

## License Agreement

between

HSG Alumni, Dufourstrasse 50, CH-9000 St.Gallen

and

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(hereafter referred to as “the Club”)

This Agreement regulates the Club’s possibilities and limitations to the use of brand names “University of St. Gallen”, “HSG” and “HSG Alumni”, as well as the use of logos. HSG Alumni will supply the Club with Logo-templates in the needed Formats. The Club is obligated to consider the following agreement in the use of Logos as well as the above mentioned brands.

The brands and the logos may and should be used:

- To promote the visibility of the University of St. Gallen and HSG Alumni, strengthening the identity of the Club and promoting a uniform image.
- To promote internal and external communication within the Framework of Club activities.

The brands and the logo may not be used:

- In personal or business activities outside of Club activities.
- In other commercial activities.

The agreement is valid for an indefinite time. It may be terminated though a written confirmation by either of the parties with 6 months notice. HSG Alumni has the right to immediate termination of the agreement should there be particular reasons. A particular reason may be when one party commits a serious breach of agreement and this breach is not corrected within ten days of a written reminder.

With Clubs without formal statutes, a new agreement will be signed should there be a change of organizational committee or president. In case of termination of the license agreement between the University of St. Gallen and the HSG Alumni, this agreement is valid up until the time of termination and will then be regarded as void.

In cases of doubt or disagreement, the Club will contact HSG Alumni for a mutual discussion.

The agreement is subject to Swiss law.

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St. Gallen, 2021

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Daniel Knus, Director HSG Alumni