

## Co-Marketing Agreement

This Co-Marketing Agreement (the "Agreement"), effective \_\_\_\_\_ is between Latin American Telecom, LLC, a Delaware Limited Liability Company, with its principal place of business located at 420 Fort Duquesne Blvd., Ste. 1900 Pittsburgh, PA 15222 ("Registry Operator" or "Registry"), and \_\_\_\_\_ with its principal place of business located at \_\_\_\_\_ (the "Registrar"). Registry Operator and Registrar may be referred to individually as a "Party" and collectively as the "Parties."

WHEREAS, Registry Operator has entered a Registry Agreement with the Internet Corporation for Assigned Names and Numbers to operate a shared registration system, TLD nameservers, and other equipment for the .TUBE top-level domain;

WHEREAS, Registrar acts as a registrar for domain names within the .TUBE top-level domain.

NOW, THEREFORE, for and in consideration of the mutual promises, benefits and covenants contained herein and for other good and valuable consideration, the receipt, adequacy and sufficiency of which are hereby acknowledged, Registry Operator and Registrar, intending to be legally bound, hereby agree as follows:

- **Registry Marketing Commitments:**

- Registry agrees to run various advertising campaigns targeting potential .tube registrants.
- Registry agrees to send traffic from advertising campaign(s) to a dedicated .tube landing page on \_\_\_\_\_
- In addition to sending qualified traffic to \_\_\_\_\_, Registry agrees to provide co-marketing funds for the successful conversion of traffic into .tube registrants.
- Registry agrees to work with \_\_\_\_\_ to provide creative assets as needed for dedicated .tube landing page.
- Registry agrees to fund additional co-marketing activities of \_\_\_\_\_ through price reductions on successful conversions to newly created .tube domain names during the term. Renewals, restores and premium tier price domains are not eligible for co-marketing funds.

- **Company ( \_\_\_\_\_ ) Marketing Commitments:**

- Company agrees to provide a dedicated landing page for traffic coming from the Registry advertising campaign for the entire term **preferably on \_\_\_\_\_ .tube domain, with a .tube only domain search.**
- Company agrees to work with Registry to provide creative assets as needed for dedicated .tube ad campaign.
- Company agrees to promote special package offers on dedicated landing page: Offer is to include discounted domain + tools to encourage registrations. Tools may include one of the following: Free .TUBE Wordpress Plugin and Theme to curate video channels and/or free access to the Go.Tube tool to curate video channels and/or free redirect to a YouTube channel.
- Company agrees to make additional efforts to promote .tube domains for sale on the \_\_\_\_\_ website home page and/or domains page. These efforts may include

also to add .tube video the registrars newsletter and/or blog (provided); to promote .tube via the registrars social media channels; to run banners on home page and/or domains page; to email clients; to place .tube domains in in the top 10 search results; In short, to assist in any way possible to the success of this co-marketing agreement.

- Term: The term of this agreement will be 3 months, to be extended for additional 3 month periods if performance is acceptable which will be determined solely by Registry.
- For every conversion that results in the sale of a domain name under this co-marketing agreement, Registry Operator will contribute 15 dollars to the registrar. The money will be paid out via a bank wire or heck at the end of each calendar month. This contributions will apply only for newly created .tube domains and premium names but will exclude renewals, restores and on multi-year registrations, contributions will equal the same ten dollars per conversion.

The .tube advertising campaign, combined with the promotions of \_\_\_\_\_, will highlight the value of video content - and it's digital home on .tube. It will highlight also the advantage of redirecting a .TUBE domain name to a YouTube channel with the "one click redirect solution". The advertising campaign will be targeted mainly to video creators and YouTube influencers who wish to redirect to their YouTube channel.

Entire Agreement. This Agreement constitutes the entire agreement between the Parties concerning the subject matter of this Agreement and supersedes any prior co-marketing agreements, representations, statements, negotiations, understandings, proposals or undertakings, oral or written, with respect to the subject matter.

Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties hereto have executed this co-marketing Agreement as of the date set forth in the first paragraph hereof.

Latin American Telecom LLC

\_\_\_\_\_

By:

Name:

Title:

\_\_\_\_\_

By:

Name:

Title: