

CONTENT LICENSE AGREEMENT

CONTENT LICENSE AGREEMENT INTRODUCTION

Amazing Life Foundation ("ALF") grants to the individual, church, or other ministry organization (collectively, the "Organization") which purchases a curriculum subscription or other content license (the "License") a limited license to use certain proprietary Content and Trademarks (as defined below) strictly as set forth in this agreement (the "Agreement").

By agreeing to these terms at purchase or using the Content or Trademarks, the Organization agrees to be legally bound by:

- this Agreement,
- the Terms and Conditions: Subscription with Automatic Renewal,
- the applicable Usage Guidelines, and
- all related ALF policies, including the Privacy Policy, Cancellation Policy, Return & Refund Policy, and any applicable product-specific terms,

(collectively, the "Governing Documents"), all of which are incorporated herein by reference.

RIGHTS INCLUDED

Depending on the License purchased, it may include trademarks, logos, brands, and service marks (collectively, "Trademarks") and curriculum materials, leader's guides, student materials, original leadership and ministry principles, handouts, music, images, artwork, graphics files, messages, video recordings, audio recordings, software-delivered media, applications, text, data, and other copyrighted or proprietary materials in any format or medium (collectively, "Content").

This Agreement applies to all Content and Trademarks owned, controlled, or licensed by ALF, including current and legacy curriculum brands, media, applications, and digital tools.

Certain Content or Trademarks may also be subject to additional product-specific license terms contained in this Agreement. To the extent any Product-Specific License Terms conflict with the general provisions of this Agreement, the Product-Specific License Terms

shall govern solely with respect to the applicable Content or Trademarks.

The License is limited to only the specific Content and Trademarks made available by ALF as part of the License package. Separate subscriptions or licenses may be required for additional content lines, services, or platforms.

All rights not expressly granted are reserved by ALF.

LIMITED LICENSE

Subject to the terms of this Agreement and only to the extent expressly authorized by the Usage Guidelines, ALF grants to the Organization a limited, personal, non-exclusive, non-transferable, revocable, royalty-free license during the Term to:

- display and reproduce the Trademarks; and
- reproduce, display, perform, and use the Content

solely for internal ministry purposes or personal use (if purchased by an individual).

The Organization agrees not to alter the Trademarks without prior written approval from ALF, and all use of the Trademarks inures to the benefit of ALF.

The Organization agrees to maintain a high level of integrity, quality, and Biblical consistency in programs using the Trademarks or Content.

The Usage Guidelines may be updated by ALF and are incorporated into this Agreement. ALF may, upon reasonable notice, review usage to confirm compliance.

PRODUCT-SPECIFIC LICENSE TERMS

The following Product-Specific License Terms supplement this Agreement and apply only to the applicable Content or Trademarks. Except as expressly modified below, all provisions of this Agreement remain in full force and effect.

VBS Products

License Scope

Unless Amazing Life Foundation ("ALF") expressly provides otherwise in writing, each purchased Vacation Bible School ("VBS") Product is licensed solely to the purchasing Organization for use in connection with one (1) Vacation Bible School event.

The license granted is limited, non-exclusive, non-transferable, non-sublicensable, and may be used only for the internal ministry purposes of the purchasing Organization.

Authorized Uses

Subject to this Agreement and any applicable Usage Guidelines, the Organization may:

- use the VBS Product during its licensed VBS event;
- reproduce and print leader guides, activity pages, decorations, signage, and other printable resources included with the VBS Product as reasonably necessary for the licensed event;
- provide digital materials internally to employees and volunteers participating in the licensed VBS event; and
- display included videos, music, graphics, presentations, and other media during the licensed VBS event.

Additional Restrictions

In addition to all restrictions contained elsewhere in this Agreement, the Organization shall not:

- use the VBS Product for additional VBS events without obtaining any required additional license;
- transfer, sell, sublicense, lease, rent, or otherwise distribute the VBS Product or any portion thereof to any third party;
- provide access to the VBS Product to another church, ministry, organization, or individual outside the purchasing Organization except as expressly permitted herein;
- upload licensed Content to publicly accessible websites or unauthorized file-sharing services; or
- remove, obscure, or alter any copyright, trademark, or proprietary notices.

Complimentary Curriculum Access

ALF may, from time to time, in its sole discretion, offer purchasers of a VBS Product complimentary access to designated curriculum products or services (each, a "Promotional Offer").

Eligibility for any Promotional Offer shall be determined solely by ALF and may be limited to new customers, former customers, prospective customers, or other customer categories identified by ALF at the time the Promotional Offer is made. Unless expressly stated otherwise by ALF in the applicable Promotional Offer, no Organization is entitled to receive complimentary curriculum access.

Each Promotional Offer may include additional terms and conditions established by ALF, including eligibility requirements, activation requirements, application procedures, duration, included products, expiration dates, limitations on prior or existing subscriptions, redemption deadlines, and

other restrictions. By applying for, redeeming, or using a Promotional Offer, the Organization agrees to those additional terms and conditions.

