



2019 Sponsor Sublicense Form:

Des Moines Beer Week / DSM Beer Week Registered Trademark

Sublicensor: 818, LLC

Sublicense Grant Terms of Use:

As a sponsor benefit, 818, LLC, grants to sublicensee a nonexclusive, non-transferable, limited, royalty-free sublicense to use the trademark "Des Moines Beer Week" and the Des Moines Beer Week logo only on promotions in association with sponsors' 2019 Des Moines Beer Week events and/or sponsor recognition. Sublicensee agrees to follow Des Moines Beer Week brand standards and send promotion design to 818, LLC for Des Moines Beer Week usage approval.

Sponsorship payment constitutes acceptance of the terms of use and grants access and usage of Des Moines Beer Week trademarks and logos. Any use of the Des Moines Beer Week trademarks and logos not in accordance with the terms of use is a breach of this agreement.

No other rights regarding the Licensed Trademark are granted or implied to Sublicensee under this Agreement without written consent, and all such rights are exclusively reserved to 818, LLC.