

CENTRAL WASHINGTON UNIVERSITY MARKETING SERVICES AGREEMENT

This Central Washington University Marketing Services Agreement (“Agreement”) is entered by and between Central Washington University (“University”) and U.S. Bank National Association (“Bank”), effective as of the date the last party signs below (“Effective Date”).

Recitals

- A. University and Bank currently have an existing contractual relationship, Central Washington University ID Card and Banking Services Agreement (the “Original Agreement”), for Banking Services and a multifunctional ID Card known as the Maxx Card, which was entered into by the parties in 2010 as amended thereafter;
- B. University desires to move to a mobile credential ID card making the Maxx Card obsolete;
- C. Bank and University would like to replace the terms of the Original Agreement with this Agreement to reflect the current state of their relationship for the remainder of the agreed upon term of their Original Agreement as amended and to be coterminous with the existing branch lease; and
- D. Bank wishes to provide marketing to the University campus community for banking products in accordance with this Agreement.

Accordingly, the parties agree as follows:

1. Banking Products. Bank will, during the term of this Agreement, provide banking products to the campus community, which can be composed of but not limited to: students (incoming & current), faculty & staff (current & retired), alumni, fans of the school (i.e., athletics), and the surrounding community, which includes the residents that live in the geographical area where the school is located (“Users”). “Banking Products” means financial products available to Users through Bank either online or at a branch.

1.1 Product Features. Bank will offer their standard Banking Products available at all Bank branches with our standard account benefits, features, and fees. A fee list is available upon request. Bank reserves the right to amend or enhance such benefits, features, and fees from time-to-time. Bank will never charge additional fees for opening a student checking account and will not allow Bank’s University affiliated debit card to be marketed, portrayed, or converted into a credit card. Additionally, all Bank-branded ATM’s on the University’s campus will be free of transaction charges to Bank account holders when accessing their account with a Bank ATM/debit card throughout the Term of this Agreement and any renewal periods. Additional enhancements to Banking Products or services will be at the sole discretion of Bank.

1.2 Eligibility. Eligibility for Banking Products will be at the sole discretion of Bank.

1.3 Reporting. Within 60 days following the most recently completed Title IV award year, Bank will provide an annual reporting of the number of students with accounts for any portion of such year under this Agreement, including the mean and median of the actual costs incurred by student account holders.

2. Automated Teller Machines (“ATM”). University and Bank anticipate placing 1 ATM on the University campus as outlined in the parties’ Lease Agreement (#8156) dated April 2007 (the “Lease Agreement”). The number, operation, and placement of ATMs is governed by and subject to the Lease Agreement between Bank and University. In the event the Lease Agreement is terminated, Bank has the right to terminate this Agreement upon 10 days’ advance written notice to the University.

3. U.S. Bank Affinity Debit Card Terms and Conditions. Specifications, Terms and Conditions, and Licenses for a co-branded Bank debit card associated with Users' accounts bearing the University's marks (an "Affinity Debit Card") are found in Exhibit 1 to this Agreement.

4. Marketing.

4.1 Solicitation. Bank may solicit new Bank accounts. Bank may prepare text acceptable to University for miscellaneous marketing materials relating to Banking Products for distribution to Users. Bank will not market credit cards or promote credit card incentives on University property or at University promotional events covered by this Agreement. Bank may continue to work with University to develop marketing materials and Financial Wellness Seminars to expand User awareness and understanding of Banking Products. No marketing materials may be distributed at the University without University's prior review and written approval.

4.2 Events. Subject to University's prior written approval, and in accordance with any University policies and procedures, University will assist Bank to gain permission to have access to, and presence at, significant on-campus activities, events, and promotional locations to advance the opening of new Bank accounts at no additional cost to Bank, including but not limited to the following:

- New Student Orientation
- International Student Orientation
- Ongoing Tabling Events including Start of Semester, Book Buy-Back and Banker in the House
- Financial Wellness Seminars

Participation in such events will include where applicable, but not be limited to, the following:

- Distribution of marketing materials prior to the event
- Tables in high traffic areas

In addition, Bank will be provided access to the following:

- Bank will provide University with marketing material to mail to all students year one of program and then to all new incoming students each year thereafter at Bank's expense
- Insertion of flyers into orientation packets at Bank's expense
- Bank to work with Human Resources to market affinity card to faculty/staff
- Usage of University affinity card image in Bank sales materials that will be shared with prospects

4.3 Signage. Subject to University's prior written approval, and in accordance with any University policies and procedures, Bank may display informational and directional signage on the campus identifying ATM locations, signage will be of commercially reasonable size and style. Bank may also display any signs or notices required by law to be displayed by Bank. Bank will not cause to be fixed to any University property signage of any kind without the prior written approval of University.

