

**STATEMENT OF WORK No. 10**

**Date: February 16, 2021**

This Statement of Work is entered into this 16<sup>th</sup> 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
  - Plan and procure the necessary labor and equipment for the shoot day based on the video brief provided by Client
  - Procure post production personnel and create post calendar
  - Provide creative feedback on any copywriting services provided by Client
- Production
  - 1 day shoot (10hrs) in the city of the Company's choosing
  - 1 location and 1 dog plus pet parent
    - 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.
  - On-set film crew - Producer, Director, and Swing
- Post Production
  - Provide editorial services for 7 videos (4) :15, (2) :30, & (1) :60 versions
    - The :60 edit will be cut down to a :30 and a :15 version. As for the additional (1) :30 and (3) :15 versions they will only have changes to the text overlay or type on title cards.
    - Each video will have 2 rounds of editorial approval available to the Client
  - Provide oversight on post production schedule
  - For the on-screen copy we'll use simple titles with minimal motion
  - Provide music licensing and closed captioning in English (only if there is dialogue) for each video
- 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).

**CLIENT SCOPE:**

- Provide all necessary Halo collars and necessary equipment to film the product
- Provide Company with approved video brief for each shoot based on Client marketing goals
- Provide copywriting services for the ads
- Coordinate internal Halo schedules for 2 rounds of approval

**DELIVERABLES:**

- 7 total video files split up as (4) :15, (2) :30, & (1) :60 versions
  - 16:9 & 1:1 aspect ratio in Mp4 file format
  - SRT files for closed captioning (only if there is dialogue)
  - Delivery via email link

**SCHEDULE:**

1 week	Pre-Production
1 day	Shoot (10hrs) will be scheduled based on Company availability
2 weeks	Post-Production

**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 \$11,583.00 (eleven thousand five hundred eighty three 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:  \_\_\_\_\_

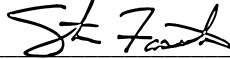
Printed Name: Heather Gode

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

<b>TITLE</b>	SOW 10 Halo Premium Content
<b>FILE NAME</b>	SOW 10 Halo Premium Content_v2.pdf
<b>DOCUMENT ID</b>	a50bfff22b28ebed0bc4a23b7e150974a024f302
<b>AUDIT TRAIL DATE FORMAT</b>	MM / DD / YYYY
<b>STATUS</b>	● Completed

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## Document History



SENT

**02 / 16 / 2021**  
16:49:48 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**  
17:52:27 UTC-8

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



SIGNED

**02 / 18 / 2021**  
17:55:01 UTC-8

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



VIEWED

**02 / 18 / 2021**  
17:56:45 UTC-8

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



SIGNED

**02 / 18 / 2021**  
17:57:06 UTC-8

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



COMPLETED

**02 / 18 / 2021**  
17:57:06 UTC-8

The document has been completed.