



Memorandum of Understanding

MANUFACTURER PARTICIPATION

MANUFACTURER BETA PROGRAM and USER PILOT PROGRAM

2020 Design – Content In The Cloud

This document details a Memorandum of Understanding (“MOU”) between 2020 and _____ (“Manufacturer”) to participate in two important testing processes as 2020 prepares to release configurable cloud-based catalogs to users of its 2020 Design program. These testing processes are generally described in this document. The roles, responsibilities and requirements of 2020 and Manufacturer are also highlighted within this document. By signing this MOU, each party states its intent to participate completely in these testing processes as described herein.

Non-Disclosure Agreement

By participating in these testing processes, each party will be exposed to proprietary information and intellectual property of the other party. Prior to starting the testing processes described in this document, the parties will complete a mutually-acceptable non-disclosure agreement to ensure that any such proprietary information will not be shared with any party outside party.

Testing Process

Manufacturer Beta

Manufacturer will provide 2020 with a file-based catalog for one of its brands. 2020 will convert this catalog into cloud-based format. 2020 may also provide Manufacturer with a list of suggested modifications to the catalog which will facilitate the conversion or the use of the cloud-based catalog. When an acceptable version of the cloud-based catalog has been developed, the Manufacturer Beta testing will begin:

- 2020 will assist Manufacturer to install a trial version of 2020 Design on which the cloud-based catalog can be used to design projects.
- Manufacturer will dedicate 1 or more computers to be used exclusively for running this version of 2020 Design for the duration of the Manufacturer Beta.
- 2020 will provide clear instructions for installing 2020 Design on this machine(s) before the Manufacturer Beta, and to uninstall the testing version of 2020 Design at the conclusion of the Manufacturer Beta.
- As the version of 2020 Design is a test version, it will have some known deficiencies/inactive functions or not necessarily perform as expected. 2020 will provide Manufacturer with a clear description of these



known deficiencies prior to the start of the Manufacturer Beta. 2020 do not assume any responsibility or liability with respect to the performance of 2020 Design test versions.

- 2020 will provide a list of features/tasks that it suggests Manufacturer review during the Manufacturer Beta.
- 2020 will provide a calendar and timeframe (expected to be 1-2 weeks) to complete the review/tests suggested above.
- Manufacturer will identify 1 or more specific individuals (“Users”) to participate in the Manufacturer Beta testing process.
- At the end of the Manufacturer Beta, as defined by the calendar provided by 2020, 2020 will survey Users for their feedback on the cloud-based catalog and the test version of 2020 Design. 2020 will provide Manufacturer with the survey questions in advance so Users may focus on the areas of interest during the testing process.
- 2020 will provide Manufacturer with a complete summary of the results of the Manufacturer Beta, including catalog-specific feedback which may help further optimize the structure or design of the catalog for any future release.
- As 2020 adds functionality to the development version of 2020 Design, such as pricing capabilities, there may be an opportunity to perform another iteration of the Manufacturer Beta to test these additional functions. The intent of the additional iteration is to confirm that Manufacturer has reviewed these additional functions and have provided feedback on these functions to 2020. The additional iteration will be administered in the same format as the initial Manufacturer Beta, with all relevant advance information provided to Manufacturer before the additional iteration.

User Pilot

2020 will complete an additional round of testing prior to general release of the version of 2020 Design that will offer the use of configurable cloud-based catalogs. This round of testing will utilize cloud-based catalogs provided by participating manufacturers. Manufacturer indicates that it intends to provide its catalog for use in the User Pilot, and that it agrees to participate as described below:

- Manufacturer will provide 2020 with a list of suggested dealers/designers that it nominates to participate in the User Pilot. The Pilot will be most successful if the Users are already familiar with Manufacturer’s product line.
- 2020 will contact nominated dealers/designers as it fills out its test User population.
- 2020 will survey participating Users for feedback on the program and for additional feedback on Manufacturer catalog. 2020 will provide Manufacturer with a summary of feedback obtained on its catalog during the User Pilot.



Joint Marketing of Cloud-Based Catalog Release

The development and distribution of cloud-based catalog will significantly benefit designers using 2020 Design.

The publication of catalogs in cloud-format will also provide significant benefits to participating manufacturers.

Manufacturers will enjoy these benefits most quickly with rapid adoption of cloud-based catalogs by users. To optimize the adoption of Manufacturer's cloud-based catalogs, Manufacturer will agree to:

- Work with 2020 to develop a Joint Marketing initiative to publicize the forthcoming availability of Manufacturer's cloud-based catalog.
- Joint Marketing initiative could include outreach to Manufacturer-affiliated dealers. This outreach could be initiated by 2020, Manufacturer, or both.
- Manufacturer may choose to provide 2020 with a list of affiliated dealers to assist in such outreach.
- Manufacturer may also choose to provide 2020 with approved Manufacturer logos and permit 2020 to include Manufacturer's logo in a broader marketing campaign announcing the first round of catalog releases.



Signatures

The parties agree to fully participate in the Manufacturer Beta program as described in this document.

2020 Representative Name

Title

Date

Manufacturer Representative Name

Title

Date