Application Requirement. As a condition of receiving any Promotional Offer, ALF may require the Organization to complete and submit an application, registration form, eligibility certification, or other information requested by ALF. Complimentary curriculum access will not be activated unless and until ALF has received, reviewed, and approved all required information. Submission of an application does not guarantee eligibility or approval.

ALF may require the Organization to certify that it satisfies the applicable eligibility requirements, and ALF may rely upon such certification in determining eligibility. ALF reserves the right to independently verify eligibility before or after granting complimentary curriculum access.

Unless otherwise specified by ALF in the applicable Promotional Offer, complimentary curriculum access shall be provided only for the promotional period identified in that Promotional Offer.

Promotional Offers:

- are discretionary and may be modified, suspended, or discontinued by ALF at any time;
- are not part of the purchased License or the VBS Product;
- have no cash value;
- are non-transferable and may not be assigned, exchanged, redeemed for cash, or combined with other offers unless expressly authorized by ALF; and
- may be denied, suspended, terminated, or revoked if ALF determines that the Organization does not satisfy the applicable eligibility requirements or that the Promotional Offer has been obtained through fraud, misrepresentation, misuse, administrative error, or other unauthorized means.

Nothing in this Agreement obligates ALF to offer complimentary curriculum access in connection with any VBS Product or to make any Promotional Offer available to any particular Organization.

Reservation of Rights

Except for the limited rights expressly granted in this Section, all rights, title, and interest in and to the VBS Products remain exclusively owned by ALF and its licensors.

Nothing in these Product-Specific License Terms limits the applicability of any other provision of this Agreement to VBS Products.

2027 VBS Complimentary Curriculum Promotion

Purchase a qualifying Amazing Life 2027 Vacation Bible School product and apply to receive complimentary access to Amazing Life Curriculum for June and July 2027.

Eligibility

This promotion is available only to organizations that:

- purchase a qualifying 2027 Amazing Life VBS Product;
- submit the required Complimentary Curriculum Application;
- are approved by Amazing Life; and
- satisfy the eligibility requirements established for this promotion.

For this promotion, an **Eligible Organization** is an organization that has **not maintained an active paid or promotional subscription to, or otherwise received complimentary access to, the applicable Amazing Life curriculum product during the ninety (90) days immediately preceding its VBS purchase.**

Current curriculum subscribers and organizations that have received complimentary curriculum access within the preceding one-hundred eighty (180) days are not eligible for this promotion.

Complimentary curriculum access is not automatically included with the purchase of a VBS Product. Access will be activated only after Amazing Life receives, reviews, and approves the required application.

Approved organizations will receive access to the designated Amazing Life curriculum for **June and July 2027**, after which the promotional access will automatically expire unless the organization separately subscribes to the curriculum.

This promotion:

- applies only to the curriculum designated by Amazing Life;
- has no cash value;
- is non-transferable;
- may not be combined with other promotions unless expressly authorized by Amazing Life;
- is subject to the Amazing Life Content License Agreement, Master Terms of Service, Privacy Policy, and all other applicable Amazing Life policies.

Amazing Life reserves the right to verify eligibility and to deny, suspend, or revoke promotional access if it determines that the eligibility requirements have not been satisfied or that the promotion has been obtained through fraud, misrepresentation, misuse, or administrative error.

PROHIBITED USES

Except as expressly authorized in the Usage Guidelines or by prior written consent of ALF, the Organization shall NOT:

1. Use Content or Trademarks in connection with any revenue-generating product, service, or offering (including paid access, resale, or advertising-based distribution);
2. Distribute, sublicense, sell, lease, lend, publish, or commercially exploit the Content

or Trademarks;

3. Upload, host, stream, transmit, broadcast, or distribute Content through any third-party platform, system, integration, or service not expressly authorized in writing by ALF;
4. Integrate, embed, or combine Content with any external software, delivery system, or platform for the purpose of distribution, access, or display outside of ALF-controlled environments;
5. Circumvent, bypass, or interfere with ALF's delivery systems, APIs, access controls, or licensing mechanisms;
6. Create or enable any competing or substitute content delivery system using ALF Content;
7. Remove, obscure, or alter any copyright, trademark, or proprietary notices;
8. Use the Content or Trademarks in any manner that is unlawful, misleading, defamatory, or inconsistent with ALF's mission and values.

For clarity: Any use of ALF Content through third-party presentation, hosting, or streaming systems—whether now existing or developed in the future—is strictly prohibited unless expressly authorized in writing by ALF.

ELIMINATION OF PRIOR ENHANCED LICENSES

ALF no longer offers or recognizes any form of "Enhanced License" or expanded usage rights beyond those expressly granted in this Agreement and the Usage Guidelines.

Any prior rights, permissions, or practices allowing expanded modification, hosting, streaming, or distribution of Content are hereby revoked and prohibited.

