1. **Additional Terms for Adobe CQ.**

    1.1. **Definitions**

    1.1.1. **Cluster:** means a group or system of multiple Instances with the same function which are configured so as to stay synchronized with each other without intervention from another Instance outside of this group (e.g. if two grouped publisher Instances are kept in sync by a third author Instance outside of the group then this configuration is not a Cluster; however, if two grouped publisher Instances are kept in sync by passing information between themselves, or by sharing a common repository, then they are a Cluster).

    1.1.2. **Clustering Functionality:** means the enablement of the OnPremise Software to work as a Cluster. The Sales Order shall set forth whether Customer has purchased Clustering Functionality.

    1.1.3. **Instance:** For OnPremise Software, Instance shall mean one (1) copy of the OnPremise Software running on one (1) Computer. Each Instance can be designated as either author or publisher, but each shall be counted separately as one (1) Instance.

    1.1.4. **User:** means employee(s) or individual contractors (i.e. temporary employees) of Customer (not including customers, users, or visitors of Customer's website) that are authorized to have access to the OnPremise Software for purposes of administration and/or authoring. Users are licensed on a named user basis, meaning that a User license is granted to a single User who is authorized to access or use Adobe CQ. Adobe CQ User license(s) may not be used concurrently (i.e. the same login ID may not be used by more than one User or computer at a discrete moment in time) or by multiple Users.

2. **Adobe CQ Product and Services Descriptions.**

    2.1. **Adobe CQ Web Experience Management ("Adobe CQ WEM").**

    2.1.1. **Base Packages**

    2.1.1.1. **Adobe CQ WEM Basic base package (per package).** An Adobe CQ WEM Basic base package includes two (2) Instances; each additional Instance must be purchased separately and identified in the applicable Sales Order. A license for each User of Adobe CQ WEM Basic base package, its components, add-ons, or additional instances, must be purchased separately. The Adobe CQ WEM Basic base package shall consist of the following components and functionality. Use of these components is licensed to Customer for use on every Instance included with Adobe CQ WEM Basic base package and each additional Adobe CQ WEM Basic Instance(s) purchased.

    - Adobe CQ Web Content Management ("Adobe CQ WCM"). Adobe CQ WCM is a platform for delivering digital cross-channel customer experiences and provides an authoring environment with support for in-place editing; drag-and-drop page composition from a library of web components; and controls for SEO, scheduled delivery, and landing page optimization.

    - Adobe CQ Media Library. Adobe CQ Media Library provides a limited tool for the planning, production, and distribution of digital assets. The CQ Media Library does not contain the full functionality and feature set of Adobe CQ DAM, which is included in the Adobe CQ Standard base package.

    - Adobe Digital Marketing Suite Integrations. Integration of Adobe CQ WEM with other Adobe Digital Marketing Suite products. Adobe Digital Marketing Suite product integrations only include the integration code; Customer must separately license Adobe Digital Marketing Suite product, in addition to Adobe CQ WEM.

    - Adobe CQ CRX. CRX is a commercially packaged version of the Apache Jackrabbit and Sling open source projects and is a powerful web application development solution. CRX is built on a modern architecture and is a highly scalable content repository.

- CIFS Support. The SMB/CIFS Adapter exposes the CRX repository via SMB/CIFS (Common Internet File System).

- LDAP with SSO. CQ can interact with an LDAP server that stores user information centrally, eliminating the need for duplication. This central server is then used to verify login information that can be used to realize Single Sign On, both with other in-house applications and external Portals.

- WebDAV. CRX and CQ come with WebDAV support that lets Users display and edit the repository content. Setting up WebDAV gives Users direct access to the content repository through your desktop.

2.1.1.2. **Adobe CQ WEM Standard base package (per package).** An Adobe CQ WEM Standard base package includes two (2) Instances; each additional Instance must be purchased separately and identified in the applicable Sales Order. A license for each User of Adobe CQ WEM Standard base package, its components, add-ons, or additional instances, must be purchased separately. The Adobe CQ WEM Standard base package shall consist of the following components and functionality. Use of these components is licensed to Customer for use on every Instance included with Adobe CQ WEM Standard base package, and on each additional Adobe CQ WEM Standard Instance(s) purchased.

