



## Hudl Agreement for Customer Feature

<b>Effective Date:</b>	<b>Jun 3, 2026</b>		
<b>Hudl:</b>	Hudl, Inc. ("Hudl")	<b>Hudl Address:</b>	600 P Street, Suite 400, Lincoln, NE 68508
<b>Hudl Parties:</b>	Hudl and its affiliates ("Hudl Parties")	<b>Hudl Contact Name and Email:</b>	<b>Jessica Knobbe</b> <b>jess.knobbe@hudl.com</b>
<b>Customer:</b>	<b>Sapulpa High School</b> ("Customer")	<b>Customer Address:</b>	3 S Mission St, Sapulpa, OK 74066
		<b>Customer Contact Name and Email:</b>	<b>Michael Rose</b> <b>mrose@sapulpaps.org</b>
<b>Materials:</b>	Customer is providing the following items to Hudl to use pursuant to the license below (the " <b>Materials</b> "): <b>audio, video and quotes shared during the appearance on The Educational Podcast recorded Jun 3, 2026</b> .  The Materials also include any written copy, photographs, videos, audio, and other materials, in any form or format, provided by Customer to any of the Hudl Parties related to this Customer Feature Agreement.		
<b>Limited License:</b>	Customer grants the Hudl Parties a limited, worldwide, non-exclusive, royalty-free, fully-paid up, and sublicensable license to (i) use Customer's Trademarks, images of Customer's facility, and the Likeness of any Customer Personnel and (ii) reproduce, publicly perform, transmit, publicly display, distribute, modify, translate, adapt, edit, alter, create derivative works based on, and otherwise use the Materials, in either case for the marketing and promotion of Hudl and its affiliates and their products and services, in any media or format now known or hereafter devised, without further consent from Customer. This license will survive the termination of this Agreement. This license is irrevocable and perpetual and is transferable in the event this Agreement is assigned.  Hudl retains sole discretion over the creation, publication, use, promotion, and advertising of Hudl related advertising and promotional materials, and Hudl is under no obligation to use the Materials, Customer's Trademarks, or Likeness of any Customer Personnel.		
<b>Customer Obligations:</b>	If requested by Hudl, Customer agrees to provide the Hudl Parties and their photographer/videographer access to Customer's facilities, at mutually agreed to dates/times, in order for the Hudl Parties and their photographer/videographer to photograph or record Customer's facilities and its coaches, athletes, team members, employees, students, and staff (" <b>Customer Personnel</b> ") for use as described herein (collectively, " <b>Hudl Photos/Videos</b> ").		
<b>Hudl Obligations:</b>	<ul style="list-style-type: none"> <li>Hudl shall provide the photographer/videographer for any Hudl Photos/Videos.</li> <li>The use of any of Customer's Trademarks shall be in accordance with Customer's brand standards provided to Hudl in writing in advance.</li> </ul>		
<b>Reservation of Rights:</b>	Hudl acknowledges that Customer owns all right, title, and interest in, to, and under Customer's Trademarks and that Hudl shall not acquire any proprietary rights therein, subject to the license. Any use of Customer's Trademarks and all goodwill associated therewith shall inure to the benefit of Customer. Except for Customer's Trademarks, Materials, and the Likeness of any Customer Personnel, Customer acknowledges that the Hudl Parties own all right, title, and interest in, to, and under the Hudl Photos/Videos and that Customer shall not acquire any proprietary rights therein.		
<b>Additional Definitions:</b>	<ul style="list-style-type: none"> <li>"<b>Intellectual Property Rights</b>" means any and all registered and unregistered rights granted, applied for, or otherwise now or hereafter in existence under or related to any patent, copyright, Trademarks, trade secret, database protection, moral rights, right of publicity, right of privacy, or any other intellectual property or proprietary rights laws, and all similar or equivalent rights or forms of protection, in any part of the world.</li> <li>"<b>Likeness</b>" means an individual's name, photograph, image, likeness, voice, biographical information, physical characteristics or other unique indicia of such individual. Likeness also includes any statements or quotes made by such individual in recordings authorized in this Agreement or by Customer or such individual as well as any written review, comment or other content related to Hudl created by such individual.</li> <li>"<b>Trademarks</b>" means all rights in and to US, UK, EU and foreign trademarks, service marks, trade dress, trade names, brand names, logos, corporate names, website URLs, and domain names, and other similar designations of source, sponsorship, association or origin, together with the goodwill symbolized by any of the foregoing, in each case whether registered or unregistered and including all registrations and applications for, and renewals and extensions of, such rights and all similar or equivalent rights or forms of protection in any part of the world.</li> </ul>		

**Data Privacy:** If Customer or its affiliate and any of the Hudl Parties have entered into, or later enter into, a data privacy agreement or similar agreement (“**Data Privacy Agreement**”) that would limit the use by any of the Hudl Parties of the personal information of any of the Customer Personnel or other individuals included or depicted in any Hudl marketing or advertising materials or any of the Hudl Photos/Videos or Materials (“**Project-Related Personal Information**”), Customer agrees that such Data Privacy Agreement shall not apply to the Project-Related Personal Information and any Hudl Parties’ use of the Project-Related Personal Information as authorized herein shall not violate the Data Privacy Agreement.