Subject to University's prior written approval, and in accordance with any University policies and procedures, Bank will, at its sole cost and expense, be allowed to maintain exterior and interior temporary and "banner" signage and advertising on the Campus and will be allowed to place directional stickers or floor coverings on the floors of the buildings housing ATMs and/or other Bank-placed products. All actions necessary to obtain the required approvals will be at Bank's sole expense, and Bank will expend the necessary time to obtain such approvals. Nothing contained herein will be construed as a requirement that University surrender or compromise any of its existing exterior signs in order to accommodate or gain approval for Bank's exterior signs.

4.4 Promotional Information. University will work cooperatively with Bank in development and distribution of mail solicitations on behalf of Bank using materials and instructions provided by Bank in compliance with Section 4.2. Neither University nor Bank will share any User information as part of this Agreement. Further, Bank will not be required to provide any financial records or information relating to individual Users to University, nor will University be required to provide any student information records to Bank.

4.5 Prior Approval. University will not distribute any materials using Bank's name or relating to Banking Products without receiving prior approval from Bank.

5. Term and Termination. This Agreement will remain in effect for a term beginning August 27, 2024, and expiring on August 26, 2028 ("Term"). After completion of the initial Term, the parties shall have the option to extend the Term of the Agreement for a period of 2-years upon 90 days' written notice prior to the end of the Term.

5.1 Maxx Card Termination. The parties agree that all existing agreements between University and Bank pertaining to the Maxx Card shall terminate on August 26, 2024.

5.2 Breach. In the event of a breach of this Agreement by either party at any time during the term of this Agreement, the non-breaching party will provide written notice of such breach. In the event the breach is not cured or a suitable plan for curing the breach is not proffered within 90 days from the date of such notice, the non-breaching party may thereafter terminate this Agreement upon an additional 10 days' written notice to the breaching party, subject to Section 5.3 regarding Immediate Termination for Cause.

5.3 Immediate Termination for Cause. Either party may terminate this Agreement immediately upon written notice to the other in the event of: (1) the liquidation or dissolution of the other party; (2) the making of an assignment of a substantial portion of its assets for the benefit of its creditors; (3) the filing of a voluntary or involuntary petition under any federal or state bankruptcy statute by the other party; or (4) the inability of the other party to pay its debts as they become due; (5) the noncompliance with regulation or law applicable to the noncomplying party.

5.4 Termination for Change in Law. Either Party may terminate this Agreement at any time with 90 days' notice to the other Party without liability, except for liabilities accrued prior to the termination, upon the issuance of any order, rule or regulation by any regulatory agency, national association, or administrative body or the decision or order of any court of competent jurisdiction that is controlling or binding on either Party prohibiting any or all of the services contemplated in this Agreement, or if such order, rule or regulation restricts the provision of such services so as to make the continued provision thereof unprofitable or undesirable, or will be unduly restrictive to the business of either Party or will require burdensome capital contributions or expenditures.

5.5 Termination for Complaints or Fees.

5.5.1 Complaints. University will complete and share with Bank a biennial due diligence review of student complaints associated with Bank's accounts provided in connection with this Agreement. After joint review University may terminate this Agreement upon 90 days' notice to Bank if University, at its sole discretion, determines that number of complaints were excessive.

5.5.2 Fees. University will complete and share with Bank a biennial due diligence review of the fees assessed student accounts in connection with this Agreement. After joint review, University may terminate this Agreement upon 90 days' notice to Bank if University determines the fees

assessed to Users of Banking Products are not consistent with or are above the prevailing market rates for similar Banking Products.

5.6 Termination; Effect on Users. University and Bank agree that each User who has an account with Bank with an Affinity Card will be a customer of Bank and, upon any termination of this Agreement pursuant to this section, or upon Users leaving University, each User will remain a customer of Bank unless such User chooses to terminate his or her account with Bank. Bank may solicit such Users to sell them the full range of Banking Products during the Term of this Agreement or after its termination. University reserves the right to solicit such Users after the termination of this Agreement, to sell them any banking products offered by any party. Upon any Termination the Agreement or Affinity Card Program, University will allow Bank to continue User and general customer accounts with the Affinity Card plastic on open Bank accounts. Such plastic will be replaced with plastic that does not bear University's Licensed Marks solely upon expiration of the plastic or replacement of plastic due to lost/stolen or upgrade reasons. Notwithstanding the foregoing, should University require, following termination, that Bank replace existing Affinity Card plastic on open Bank accounts with plastic that does not bear the University's Licensed Marks, University shall be responsible for the cost of such replacement and shall provide Bank with reasonable time to affect such replacement. Bank shall have no obligation to assign new account numbers to replacement debit cards.

