleged breach of this Agreement; the Licensee Property, excluding Claims based solely upon the Rovi Materials used in full compliance with this Agreement; and illegal or unauthorized use of Rovi Materials by third parties any use of any Rovi Materials on any social media property. Licensee shall conduct the defense of all such Claims, at its own expense, subject to Rovi's right to participate with its own counsel at its expense and to approve any settlement that purports to bind Rovi. Licensee's indemnification obligations under this Section 9.2 with respect to Claims are conditioned on (a) Rovi's prompt written notification to Licensee of third party Claims for which Rovi is seeking indemnification by Licensee setting forth in reasonable detail the nature of such Claim (e.g. a screen shot of the user interface and/or webpage displaying the Data that gives rise to such Claim), (b) Rovi not taking any action that would materially prejudice Licensee's defense of such Claim and (c) reasonable cooperation by Rovi with respect to the defense of such Claim.

9.3 Disclaimer of Representations and Warranties: ROVI EXPRESSLY DISCLAIMS ALL REPRESENTATIONS AND WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THE WARRANTIES OF TITLE, NON-INFRINGEMENT, MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

9.4 Limitation of Liability: EXCEPT AS SET FORTH IN SECTION 9.1, IN NO CASE SHALL ROVI OR ITS AFFILIATES BE LIABLE FOR ANY CLAIMS BY THIRD PARTIES. ROVI SHALL NOT BE LIABLE FOR ANY LOSS OR DAMAGES ARISING OUT OF OR CAUSED BY THE USE AND/OR ACCESS TO THE ROVI MATERIALS TO THE EXTENT ARISING FROM ANY FAILURE TO COMPLY WITH THE TERMS OF THIS AGREEMENT BY LICENSEE OR ANY THIRD PARTY. NOTWITHSTANDING ANYTHING IN THIS AGREEMENT TO THE CONTRARY, IN NO CASE SHALL THE AGGREGATE LIABILITY OF ROVI OR ITS AFFILIATES ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT
10. TERMINATION

10.1 In the event of a material breach of this Agreement, the non-breaching Party shall have the right to terminate this Agreement effective thirty (30) days after specific notice of such material breach to the other Party, absent cure thereof within such thirty (30) days, provided that in the case of a breach that is not possible to cure and also on the third occasion of any failure by Licensee to pay the License Fee, in each case thirty (30) day cure shall not be required and termination shall be effective immediately upon written notice. In addition, the occurrence of any of the following shall constitute an actionable material breach that it is not possible to cure: If a Party is or is declared to be insolvent, bankrupt or unable to pay its debts when due, makes an assignment for the benefit of its creditors or institutes or becomes the subject of a proceeding relating to its solvency, bankruptcy or liquidation or any other form of relief for debtors or for the appointment of a receiver, trustee, liquidator or similar official in respect of its assets. Notwithstanding anything herein to the contrary, Rovi relies on unrelated third parties to compile and supply certain Rovi Materials and as such they may be subject to various inaccuracies which shall not be deemed a breach of this Agreement. Termination of this Agreement by any Party pursuant to the terms hereof will not act as a waiver of any breach of this Agreement and will not act as a release of either Party from any accrued liability or obligation.

10.2 Upon the termination of this Agreement and/or termination of Licensee’s rights with respect to any Rovi Materials for any reason, all rights and licenses granted by Rovi herein to Licensee and any third parties, if applicable, in such Rovi Materials shall terminate, and Licensee shall, and shall ensure any third parties with access to Rovi Materials, also immediately comply with the Purge Obligation with respect to such Rovi Materials. “Purge Obligation” shall mean the obligation by Licensee and any third parties with access to Rovi Materials to (1) destroy all copies of Rovi Materials, in any form, and purge all copies of Rovi Materials from the Licensee Property and from any documents, computers, servers, technology and any other storage device or medium under Licensee’s ownership, access or control or in which any materials have been placed and (2) destroy all written or tangible materials and media containing Rovi Materials. Licensee shall certify in writing to Rovi regarding such complete purge, cessation and destruction and to the effect that, to the best of Licensee’s knowledge, the Rovi Materials are not stored, through Licensee’s acts or omissions, accidental or otherwise, on any storage device or medium not currently under Licensee’s control.