**Permissions:** Customer agrees that it has obtained from all Customer Personnel, the owner of the Customer’s facilities and other individuals or entities who are, or whose Trademarks or other property is, identified, depicted, included in or otherwise referred to in the Materials or the Hudl Photos/Videos such written and signed licenses, permissions, waivers, releases and consents (collectively, “**Permissions**”), including those relating to rights of publicity, rights of privacy and any Intellectual Property Rights as are, or reasonably may be expected to be, necessary for the Hudl Parties (and their sublicensees, successors and permitted assigns) to exercise their rights with respect to the Likeness of any Customer Personnel, images of the Customer’s facilities and Materials as permitted by this Agreement without incurring any payment or other obligation to, or otherwise violating any right of, any such individual or entity.

**Representations and Warranties:** Customer represents and warrants that (i) it has secured and will maintain the Permissions and any and all rights, consents and releases, including all Intellectual Property Rights, necessary to grant the rights and licenses herein, including from any governing athletic bodies, conferences and other organizations and individuals and parents/legal guardians of minors; (ii) it has the full right, power and authority to enter into this Agreement, to grant the rights and licenses granted hereunder and to perform its obligations hereunder; and (iii) none of the Materials or Customer’s Trademarks, or the Hudl Parties (or their sublicensees’, successors’ and permitted assigns’) use thereof or use of the Likeness of the Customer Personnel in accordance with this Agreement, infringe or violate any publicity, privacy, or other rights of any third party.

**No Public Announcements:** Customer shall not publicly disclose, issue any press release, make any other public statement or announcement, or otherwise communicate with the media, concerning the existence of this Agreement or the subject matter hereof, without the prior written approval of Hudl.

**Liability:** NEITHER ORGANIZATION NOR THE HUDL PARTIES WILL BE LIABLE FOR ANY CONSEQUENTIAL, INCIDENTAL, INDIRECT, EXEMPLARY, SPECIAL OR PUNITIVE DAMAGES WHATSOEVER (INCLUDING DAMAGES FOR LOSS OF USE, REVENUE OR PROFIT, BUSINESS INTERRUPTION AND LOSS OF INFORMATION), WHETHER ARISING OUT OF BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, REGARDLESS OF WHETHER SUCH DAMAGE WAS FORESEEABLE AND WHETHER OR NOT SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE HUDL PARTIES’ AGGREGATE LIABILITY ARISING OUT OF OR RELATED TO THIS AGREEMENT, WHETHER ARISING OUT OF OR RELATED TO BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, SHALL NOT EXCEED USD\$100.

**General:** The relationship between the parties is that of independent contractors. This Agreement constitutes the entire agreement of the parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous agreements, with respect to such subject matter. Any provision that, in order to give proper effect to its intent, should survive the termination of this Agreement, shall survive the termination of this Agreement. If any term of this Agreement is invalid, illegal, or unenforceable in any jurisdiction, it shall not affect any other term or provision of this Agreement or invalidate or render unenforceable such term or provision in any other jurisdiction. No amendment, modification, or waiver under this Agreement is effective unless it is in writing and signed by each party. Neither party may assign this Agreement, without the prior written consent of the other party; provided, however, that Hudl may assign this Agreement to an affiliate or a successor-in-interest by consolidation, merger, or operation of law or to a purchaser of all or substantially all of Hudl’s assets without consent. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and permitted assigns. This Agreement, and all matters arising out of or relating to this Agreement, shall be governed by, and construed in accordance with, the laws of the State of Nebraska without giving effect to any conflict of laws provisions thereof. Any legal suit, action, or proceeding arising out of or relating to this Agreement will be instituted exclusively in the courts located in Lancaster County, Nebraska and each party irrevocably submits to the exclusive jurisdiction of such courts in any such legal suit, action, or proceeding. This Agreement may be executed in counterparts, each of which is deemed an original, but all of which together are deemed to be one and the same Agreement. A signed copy of this Agreement delivered by facsimile, e-mail or other means of electronic transmission is deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

**In exchange for the intangible value Customer will gain by participating in Hudl’s publicity programs and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree to this Customer Feature Agreement as of the above Effective Date.**

**Customer**

by \_\_\_\_\_

Name:

Title:

**Hudl, Inc. (“Hudl”)**

by Jess Knobbe  
Jess Knobbe (Jun 5, 2026 09:44:27 CDT)

Name: Jessica Knobbe

Title: Senior Marketing Manager