5.7 Survival. The rights and responsibilities of each party as embodied in Section 4 ("Marketing") and Exhibit 1 ("U.S. Bank Affinity Card Terms and Conditions") regarding the use of marks and other intellectual property, Section 7 ("Indemnification; Losses") regarding indemnification, and Section 11.8 ("Confidential Information") regarding the use and preservation of confidential information will survive the termination of this Agreement.

6. Representations and Warranties. Each party represents and warrants as follows:

6.1 No Conflict. The execution, delivery, or performance of the activities contemplated by this Agreement will not violate or conflict with any applicable law, regulation, or rule, to which the party is subject.

6.2 Authority. Each party has the authority to enter into this Agreement and has received all necessary approvals.

6.3 No Other Agreements. University represents and warrants that it, neither has, nor will it enter into, any future relationships or agreements with other financial services companies, issuers of debit cards, or provider of services covered under this Agreement, other than Bank that would compromise the Preferred access provisions of this Agreement or the purposes for which this Agreement was entered into by Bank for the Term of this Agreement. This includes, but is not limited to, banking accounts, issuing of debit cards or their functional equivalents, allowing any type of accounts or debit card products that bear or are associated with the University's name or protected marks, student refunds, and payroll disbursement products that solicit student checking accounts and /or provide connectivity to the University ID Card. For clarity, this paragraph does not cover any relationships pertaining to Alumni Associations or Athletic agreements.

7. Indemnification; Losses. Notwithstanding any other provision in this Agreement:

7.1 Bank Indemnification of University. Bank will defend, hold harmless, and indemnify University from and against any third-party claims for loss, damage, cost, and expense, including reasonable attorneys' fees, suffered by University due to Bank's acts or omissions, or the actions of its employees, agents, or officers of Bank arising out of the performance or nonperformance of services under this Agreement. In the event University seeks indemnification from Bank, University will provide notice to Bank of the events leading to the claim as soon as they are known to University and University will allow Bank to control the defense of such claims in return for Bank's indemnification.

7.2 University Indemnification of Bank. To the extent permissible under law, University shall be responsible for the acts or omissions of its employees, agents, and officers during the performance of this Agreement. By so agreeing, University is not waiving any of the protection afforded the University as a public body of the state of Washington. Bank acknowledges that Users are not by definition employees, agents, or officers of University and University assumes no responsibility or liability for the individual acts of Users.

8. Payments

8.1 Operations Payment. Bank will make an annual payment in August of each year to the Associated Student of Central Washington University Board of Directors for leadership scholarships (an "Operations Payment") as a flat fee of \$40,000 per year.

8.2 Release of Information. Bank will not be required to provide any financial records or information relating to individual Bank customer to University, nor will University be required to provide any information or records regarding current or former students, to Bank, for purposes of calculating the Operations Payment or scholarship payments under this Agreement.

9. License. Both University and Bank may, at their sole cost and expense, advertise the existence of the Affinity Card and location of ATMs established pursuant to this Agreement in such media and in such manner as each deems appropriate. University or Bank grant to each other a non-exclusive, royalty-free license to use the others' registered and common law trademarks in advertisements promoting ATMs and Banking Products pursuant to this Agreement. Nothing herein shall give to University or Bank any right, title or interest in the others' trademarks (except the right to use in accordance with this Agreement). The trademarks are the sole property of the owner, and any and all uses of the trademarks will inure to the benefit of the owner. These trademark licenses expire with this Agreement. The prior written approval of each party shall be obtained with regard to any advertisement that refers to both parties. Such prior written approval is not to be withheld without a good-faith concern regarding the quality or subject matter of the advertisement. The cost of any such joint advertising undertaken by either party will be shared between the parties as agreed by them prior to such advertising being undertaken by either of the parties. Notwithstanding anything to the contrary contained herein, University expressly consents to the use of its trademark logo on Bank-issued checks and Affinity Cards in connection with this Agreement, and such consent survives the termination of this Agreement and Users' affiliation with University.

