

OFF-PAGE SEO PACKAGE: TERMS AND CONDITIONS

This Addendum (the "Addendum") is by and between You, the user, together with any company or other business entity You are representing, if any (collectively, "You") and Consulting Land, Inc. ("Consulting Land") and sets forth the terms and conditions of Your use of Consulting Land's services based upon direction and input provided to us by You (collectively, "Services"). You acknowledge that You have read, understood, and agree to be bound by all terms and conditions of this Addendum, as well as any additional rules or policies that are or may be published by Consulting Land from time to time, including Consulting Land's Master Services Agreement (the "Services Agreement"). This Addendum, as well as any additional rules and policies, together with all modifications thereto, constitute the complete and exclusive agreement between You and Consulting Land concerning Your use of the Services, and supersede and govern all prior proposals, agreements, or other communications. **IN THE EVENT OF A CONFLICT BETWEEN THE TERMS OF THIS ADDENDUM AND THE TERMS OF THE SERVICES AGREEMENT, THIS ADDENDUM WILL GOVERN.** Unless explicitly stated otherwise, any new features, updates, upgrades or versions that augment or enhance the current Services will be subject to this Addendum. Consulting Land reserves the right to amend its Services offerings and to add, delete, suspend or modify the terms and conditions of such Services, at any time and from time to time, and to determine whether and when any such changes apply to both existing and future customers. Consulting Land may make such changes without notice to You. Your continued use of the Services following Consulting Land's posting of any changes will constitute your acceptance of such changes. Please note that other Consulting Land software and/or services, outside of the Services, are governed by the Services Agreement and may be governed by other terms and conditions.

1. Description of Services

Consulting Land will provide the Services subject to the terms and conditions of this Addendum during the term of the Services. Subject to our right to reject, suspend or terminate Services, Consulting Land agrees to provide to You the Services described on the Consulting Land website and purchased by You during the sign-up process.

- a. Consulting Land will use reasonable efforts to consider Your direction and input in providing the Services; however, ultimate decisions will be at the sole discretion of Consulting Land.
- b. Notwithstanding the foregoing, it is Your responsibility to check the documents submitted for Your approval for accuracy in all respects, ranging from spelling to technical illustrations. Consulting Land, its vendors and subcontractors are not liable for errors or omissions. Your approval or that of Your authorized representative is required prior to release for publishing on the Internet or other implementation.
- c. Content for copy writing Services by Consulting Land will be at Consulting Land's sole discretion. Without limiting the foregoing, copy writing Services by Consulting Land will not include industry specific language or language that is legal or technical in nature. Copy writing is limited to 250 words per page.
- d. Consulting Land will continue the Services provided to You when You initially ordered the Services for so long as You are a customer in good standing and have paid all fees related to the Services. In the event Your Services are terminated for any reason, including non-payment of Service fees, all such Services shall be terminated.

2. Your Obligations

In order for Consulting Land to perform the Services, You will be responsible for doing the following:

- a. Using the same e-mail address provided at the time of registration for the Services for all communications in connection with the Services.
- b. Providing Consulting Land with all information requested by Consulting Land as well as any custom texts and direction within 10 days of Your first payment under this Addendum. If Your content is not

provided within the specified time period, completion of the Services will be at Consulting Land's sole discretion.

- c. Delivery of Your content in a format other than an electronic format generally used by Consulting Land, may incur additional processing fees.
- d. Contacting Consulting Land promptly to make changes, modifications, and enhancements to the Services starting from the date of Your first payment under this Addendum.
- e. Contacting Consulting Land promptly with notice of Your decision to cancel or discontinue the Services starting from the date of Your first payment under this Addendum.
- f. Obtaining Internet connectivity to access to send and receive e-mail, and to otherwise access and utilize the Internet.
- g. Providing current and updated contact information (including e-mail address and fax number) for Consulting Land's use in contacting You concerning the Services.
- h. Ensuring that any content provided by You does not infringe or violate the Intellectual Property rights (including, but not limited to, trademarks, trade names, copyrights, patents, domain registration rights, and trade secrets) or any other right of any third party (including, but not limited to, rights of privacy and contractual rights), and acquiring any authorization(s) necessary to use intellectual property or other proprietary information of third parties. By using the Services, You represent and warrant that any information submitted to be used as all or part does not infringe any trademark or domain name rights of any third party.
- i. Ensuring the accuracy of materials provided to Consulting Land, including, without limitation, content, descriptive claims, warranties, guarantees, nature of business, and contact information for You.
- j. Acquiring any authorization(s) necessary for hypertext links to third party websites;

3. Information Content You Provide

If You provide any information that is untrue, inaccurate, incomplete or not current, or we have reasonable grounds to suspect that such information is untrue, inaccurate, incomplete or not current, Consulting Land has the right to suspend or terminate Your account and refuse any and all current or future use of the Services (or any portion thereof).