11. FORCE MAJEURE

Except for obligations of Confidentiality and obligations of payment, the executory obligations of the Parties hereunder shall be excused without liability to the extent, but only to the extent, delayed or prevented by earthquake, storm, flood, fire, explosion, power failure beyond the reasonable control of the affected Party or civil insurrection (collectively, “Force Majeure”), provided that written notice of such Force Majeure is given by the affected Party to the other within twenty (20) days of such Party’s becoming affected by the Force Majeure. At the election of the Party not directly affected by a Force Majeure, a period of time equal to the duration of any suspension of performance by the other Party as a result of a Force Majeure shall be added to the end of the then current Term of this Agreement, and such Term shall be accordingly extended.

12. ADDITIONAL TERMS

12.1 The additional terms located at https://business.tivo.com/products/metadata-additional-terms-and-conditions (the “Additional Terms”) may apply and, if applicable, are part of these Terms and Conditions and incorporated herein.

12.2 If the Rovi Materials includes any content from Twitter Inc., then Licensee acknowledges and agrees that Licensee’s use of Rovi Materials is governed by Twitter Inc.’s terms of use or service and policies applicable thereto.
12.3 To the extent that Rovi provides Licensee with any content received from Metacritic.com ("Metacritic"), Licensee agrees that Licensee’s use of such content is subject to the terms and conditions, including any and all attribution and linking requirements, set forth in Metacritic’s usage requirements located at https://business.tivo.com/metacriticusageguidelines.pdf.

13. GENERAL

13.1 Publicity: Rovi and/or its affiliates may issue press releases stating that Licensee has signed this Agreement. Otherwise neither Party shall issue any press release regarding this Agreement. Notwithstanding anything to the contrary herein, Rovi and/or its affiliates may at any time “line list” Licensee (and Licensee’s logo) as an authorized licensee and/or reference Licensee (and Licensee’s logo) as a customer in web sites, earnings releases and other investor communications, marketing materials, presentations or customer lists which lists may be shared by Rovi and/or its affiliates with third parties, including, without limitation, rights holders in the Rovi Materials and/or mention that Licensee has signed this Agreement in earnings releases and other investor communications. For the avoidance of doubt, neither Rovi nor its affiliates need Licensee’s approval if they are repeating a public statement that is substantially similar to a previously-approved public statement.

13.2 Entire Agreement: Each Party acknowledges that it has read this Agreement, understands it, and agrees to be bound by its terms. The Agreement represents the entire understanding of the Parties with respect to the subject matter hereof and supersedes all prior agreements, negotiations, understandings, representations, statements and writings among the Parties relating thereto with regard to the subject matter hereof.

13.3 Amendment: Rovi reserves the right to change these Terms and Conditions and/or the Additional Terms in our sole discretion and with or without notice to you. The most current version of these Terms and Conditions located at https://business.tivo.com/products/metadata-terms-and-conditions (or such other website as Rovi shall notify you of from time to time (e-mail is sufficient)) and the Additional Terms located at https://business.tivo.com/products/metadata-additional-terms-and-conditions (or such other website as Rovi shall notify you of from time to time (e-mail is sufficient)), as applicable, will supersede all previous versions. By using any Rovi Content subsequent to publication of modifications to these Terms and Conditions and the Additional Terms, you are automatically bound by and subject to the full language of the most current Terms and Conditions and Additional Terms, as revised. Except for changes made by Rovi as provided in the first three sentences of this Section 13.3, any other modification, alteration, waiver or change in any of the terms of this Agreement shall be valid or binding upon the Parties hereto unless made in writing and duly executed by both of the Parties hereto.