10. Notices. All notices and statements by either party in connection with this Agreement will be binding upon the recipient if sent to the following addresses. All notices under this Agreement must be made by hand delivery or certified/registered mail, first class, postage prepaid, return receipt requested.

University: Central Washington University
Contracts and Procurement
400 East University Way
Ellensburg, WA 98926

Bank: U.S. Bank
Campus Banking
Attn.: Vincent Roos – Vice President
10100 W 119th St
2nd Floor / SL-KS-W2HM
Overland Park, KS 66213

11. Miscellaneous.

11.1 Choice of Law. This Agreement and its interpretation will be governed by the laws of the state of Washington. In the event of a dispute hereunder, the parties agree to submit to the exclusive jurisdiction of the state and federal courts sitting in the state of Washington.

11.2 No Waiver. The delay or failure of either party to exercise any of its rights under this Agreement will not be deemed to be a waiver of such rights.

11.3 Severability. The provisions of this Agreement are severable. If any provision of this Agreement is found by a court to be invalid, illegal or not enforceable, the validity, legality or enforceability of the remaining provisions will in no way be affected or impaired thereby.

11.4 Entire Agreement. This Agreement and any attachments constitute the entire Agreement between the parties, notwithstanding any prior oral understandings or contrary provisions contained in any previous written documents between the parties. Any modification or amendment of this Agreement must be in writing and executed by authorized personnel of both parties. Paragraph headings are for informational purposes and do not constitute a part of the Agreement.

11.5 Assignment. Neither party will assign this Agreement or any interest therein to any other person or business without the prior written consent of the other party, provided that, Bank will have the right, without University's consent, to transfer or assign this Agreement to any parent, subsidiary, or affiliate of Bank or to any entity succeeding to substantially manage all of the assets of Bank as a result of a consolidation or merger.

11.6 Power and Authority. The undersigned persons executing this Agreement represent and certify that they have been fully empowered by their respective organizations to execute and deliver this Agreement and that all necessary corporate action for the making of this Agreement has been taken and is done.

11.7 Force Majeure. Neither party will be liable to the other for its failure to perform any of its obligations under this Agreement, except for payment obligations, during any period in which such performance is delayed or rendered impractical or impossible due to circumstances beyond its reasonable control, including without limitation, power failures, earthquakes, government regulation, fire, flood, labor difficulties, civil disorder, terrorism, pandemic or other national or international public health crisis, and acts of God, provided that the party experiencing the delay promptly notifies the other party of the delay.

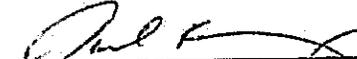
11.8 Confidential Information. This Agreement does not contemplate sharing confidential customer /User information by Bank. However, Bank and University each acknowledge that each party, or its agents and subcontractors, may come into possession of some confidential information, not otherwise known or available to the general public, relating to the other party while performing under this Agreement. Each party agrees, except as may be required by applicable law, regulation, or legal process, and subject to all Customer's legal documentation retention requirements, to keep such information confidential and not disclose the same to third parties (other than affiliate or subsidiary companies, legal counsel, accountants or other outside professionals representing each party or its respective affiliates or subsidiaries, on a need-to-know basis), to maintain adequate controls over such information and third parties who have access to such information to protect it from disclosure, and to further comply with all federal and state information security and confidentiality laws, including but not limited to the Family Educational Privacy Act (FERPA) of 1974, when applicable.

11.9 Release of Information. Bank will not be required to provide any financial records or personal information relating to individual Bank customer to University, nor will University be required to provide any student, employee, or alumni personal information or records to Bank for any reason whatsoever.

11.10 Non-Discrimination. During the term of this Agreement, Bank, including any subcontractor if applicable, must not discriminate on the bases of age, sex, marital status, sexual orientation, gender identity, race, creed, color, national origin, citizenship or immigration status, honorably discharged veteran or military status, the presence of any sensory, mental, or physical disability, the use of a trained dog or service animal by a person with a disability, genetic information, or any other protected status, in compliance with applicable state and federal law, including RCW 49.60.530. In addition, Bank, including any subcontractor, must give written notice of this nondiscrimination requirement to any labor organizations with which Bank, or subcontractor, has a collective bargaining or other agreement.

IN WITNESS HEREOF, the parties have executed this Agreement, effective as of the date first written above, by and through their duly authorized officers.