- Adobe CQ WEM Basic base package components. All components of the Adobe CQ WEM Basic base package described above in Section 2.1.1.1.

- Adobe CQ Digital Asset Management ("Adobe CQ DAM"). Adobe CQ DAM provides a tool for planning, production, and distribution of digital assets. Adobe CQ DAM licenses included in the Adobe CQ WEM Standard base package are licensed to Customer only for use on the same Instances included with or purchased as add-ons to the Adobe CQ WEM Standard base package. A stand-alone version of Adobe CQ DAM can be purchased separately for uses with the Adobe CQ WEM Basic base package or other Instances not related to the Adobe CQ WEM Standard base package licenses.

- CQ as a Portal. The CQ5 Portal Container lets Users run JSR 286-compliant portlets in CQ.

- Portal Director. The CQ5 Portal Director provides a content portlet that lets Users display content from the publish instance, preview content from the author instance, and provides a link within the content to open the corresponding page in a new browser window.

- Targeting. Targeting is the dynamic delivery of specified content to website visitor subgroups based on the profile of the website visitors.

- ContentBus. Enabled content applications with simplified access to JCR content infrastructure based on CRX and Adobe's JCR Connectors.

2.1.2. **Adobe CQ WEM Add-ons**

2.1.2.1. **Adobe CQ WEM Users (per User).** The purchase of Adobe CQ WEM Basic or Standard Users requires the purchase of the related Adobe CQ WEM base package.

2.1.2.2. **Active Clustering for Adobe CQ WEM (per Cluster).** The purchase of Active Clustering for Adobe CQ WEM enables Cluster Functionality for Adobe CQ WEM licenses.

2.1.2.3. **Adobe CQ Marketing Campaign Management ("Adobe CQ MCM") (per Instance).** Adobe CQ MCM enables Users to plan, design, launch, and optimize marketing campaigns across multiple digital channels, including mobile and social communities.

2.1.2.4. **Adobe CQ Mobile (per Instance).** Adobe CQ Mobile leverages the Adobe CQ WCM platform and interface to deliver web content across a range of mobile devices and applications.

2.1.2.5. **Adobe CQ Multisite Manager ("Adobe CQ MSM") (per Instance).** Adobe CQ MSM lets Users define relations between the sites and also lets you define to what degree re-use or control is exerted on the different sites. The MSM, once set up, does this automatically.

2.1.2.6. **Adobe CQ Social Communities (per Instance).** Social Communities are a fully integrated solution that enables marketers to create immersive social experiences as part of their website to build brand loyalty and generate demand.

2.1.2.7. **Adobe CQ eCommerce (per Instance).**

2.1.2.8. **Content Repository Connectors (per Connector).** Each Content Repository Connector is licensed to Customer for use with one (1) Adobe CQ WEM base package (Basic or Standard) and each related Additional Adobe CQ WEM Instance(s) purchased.

2.1.2.9. **Additional Adobe CQ WEM Instances (per Instance).** The purchase of additional Adobe CQ WEM Basic or Standard Instances requires the purchase of the related Adobe CQ WEM base package.

2.2. Adobe CQ Digital Asset Management ("Adobe CQ DAM")

2.2.1. **Adobe CQ DAM Stand-alone (per Instance).** Adobe CQ DAM provides a tool for planning, production, and distribution of digital assets. A license for each User of Adobe CQ DAM Stand-alone, its components, add-ons, or additional instances, must be purchased separately. Adobe CQ DAM Stand-alone shall consist of the following components and functionality. Use of these components is licensed to Customer for use on every Instance included with Adobe CQ DAM Stand-alone and each additional Adobe CQ DAM Instance(s) purchased.

