

SERVICE MARK LICENSE AGREEMENT

This Service Mark License Agreement (the "Agreement") is entered into this ____ day of _____, 20____, (the "Effective Date") by and between the InstallationMasters™, administered by Architectural Testing, Inc., 130 Derry Court, York, Pennsylvania, 17406 ("Licensor"), and _____, a(n) _____ with its principal place of business at _____ ("Licensee").

WHEREAS, Licensor is the owner of the INSTALLATIONMASTERS™ COMMERCIAL mark (the "Mark") and the goodwill symbolized by the Mark; and

WHEREAS, the Program Administrator is licensed by the Licensor to execute Service Mark License Agreements on behalf of the Licensor; and

WHEREAS, it is the mutual desire and intention of the parties that Licensee be authorized and permitted to use the Mark in the manner, and subject to the terms and conditions, set forth.

NOW, THEREFORE, in consideration of the premises and the mutual covenants and promises of the parties, and other good and valuable consideration, the sufficiency of which is acknowledged, the parties agree as follows:

1. Grant of License. Licensor grants to Licensee a non-exclusive, non-transferable, limited license to use the Mark on the following materials:

<input type="checkbox"/> Web Site <input type="checkbox"/> Letterhead <input type="checkbox"/> Magazine Ads <input type="checkbox"/> Display Boards <input type="checkbox"/> Promotional Materials	<input type="checkbox"/> Brochures <input type="checkbox"/> Yellow Pages Ads <input type="checkbox"/> Coupon Books <input type="checkbox"/> Trade Show Materials <input type="checkbox"/> Other: _____	<input type="checkbox"/> Business Cards <input type="checkbox"/> Billboards <input type="checkbox"/> Vehicles <input type="checkbox"/> TV Ads
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Please check only materials submitted with this form.

Whenever the Mark is used as provided hereunder, the Mark shall be accompanied by appropriate notice of statutory rights ("®") or common law rights ("™"), as directed by Licensor, or other such words and/or symbols as may be requested by Licensor from time to time. Licensee will use the Mark only in the style and according to the specifications reflected in Exhibit A, Licensed Mark Style and Specifications, which is attached hereto and incorporated herein.

2. Use of Licensed Marks Approval. Prior to any use by Licensee of the Mark as permitted hereunder, the Licensee shall send to the Program Administrator one (1) copy of each such material for the Program Administrator's written approval. Program Administrator shall submit to Licensee its written approval or disapproval within fifteen (15) business days after receipt by the Program Administrator of such copy.

3. Ownership Rights Reserved. The parties acknowledge that all rights in and to the Mark and graphic representations thereof are and shall remain vested in Licensor, and that all rights accruing from Licensee's use of the Mark shall inure to Licensor.

4. **License Fee.** In consideration for the license granted herein, Licensee shall pay to the Program Administrator a fee of \$500.00, payable when submitting a signed copy of this agreement to the Program Administrator.
5. **Term and Termination.** This Agreement shall continue in full force and effect for the term equal to the length of the licensor's certification and/or accreditation and only in relation to the specific application mentioned in paragraph 1 of this agreement. Any additional use of the logo will be arranged under a separate agreement. Licensor reserves the right to terminate the License Agreement on 60 days advance written notice to Licensee.
6. **Indemnity.** Licensor nor the Program Administrator assume no liability to Licensee or to third parties with respect to the services rendered by Licensee under the Mark. Licensee will indemnify Licensor and the Program Administrator against any loss or losses incurred through claims, actions, or lawsuits by third parties against Licensor involving or arising from the rendering and/or promotion of the services described in Section 1 by Licensee under the Mark, and will hold Licensor and Program Administrator harmless for any damages, attorneys' fees or otherwise, which Licensor or Program Administrator may be required to pay as a result of such claims, actions, or lawsuits being asserted against Licensor.
7. **Damages.** The parties understand and agree that money damages may not be a sufficient remedy for the breach of the provisions of this Agreement, and that each party shall be entitled to emergency injunctive relief as a remedy for any such breach by the other party. Such remedy shall not be deemed to be the exclusive remedy for the breach of this Agreement, but shall be in addition to all other remedies available at law or in equity to the non-breaching party.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed in duplicate as of the date first written above.

Architectural Testing, Inc.
Authorized Representative:

Licensee:

By: _____

By: _____

Title: _____

Title: _____

Company: _____

Company: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

Phone: _____

E-Mail: _____

Mail to:

InstallationMasters™ Program Administrator
130 Derry Court
York, PA 17406-8405



Credit Card Payment Form

Date: _____

Please charge my credit card in the amount of: _____

American Express Master Card Visa

Credit Card #: _____

*CVV2 Code: _____ Exp Date: _____

**This is the three or four digit number printed on the back of the card.*

Name on Card: _____

Billing Address: _____

City: _____

State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____ E-Mail: _____

Cardholder Signature: _____

For Office Use Only

Invoice #: _____

ATI Job #: _____

Approval: _____

Submitted by: _____



Logo Usage Instructions

The InstallationMasters™ Training and Certification program permits Certified Installers and Accredited Instructors to promote their participation in the program. Use of the InstallationMasters™ logo can be used to identify that a person:

1. Has met the qualifications of the InstallationMasters™ Training and Certification Program
2. Has maintained the requirements to keep the certification or accreditation current

The use of the InstallationMasters™ logo is strictly controlled and all usages of the logo are subject to the review and approval of the Program Administrator prior to implementation. The wording of any information about the InstallationMasters™ program must be reviewed by the Administrator, and may not misrepresent the program or the nature of the certification. The agreement fees are nonrefundable regardless of the results of the review process. It is the responsibility of the applicant to demonstrate compliance with the logo use instructions, and incomplete submissions will not be processed.

LOGO COLOR

The full-color version of the logo should be used whenever possible. In print applications, it can be reproduced with either spot colors or 4-color process. If print colors are limited, the logo should print in black. Exceptions should always be submitted to the InstallationMasters™ Program Administrator for approval.

INCORRECT USAGE

InstallationMasters™ is a program, not an organization. Marketing materials must clearly indicate participation in the program and not imply participation in AAMA, or indicate or imply that the InstallationMasters™ certification applies to companies, teams or groups of installers, installations, or products. Certification applies only to individual installers who have passed the certification exam and maintain their certification. Wording may not imply that all installers are certified, since that would need to be verified on an on-going basis and could change.

Wrong:

"All our installers are InstallationMasters™ Certified."
"Company name is a member of InstallationMasters™."

Right:

"We sponsor certification of our installers through the InstallationMasters™ certification program. Request to see the installer's ID card."

Wording currently on the InstallationMasters™ web site may be used to provide background information regarding the program, or the intended purpose of the program.

InstallationMasters™ is a trademarked name and must always be shown as one word followed by the trademark symbol.

Wrong:

"Installation Masters"
"Installation Masters TM"

The Service Mark License Agreement is for one year and may be renewed following notification from the Program Administrator. Renewal fees and submission of updated materials are the responsibility of the licensee. Failure to renew or failure to notify the Program Administrator of changes in the approved materials will result in the termination of the agreement, and all materials using the logo must then be destroyed.

Questions about logo usage may be directed to the Program Manager at Architectural Testing.

InstallationMasters™ Program Administrator
130 Derry Court
York, PA 17406

p: 717.764.7700
f: 717.764.4129
InstallationMastersUSA.com