

STATEMENT OF WORK No. 9

Date: February 16, 2021

This Statement of Work is entered into this 16th day of February, 2021 (the "SOW Effective Date") and is made part of and incorporated by this reference into the Retainer Agreement which was entered into by and between Farnsworth Production Services ("Company") and PAWS LLC & Halo Collar ("Client") as of October 1, 2020.

Company will provide services for Client, as follows:

COMPANY SCOPE:

- Pre Production
 - Provide Client with potential photos of dogs and locations based on Client marketing goals
 - Plan and procure the necessary talent, labor and equipment for the mobile shooting session
 - Procure post production personnel and create post calendar
- Production
 - (2) half day (4 hours) of content creator services in the city of the Company's choosing
 - 2 locations and 2 dogs plus pet parents per shooting session
 - If needed Client will pay for additional dog talent fees or additional compensation to dog(s) owners. This portion to be negotiated and approved prior to the shoot.
- Post Production
 - Editorial will include pulling selects and one basic lighting pass
 - Provide oversight on post production delivery schedule
- Film services do not include the following.
 - City permits, location fees or studio rentals.
 - Lighting and grip equipment or production supplies
 - Travel for film crew or Company staff – except for local travel provided any such location is more than fifty (50) miles from the residence of any such individual(s).
 - Multiple rounds of editorial review

CLIENT SCOPE:

- Provide all necessary Halo collars and necessary equipment to film the product
- Provide marketing goals to Company
- Assign point of contact to receive all assets
- Approval of dog and location for each mobile shooting session

DELIVERABLES:

- 70 Photos and 30 Video Clips
- Photos in .jpg and Video Clips in .mov file format
- File delivery will consist of a gallery of assets presented to client as a link via email

SCHEDULE:

1 week	Pre-Production
(2) half days	Shoot (4hrs) will be scheduled based on Company availability
1 week	Post-Production delivery

USAGE:

The content is created for Client and as such the Client is granted a worldwide non-exclusive license in perpetuity. Upon delivery, content will be deemed available for immediate use by Client and Client may alter or edit images as needed.

Restrictions on Use. Client will not use the content for any of the following purposes:

- (A). No Unlawful Use. Client will not use the content in any unlawful manner, such as pornography or defamation.
- (B). No Product Packaging. Client will not use the content in any product packaging.
- (C). No Use in Trademark or Logo. Client will not use the content in any trademark, design, logo or other mark.
- (E). No Sub-licenses. Client will not sublicense the content without the prior written permission of Company.

COMPENSATION:

In connection with the services to be performed by Company pursuant to this Statement of Work, Client shall pay to Company \$3,500.00 (three thousand five hundred dollars and zero cents) per month during which this Statement of Work remains in effect.

IN WITNESS WHEREOF, the parties intending to be legally bound have caused this Statement of Work to be executed by their duly authorized representatives, and intend it to be effective as of the SOW Effective Date.

Agreed and Accepted:

Halo

By: 

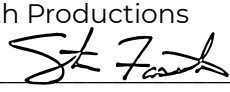
Printed Name: Heather Gode

Title: Head of Marketing

Date: 02 / 18 / 2021

Agreed and Accepted:

Farnsworth Productions

By: 

Printed Name: Steven Farnsworth

Title: Executive Producer

Date: 02 / 18 / 2021

TITLE	SOW 9 Halo Mobile Content
FILE NAME	SOW 9 Halo Mobile Content_v2.pdf
DOCUMENT ID	fb6cde4feaa127dfe98152fff5c76064523d62fe
AUDIT TRAIL DATE FORMAT	MM / DD / YYYY
STATUS	● Completed

Document History



SENT

02 / 16 / 2021

16:01:30 UTC-8

Sent for signature to Heather Gode (hgode@halocollar.com) and Steven Farnsworth (steven@farnsworth.productions) from steven@farnsworth.productions
IP: 76.88.230.134



VIEWED

02 / 18 / 2021

17:46:13 UTC-8

Viewed by Heather Gode (hgode@halocollar.com)
IP: 172.92.147.142



SIGNED

02 / 18 / 2021

17:52:03 UTC-8

Signed by Heather Gode (hgode@halocollar.com)
IP: 172.92.147.142



VIEWED

02 / 18 / 2021

17:57:19 UTC-8

Viewed by Steven Farnsworth (steven@farnsworth.productions)
IP: 76.88.230.134



SIGNED

02 / 18 / 2021

17:57:56 UTC-8

Signed by Steven Farnsworth (steven@farnsworth.productions)
IP: 76.88.230.134



COMPLETED

02 / 18 / 2021

17:57:56 UTC-8

The document has been completed.