- Adobe CQ CRX. CRX is a commercially packaged version of the Apache Jackrabbit and Sling open source projects and is a powerful web application development solution. CRX is built on a modern architecture and is a highly scalable content repository.

- CIFS Support. The SMB/CIFS Adapter exposes the CRX repository via SMB/CIFS (Common Internet File System).

- LDAP with SSO. CQ can interact with an LDAP server that stores user information centrally, eliminating the need for duplication. This central server is then used to verify login information that can be used to realize Single Sign On, both with other in-house applications and external Portals.

- ContentBus. Enabled content applications with simplified access to JCR content infrastructure based on CRX and Adobe's JCR Connectors.

- WebDAV. CRX and CQ come with WebDAV support that lets Users display and edit the repository content. Setting up WebDAV gives Users direct access to the content repository through your desktop.

2.2.2. **Adobe CQ DAM Add-ons**

2.2.2.1. **Adobe CQ DAM Users (per User).** The purchase of Adobe CQ DAM Stand-alone Users requires the purchase of the related Adobe CQ DAM Stand-alone package.

2.2.2.2. **Active Clustering for Adobe CQ DAM (per Cluster).** The purchase of Active Clustering for Adobe CQ DAM enables Cluster Functionality for Adobe CQ DAM licenses.

2.2.2.3. **Additional Adobe CQ DAM Instances (per Instance).** The purchase of additional Adobe CQ DAM Instances requires the purchase of Adobe CQ DAM Stand-alone.

3. **Adobe CQ OnPremise Software.** The following provisions apply to Adobe CQ OnPremise Software, either being purchased by Customer on a perpetual or subscription basis. All Adobe CQ products and services listed under the OnPremise section of the Sales Order are licensed to the Customer pursuant to all terms and conditions under the Adobe — Exhibit for OnPremise Software included herein and further subject to the terms and conditions of this Adobe PDM for CQ.

3.1. **License for Development Use.** Subject to, and so long as Customer complies with, the terms and conditions of this Agreement, Adobe grants to Customer a non-exclusive license, during the License Term, to install and use the CQ OnPremise Software licensed under this Agreement, as Development Software ("Development License"). The Development License shall be used solely in Customer's technical development environment, strictly for testing and quality assurance purposes and not for production purposes. This license grant is provided solely in connection with Development Software versions of the CQ OnPremise Software and for Customer's own internal business operations, and nothing in this section grants any express or implied license to use, distribute, modify, copy, link, or translate the Development Software other than in connection with the Customer's use in a development environment. The Development Licenses are further subject to all license restrictions described in this Agreement.

3.2. **Protection Measures.** Customer acknowledges and agrees that the On Premise Software may contain verification and reporting functionality that allows the remote reporting of Customer's usage of the OnPremise Software for the purpose of verifying Customer's compliance with the terms and conditions of this Agreement ("Remote Verification"). Customer agrees to cooperate and assist with Adobe's reasonable requests regarding the facilitation of such Remote Verification, and Customer agrees that it shall not (or allow any of its employees or any third party) directly or indirectly attempt to disable or remove such Remote Verification functionality. The OnPremise Software may also include technological measures that are designed to enable Adobe to disable the OnPremise Software if Customer has breached the terms of this Agreement.

Third Party Software Notices. In order to accommodate public demand for software that is interoperable with other products and platforms, Adobe, like other commercial software publishers, has designed its products to comply with public standards, and has incorporated code created and licensed by third parties into its products. The creators of these public standards and publicly available code, as well as other third party licensors, require that certain notices and terms and conditions be passed through to the end users of the software. Such required third party software notices and/or additional terms and conditions are located at www.adobe.com/products/eula/third_party/index.html (or a successor website thereto) and are made a part of and incorporated by reference into this Agreement. Customer acknowledges and agrees that Adobe's licensors (and/or Adobe if Licensee obtained the Software from any party other than Adobe) are third party beneficiaries of this Agreement, with the right to enforce the obligations set forth herein with respect to the respective technology of such licensors and/or Adobe.