NO SUBLICENSE OR ASSIGNMENT

The License does not permit the Organization to sublicense, assign, delegate, or otherwise transfer any rights under this Agreement without prior written approval from ALF.

Any attempted sublicense or assignment without approval is void and constitutes a material breach.

ADAPTATIONS AND DERIVATIVE WORKS

The Organization may modify or adapt Content solely for internal ministry use and only as permitted under the Usage Guidelines.

All adapted materials must include:

- attribution to Amazing Life Foundation as the source of the original Content; and
- a clear statement that the content has been modified and has not been reviewed or approved by ALF.

The Organization assumes full responsibility for all modifications. ALF disclaims any liability for adapted or modified content.

OWNERSHIP OF ADAPTATIONS

To the fullest extent permitted by law:

- All adaptations, derivative works, or modifications of the Content ("Adaptations") shall be deemed works made for hire for the benefit of ALF;
- To the extent any Adaptation is not considered a work made for hire, the Organization hereby irrevocably assigns all right, title, and interest in such Adaptation to ALF upon creation.

ALF grants back a limited, non-exclusive license to use such Adaptations during the Term under the same restrictions as the original Content.

TERRITORY / TERM

The "Territory" is the United States of America.

The "Term" is the subscription period (Initial Term or Renewal Term) as defined in the Terms and Conditions, beginning upon purchase and subject to automatic renewal unless canceled in accordance with the Cancellation Policy.

Sections relating to intellectual property, indemnification, limitation of liability, dispute resolution, and any provisions which by their nature should survive shall survive termination

or expiration.

VALID RIGHTS / NOTICE OF INFRINGEMENT

The Organization acknowledges that:

- the Trademarks are valid and exclusively owned by ALF; and
- the Content is protected by copyright and other applicable laws.

ALF retains all rights not expressly granted.

The Organization agrees not to challenge ALF's rights and to promptly notify ALF of any known or suspected infringement.

WARRANTIES

The Content, Trademarks, and License are provided "AS IS."

ALF represents only that it has the right to grant the license described herein.

ALF makes no other warranties, express or implied, including any warranties of merchantability or fitness for a particular purpose, to the fullest extent permitted by law.

INDEMNIFICATION / INSURANCE

The Organization agrees to defend, indemnify, and hold harmless ALF, its affiliates, officers, directors, employees, agents, and successors from any claims, damages, losses, or liabilities arising from:

- the Organization's use of the Content or Trademarks; or
- any breach of this Agreement,

except to the extent caused by ALF's gross negligence or willful misconduct.

Organizations (excluding individual purchasers) represent that they maintain adequate

general liability insurance and will provide proof upon request.

LIMITATION OF LIABILITY

ALF's total liability under this Agreement shall not exceed the amount paid for the License, subject to the Refund Policy.

To the fullest extent permitted by law, ALF shall not be liable for any indirect, incidental, consequential, special, or punitive damages.

RELATIONSHIP

Nothing in this Agreement creates a partnership, joint venture, or agency relationship. The Organization shall not represent otherwise.

DATA / SYSTEMS

ALF may collect and use aggregated, anonymized data related to Content usage to improve its products and services.

The Organization agrees not to:

- access or use unauthorized systems or integrations involving ALF Content;
 - extract, scrape, or replicate ALF systems or delivery methods;
 - interfere with ALF's control of its Content distribution.
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SUPPORT SERVICES

Supplemental materials provided by ALF are governed as Content under this Agreement.

Information provided by the Organization may be used to improve ALF's services.

TERMINATION

ALF may terminate this Agreement immediately upon breach, including unauthorized distribution or use through prohibited platforms.

Upon termination or expiration:

- all rights granted herein immediately cease;
 - the Organization must stop all use of Content; and
 - all Content must be deleted or destroyed in accordance with the Usage Guidelines.
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WAIVER

Failure to enforce any provision does not constitute a waiver of future enforcement.

GOVERNING LAW / DISPUTE RESOLUTION

This Agreement shall be governed by and construed in accordance with the laws of the State of Texas, without regard to conflict of law principles.

Any dispute arising under this Agreement shall be resolved through final and binding arbitration conducted in Collin County, Texas, in accordance with the Rules of Procedure for Christian Conciliation of the Institute for Christian Conciliation.

The arbitration shall be conducted by a panel of three arbitrators (one selected by each party and the third selected by those two arbitrators).

Judgment on the award may be entered in any court of competent jurisdiction.

The prevailing party shall be entitled to recover its reasonable attorneys' fees and costs.

Notwithstanding the foregoing, ALF may seek injunctive or equitable relief in any court of competent jurisdiction to protect its intellectual property rights.

ENTIRE AGREEMENT

This Agreement, together with the Governing Documents, constitutes the entire agreement

between the parties and supersedes all prior or contemporaneous agreements, whether written or oral.