CENTRAL WASHINGTON UNIVERSITY

 Sign: 
By: Joel Klucking
Title: SUP/CEO
Date: 4/26/24

U.S. BANK NATIONAL ASSOCIATION

Sign: 
By: JEFF LEWIS
Title: Regional Executive
Date: 4/30/24

EXHIBIT 1

U.S. Bank Affinity Card Terms and Conditions

These U.S. Bank Affinity Card Terms and Conditions (“Terms and Conditions”) are incorporated into the Marketing Services Agreement (“Agreement”) between Central Washington University (“University”) and U.S. Bank National Association (“Bank”) as of the Agreement Effective Date and facilitate the provision of an affinity debit card bearing the University’s “Licensed Marks” which shall mean the current and future trademarks, service marks, stylized marks, photographs, and logos of the University as these collective marks are described and provided by the University on the attached Addendum A to this Exhibit. These Licensed Marks are owned by the University, or it has a license to use the Licensed Marks, including any and all applications and registrations related thereto. Any conflict between these Terms and Conditions pertaining to the Bank’s affinity card program and the terms and conditions of the Agreement pertaining to the Program (defined below) will be interpreted in accordance with the terms and conditions of the Agreement. The parties therefore agree as follows:

1. **Bank Operational Responsibilities.** Bank shall administer and be solely responsible for all operational aspects of University and Bank’s affinity card program (the “Program”), including the plastic issuance associated with this Program. University shall have no liability or responsibility for such issuance. The parties agree there will be no royalties paid by Bank for the use of the Licensed Marks described herein.
2. **Program and Card Policies and Attributes.** Bank shall have full responsibility for and shall control all policies, activities, and decisions with respect to the Program and the User’s associated Accounts, such as card issuance, cancellation, and issuance of personal identification numbers. The Program is subject to termination for convenience at the Bank’s sole discretion. For further clarity, Bank may choose without cause to terminate the Program anytime from the date of this Agreement, with the provision of 90 days’ written notice, prior to any such termination.
3. **Card Issuance.** Beginning on the Program launch date and thereafter until termination of the Agreement, unless Bank elects to terminate for convenience, Bank shall offer Program cards to Bank’s customers in accordance with the Terms and Conditions and the Bank’s policies. Upon any termination of the Agreement or the Program the parties agree to wind-down their relationship pursuant to Section 5.6 Termination; Effect on Users of the Agreement.
4. **Design and Manufacture of Cards.** Bank will purchase plastic stock and be responsible for ordering, embossing, encoding and delivering the Program cards using a unique card design created and owned by Bank, except that Bank shall have no ownership rights in the Licensed Marks used thereon, and University shall have no ownership rights in the Bank’s marks or Visa Service marks used thereon. Program cards will be customized to University and shall bear Licensed Marks, Bank’s marks, and the trademarks of the appropriate National Associations, as well as, additional verbiage required by the National Associations, such as a “Debit Card” or “Check Card” designation. University shall have the right to review and provide prior approval for the type and size of Licensed Marks to be used on the Program cards, as well as, on the final design of any Program card, excluding use, type, size, and placement of National Association marks and subject further to applicable National Association regulations and requirements of law. Subject to Section 4.1 Re-design below, Bank shall bear the expense of manufacturing the Program cards issued to Bank’s customers.
 - 4.1 **Re-design.** University shall bear all costs and expenses related to any re-design of Program cards requested by University, unless both Bank and University agree in writing that a re-design is necessary. If any Program card re-design contemplated herein involves the addition of Bank marks or trademarks of any of the National Associations, Bank shall bear the expense of any additional manufacturing or printing costs. Bank will issue re-designed Program cards to new cardholders and to existing cardholders upon any Program card reissuance or replacement occurring in the ordinary course; provided that, Bank may exhaust its existing stock of plastic unless University pays for new plastic prior thereto.
5. **Marketing and Solicitations.** University shall not be required to provide any services, such as marketing or promotional services, in connection with the Program other than granting a license to use its Licensed Marks to

Bank in accordance with Section 6 License Grant below and using or otherwise making available to Bank the marketing channels reasonably requested by Bank, including but not limited to, the campus community composed of the students (incoming & current), faculty & staff (current & retired) and the surrounding community which includes the residents that live in the geographical area where the school is located. University shall have the right, and be provided with a reasonable amount of time, to review and provide prior approval of marketing content of all solicitations, as well as, any materials including a use of the Licensed Marks or University name. Bank may create, host and maintain a separate web page advertising and promoting the Program card ("Program Affinity Page"). The Program Affinity Page will contain Bank's marks and the Licensed Marks. Bank shall ensure the information provided on the Program Affinity Page is accurate in all material respects.

