

BBB CHARITY SEAL LICENSE AGREEMENT

[Note: This is a sample of the license agreement for the BBB Charity Seal. A nationally soliciting charity would sign this agreement with the BBB Wise Giving Alliance. A locally soliciting charity would sign this agreement with the Better Business Bureau or BBB Foundation serving its area.]

This Agreement is between the Better Business Bureau (BBB) and _____ name of charitable organization (Charity.)

The BBB evaluates charities for compliance with the BBB Wise Giving Alliance ("BBB WGA") charity accountability standards ("the Standards"). The BBB WGA is the national charity watchdog affiliated with the BBB system. The BBB is authorized to license the charity seal ("the Seal"), designed to assist donors in making informed giving decisions, to charities that meet those standards. Charity is qualified for the Seal, seeks a license to use the Seal and accordingly agrees to the following terms and conditions:

1. Definitions.

A. Seal means the trademark owned by the Council of Better Business Bureaus, Inc. ("the Council") and as it may be modified from time to time. The Council is the national office of the BBB system.

B. *Standards* means the current BBB WGA Standards for Charity Accountability and as they may be modified from time to time.

2. License.

A. The BBB grants Charity a nonexclusive, non-assignable and nontransferable license to use and display the Seal as described in Paragraph 3.

B. Charity agrees to use the Seal only as set forth in this Agreement. Nothing in this Agreement, or in Charity's use of the Seal, will give Charity any right in the Seal, or in any similar marks, beyond the right granted in this Agreement.

3. Use of Seal.

A. Placement. Charity may display the Seal in transient advertising and solicitations, to include newspaper advertisements, periodicals, billboards, posters, direct mail appeals, flyers and television, and in

B. Size. Upon Charity's signing of this Agreement, BBB will provide Charity with a digital version of the Seal for use in non-electronic media. BBB will also provide Charity with access information to digital versions of the seal for Charity to download and install in electronic media, including the World Wide Web and email. Charity must receive prior written permission from BBB to use the Seal in a size other than those provided. Charity may not vary the color of the Seal on the World Wide Web or in email, however, Charity may use a black and white Seal in transient advertising and solicitations, annual reports and letterhead.

C. Restrictions. Reference to the Seal, to meeting Standards or to the BBB or its Foundation in print (including contracts) or in any electronic media is prohibited without prior approval of BBB. Charity may, however, issue a press release(s) about its qualification for the Seal provided the press release(s) receives approval of the BBB prior to its dissemination.

4. Charity Responsibilities.

- A.** Charity agrees that it will continue to meet Standards throughout the term of this Agreement.
- B.** Charity agrees to provide BBB with the uniform resource locators ("URLs") where Charity shall display the Seal. If the changes, Local Charity must notify BBB of the new URL and of the URL of the web site that will no longer displays the logo, if appropriate.
- C.** Charity agrees to provide BBB samples of use of the Seal upon BBB request.
- D.** Charity agrees to furnish BBB upon its request and within the time requested such information as may be needed to determine Charity's continued compliance with all Standards, and to provide, within the time requested, an updated questionnaire used periodically to determine compliance with Standards.

5. BBB Responsibilities.

BBB will maintain the technology to ensure the Seal clicks to a confirmation page. From the confirmation page, users may click directly to the Charity's BBB report.

6. Fees.

Local Charity agrees to pay the annual Seal license fee prescribed by the BBB's Board. The fee shall be due and payable within thirty days of receipt of invoice. Fees are non-refundable unless BBB terminates this Agreement under Paragraph 7D.

7. Term, Suspension and Termination.

A. Term. This Agreement remains in effect unless terminated as provided herein so long as the annual license fee is timely paid.

B. Suspension. This Agreement and the license hereunder may be suspended by BBB in its sole discretion if (1) Charity fails to provide BBB within the required time the information that BBB may request any time to verify Charity's continuing compliance with Standards; or if (2) Charity fails to return within the time requested a completed questionnaire required for periodic compliance evaluations. This Agreement may also be suspended if, after receiving such information or questionnaire, BBB determines, in its sole discretion that there are substantial questions raised regarding Charity's compliance with Standards, and that BBB needs further time to determine such compliance.