4. Unauthorized or Inappropriate Use

Consulting Land reserves the right to deny, terminate, or suspend Services without notice if, in Consulting Land's sole discretion, the Services are used by You in a manner that violates or may violate Consulting Land's Services Agreement.

Consulting Land neither sanctions nor permits any content or the transmission of data that contains illegal or obscene material or fosters or promotes illegal activity. Consulting Land reserves the right to immediately suspend or terminate any Services or transmission that violates this policy, without prior notice. In the event of such termination, Customer agrees that the unused portion of any fees Customer may have paid for any services rendered to Customer by Consulting Land are an appropriate recompense to Consulting Land for the time required to respond to and address issues created by Customer's illegal or obscene content, and Customer agrees not to seek recovery of those fees. Further, should Customer violate this Addendum or the Services Agreement, Consulting Land will actively assist and cooperate with law enforcement agencies and government authorities in collecting and tendering information about You, the illegal or obscene content, and those persons that may have inappropriately accessed, acquired, or used the illegal or obscene content.

5. Additional Indemnification Obligations

In addition to Your indemnification obligations set forth in the Services Agreement, You agree to defend, indemnify, and hold harmless Consulting Land and each of its officers, directors, employees, agents, affiliates, vendors, subcontractors, co-branders or other partners, and employees of any of the foregoing, from, against, and in respect of: (i) any and all losses, damages or deficiencies resulting from any third party claim in connection with the Services (including, but not limited to, content) and (ii) all costs and expenses incident to any and all actions, suits, proceedings, claims, demands, assessments, or judgments in respect thereof regardless of the merit thereof, including reasonable legal fees and expenses (whether incident to the foregoing or to Consulting Land' enforcement of said rights or defense and indemnity).

6. Ownership of Your Content

With the exception of Your ownership interest in the information, materials, images, photos and other content that You provide to us, ownership interest, including, but not limited to, the HTML coding, scripting, copyrights, visual layout, appearance and design and all other intellectual property rights, will be with Consulting Land. You hereby grant to Consulting Land and its vendors and subcontractors all rights and licenses with respect to the Services. Consulting Land will be the exclusive owner of the content provided via the Services.

7. Fees and Payment Terms

Monthly Services fees or any additional fees as described below will be automatically charged to Your credit card every month, on the anniversary of the date that You originally ordered the Services, until such time as You or Consulting Land terminates the Services. Additional fees may be charged for processing Your content or custom work requested by You. You understand that any fees and annual or monthly charges are nonrefundable. THE FEES PAID TO CONSULTING LAND ARE NON-REFUNDABLE. ENTERING YOUR PAYMENT INFORMATION IN THE CONSULTING LAND PURCHASE SYSTEM WILL BE DEEMED TO INDICATE THAT YOU HAVE READ AND UNDERSTAND THESE TERMS AND CONDITIONS.

8. Rejection, Suspension and/or Termination

Consulting Land reserves the right to refuse Services to You for any reason at its sole discretion up to and including the time at which You complete Your initial consultation. If You breach any term of this Addendum including, but not limited to, the Services Agreement, Consulting Land may, in its sole and exclusive discretion, suspend or terminate Your Services immediately and without notice to You. In addition to Your obligation to pay any applicable fees for the Services, Services fees may continue to accrue on suspended accounts and You will continue to remain responsible for the payment of any Services fees that accrue during the period of suspension.

9. Additional Disclaimers

In addition to the Disclaimer of Warranties set forth in the Services Agreement, Consulting Land disclaims any responsibility for any content, goods, and services, or the quality or accuracy of any information. Consulting Land will not endorse, warrant, or guarantee any product or service offered, and will not be a party to or in any way monitor any transaction between You and third-party purchasers of products or services resulting from the Services, including, without limitation, all sales of goods or services, credit card transactions, banking or securities transactions, or any business, service, or merchandise agreements. CONSULTING LAND DISCLAIMS ANY AND ALL EXPRESS OR IMPLIED WARRANTIES TO THIRD PARTY USERS OF THE WEBSITE, INCLUDING WITHOUT LIMITATION, ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, AND NONINFRINGEMENT.