6. License Grant. In accordance with Section 9 Licensing of the Agreement, University hereby grants to Bank a non-exclusive, royalty-free license to use the Licensed Marks solely in connection with the Program in the United States. Bank may sublicense the foregoing rights only to sublicensees who will use the Licensed Marks on Bank's behalf with respect to the Program. Bank will have a written contractual relationship with any such party and be responsible to University for sublicensee's use University's Licensed Marks.

7. Reservation of Rights. Bank acknowledges that University has represented to it, and University warrants, that it is the sole owner of all right, title, and interest in and to the University's Licensed Marks. Bank acknowledges that it has not acquired, and shall not acquire, any right, title or interest in or to the University's Licensed Marks except the limited right to use such Licensed Marks as expressly set forth in these Terms and Conditions. All use of the University's Licensed Marks by Bank, and all goodwill associated with such use, shall inure to the benefit of the University. All rights of the University in and to the University's Licensed Marks not expressly granted under these Terms and Conditions are reserved by the University. Should any right, title, interest, or other ownership in the Licensed Marks become vested in Bank by operation of law, this Agreement, or otherwise, then Bank agrees to assign, and hereby assigns, all such right, title, interest and other ownership to University free of additional consideration. Bank shall provide and execute all documents necessary to effectuate and record such assignment to University.

8. Restrictions. All use of the Licensed Marks as permitted herein shall be subject to the following restrictions:

Bank shall not create, nor shall it permit third parties to create, a unitary composite mark involving the Licensed Marks or use the Licensed Marks (a) as a portion or in combination with any other trademarks, service marks or logos; (b) as all or part of a corporate name, trade name or any other designation used by Bank to identify its products, services or business, or (c) for any other purpose other than as expressly permitted herein. Both during and after the term of this Agreement, neither Bank nor any parent, subsidiary, or affiliate of Bank shall use any name, trademark, service mark, trade name, trade dress or logo, which is confusingly similar or identical to any of the Licensed Marks. Nothing herein shall prevent Bank from using or affixing other trademarks to the Program cards or marketing materials related to the Program as long as such usage is not inconsistent with the requirements of these Terms and Conditions.

Bank shall not, directly, indirectly or otherwise: (a) facilitate activities which jeopardize, dilute or otherwise adversely affect the Licensed Marks; or (b) attack, dispute or challenge (nor aid or encourage others to do so) University's right, title and interest in and to the Licensed Marks, or the validity of the Licensed Marks.

University shall have no right, title, or interest in and shall not use the company name, logos or trademarks of Bank, any Visa Service Marks, or PLUS SYSTEM Marks without specific prior written consent.

9. Symbols. In connection with the use of the Licensed Marks, Bank will for each page or product surface on which a Licensed Mark is used, mark the use of the Licensed Marks with the appropriate trademark symbol in accordance with applicable law (e.g., "TM", ®, or "SM") or as instructed by University in writing from time to time.

10. Guidelines. Use of the Licensed Marks hereunder shall be in accordance with the provisions of this Agreement and University's then-current guidelines, as may be provided to Bank and updated from time to time by University. Bank shall not reproduce or use the Licensed Marks in any manner whatsoever other than as expressly authorized by these Terms and Conditions.

11. **Quality Control.** Bank represents and warrants that all use of the Licensed Marks as permitted herein shall (a) be in accordance with applicable law; (b) conform to at least the standards of quality currently prevailing in Bank's goods and services; (c) not be offensive, disparaging or misleading as to the origin or quality of the Program cards or the marketing materials related to the Program; and (d) be consistent with the general advertising practices in the industry. Bank shall not engage directly, indirectly or otherwise, in any practice or other activity that is or is likely to be detrimental to the goodwill associated with the Licensed Marks or the goodwill or reputation of the University or its services or products, or that constitutes a deceptive trade practice or unfair competition or that violates any applicable fair trade laws, privacy protections or advertising rules and regulations or that would disparage the Licensed Marks.

12. **Exclusivity.** University agrees that, during the term of the Agreement, University shall not be a party to any agreement not in effect as of the date of this Agreement with any issuer of debit cards or the functional equivalent thereof, or opening any such related accounts for which the associated debit cards bear the Licensed Marks or such accounts are associated with the Licensed Marks. Such exclusivity is restricted to the University only and explicitly excludes banking relationships and activities forged by the Alumni Associations and Athletics.

**APPENDIX A
CENTRAL WASHINGTON UNIVERSITY
LICENSED MARKS**