13.4 Law/Jurisdiction: This Agreement shall be governed by and interpreted in accordance with the laws of the State of California and the United States of America without regard to the principles of conflicts of law and subject to the sole jurisdiction of the federal and state courts sitting in San Jose, California. Should any part of this Agreement be held unenforceable or in conflict with the applicable laws or regulations of any jurisdiction, the invalid or unenforceable part or provision shall be replaced with a provision which accomplishes, to the extent possible, the original business purpose of such part or provision in a valid and enforceable manner, and the remainder of this Agreement shall remain binding upon the Parties.

13.5 Assignment: Licensee shall not directly or indirectly assign or transfer by operation or law or otherwise (e.g. through a transfer of assets) this Agreement in whole or in part (including, without limitation, Licensee’s rights and/or obligations hereunder) without Rovi’s express prior written consent. In addition, if Licensee directly or indirectly acquires, is acquired by or consolidates, merges or otherwise combines with a third party during the Term (i.e. through a transaction or series of transactions that would not require consent pursuant to the immediately prior sentence), then the licenses and rights granted in this Agreement by Rovi (including, without limitation, any rights to use Rovi Materials) shall not extend to such third party or any of its properties, businesses or services.

13.6 Independent Contractors: The Parties acknowledge that they are dealing with each other as independent contractors. Nothing in this Agreement may be construed as creating or constituting an employer-employee relationship, a partnership, a joint venture, or any agency between the Parties.

13.7 Notices: Unless otherwise instructed by Licensee in a written notice provided in accordance with this Section, all notices delivered hereunder, including, without limitation, invoices and other correspondence given to Licensee relating to billing matters shall be addressed to the person and address indicated in the Licensee Notice Contact Information section of the Order Form. Unless otherwise instructed by Rovi in a writing provided in accordance with this Section, all notices given to Rovi hereunder shall be addressed to Rovi at the addresses set forth below:

<table>
<thead>
<tr>
<th>Rovi Data Solutions, Inc.</th>
<th>With Copy To:</th>
</tr>
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<tbody>
<tr>
<td>2160 Gold Street</td>
<td>Rovi Data Solutions, Inc.</td>
</tr>
</tbody>
</table>
Except as otherwise provided herein, all notices shall be in writing and personally delivered; served by certified mail, return receipt requested; by overnight mail service such as Federal Express, all charges pre-paid; by e-mail; or by fax. Except as otherwise provided herein, notices shall be deemed to be received upon the earlier of (a) actual receipt or (b) three (3) days after such notice is provided by the sender to the applicable delivery service for delivery. The failure or refusal of the recipient to accept or receive notice given hereunder does not affect the validity of the notice.

13.8 Survival: The provisions of the sections entitled: Confidentiality, Indemnities, Termination, and General hereof as well as any accrued payment obligations and provisions relating to Taxes shall survive termination or expiration of this Agreement for any reason. Notwithstanding the foregoing, other provisions may survive expiration or termination of this Agreement if their survival is reasonably necessary to effectuate the intent of the parties under this Agreement.

13.9 Waiver: Waiver by either Party of a default or breach or a succession of defaults or breaches, or any failure by either Party to enforce any rights hereunder, shall not be deemed to constitute a waiver of any subsequent default or breach with respect to the same or any other provision hereof, and shall not deprive such Party of any right to terminate this Agreement arising by reason of any subsequent default or breach.

13.10 Headings: The headings used in this Agreement are for convenience of reference only and are not to affect the construction hereof or be taken into consideration in the interpretation hereof.

13.11 Counterparts: This Agreement may be executed by facsimile or email and in counterparts, each of which (including signature pages) shall be deemed an original, but all of which together shall be deemed one and the same instrument.

13.12 Attorneys Fees: The prevailing Party shall be entitled to reasonable attorney’s fees, costs and related expenses arising out of any action to enforce this Agreement.

13.13 Third Party Beneficiaries: Nothing in this Agreement should be construed to confer any rights to third party beneficiaries; provided that Rovi’s licensors shall each be third party beneficiaries of this Agreement and shall be entitled to enforce all rights of Rovi hereunder as if they were a party hereto.