C. Termination by BBB for cause. BBB may terminate this Agreement if (i) BBB determines at any time that Charity fails to meet all Standards; (ii) if Charity violates any other term of this Agreement; (iii) if Charity is declared insolvent or bankrupt; or (iv) if Charity merges with another charity. BBB will provide any termination notice in writing and will deliver it by facsimile and/or regular or electronic mail to Charity's address set forth below.

D. By BBB. BBB may terminate this Agreement on 30 days' written notice if BBB discontinues licensing the Seal for any reason.

E. By Charity. Charity may terminate this Agreement by written notice to BBB delivered by facsimile and/or regular or electronic mail to the address set forth below.

F. Responsibilities upon Termination. If either Party terminates this Agreement, Charity agrees to remove the Seal immediately from all electronic media, to discard promptly all materials bearing the Seal, and to cease future use of the Seal. BBB will reflect Charity's termination on the Seal's World Wide Web confirmation pages until Charity removes the Seal from all places where used on the World Wide Web.

8. Representations and Warranties.

A. Each Party represents and warrants that (i) it has the necessary power and authority to enter into this Agreement and perform its obligations hereunder; and (ii) its web site(s) do not infringe any third party intellectual property rights or otherwise violate any applicable laws or regulations.

B. Charity warrants that it is registered to solicit for charitable contributions with state and local governmental authorities wherever Charity engages in charitable solicitations if such registration is required.

C. Charity warrants that it is tax-exempt under 501(c)(3) of the Internal Revenue Code or is an organization conducting charitable solicitations.

9. Indemnification. Charity agrees to indemnify and hold the BBB, the Council and BBB WGA harmless against any loss, damage or expense, including reasonable attorney's fees, arising out of any third party claim alleging misuse by Charity of the Seal, or of any violation of the terms and conditions of this Agreement. Charity also agrees to indemnify and hold the BBB, the Council and BBB WGA harmless against any loss, damage or expense, including reasonable attorney's fees, with respect to all third party claims of any fundraising in connection with Charity's service(s) or charitable solicitations.

10. Limitation of Liability. Local Charity agrees it will not sue the BBB, the Council or BBB WGA for monetary damages on any matter concerning this Agreement.

11. Notices. Any written notice required or permitted to be delivered pursuant to this Agreement shall be in writing, shall be sent to the addresses below and shall be deemed delivered: (i) upon delivery if delivered in person; (ii) three (3) business days after deposit in

12. Assignment. The Parties agree this Agreement is non-assignable by either Party to any third party under any circumstances, including but not limited to merger, acquisition, sale or transfer by operation of law or otherwise. Charity understands that, if it is merged, acquired or consolidated with another charity, it must inform the BBB of this, and the new charity must qualify again for the Seal.

13. Relationship of Parties.

A. Charity is not, and shall not represent itself as an agent, representative, partner, subsidiary, joint venturer, or employee of the BBB, the Council or BBB WGA, nor can Charity represent that it has any authority to bind or obligate the BBB, the Council or BBB WGA in any manner or in any thing.

B. Nothing in this Agreement, or in the use of the Seal itself, shall confer any endorsement or approval of Charity by BBB, or the BBB WGA. The Seal is intended only to convey that Charity meets Standards.

14. Entire Agreement/Modifications.

This Agreement embodies the whole agreement between the Parties and supersedes any prior Agreements, understandings and obligations between the Parties. BBB may modify this Agreement from time to time. BBB shall provide written notice of any modification to Charity, and Charity shall be deemed to have consented to the modification if Charity continues to use the Seal following receipt of such notice.

Charity:

Street Address:

City: _____ State: _____ Zip Code: _____
Email: _____ Website: _____

Name of Charity Contact: _____

Title: _____

Phone No.: _____

Facsimile No.: _____

Name of Contract Signatory: _____

Title: _____

Signature: _____ Date: _____

BBB (signs for locally soliciting charities)

BBB Wise Giving Alliance (signs for nationally soliciting charities)

[address]

Name: _____

Title: _____

Phone No: _____

Facsimile No. _____

Signature: _____ Date: _____

SAMPLE