

PILOT PROGRAM - FUNERAL HOME PARTICIPATION AGREEMENT

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By enrolling in the Free Pilot Program with The Naked Grief, you (the Funeral Home) agree to the following:

1. **PARTICIPATION & CARDS:** You will receive 200 REACH care cards per month at no cost. These cards are intended to be placed during visitations for families to access immediate grief support.
2. **BRANDING & SELECTION:** You authorize The Naked Grief to list your Funeral Home name as a selection option on our digital landing page. This is required so that families who scan your QR code can successfully link to our community and so that we can generate your monthly lead report.
3. **NO COST & OPTIONAL PURCHASES:** There is no fee for participating in this pilot or receiving the monthly cards. You are under no obligation to purchase physical "Bracing 13" books, though they are available for purchase if you choose to provide them to your families.
4. **DURATION:** This pilot is a collaboration to demonstrate the value of our aftercare system and will run for eight (8) weeks from the Effective Date. Either party may end the pilot participation at any time with written notice.

This Pilot Program Participation Agreement (the "Agreement") is entered into as of the date of electronic acceptance ("Effective Date") by and between **The Naked Grief**, a Delaware corporation ("Company"), and the participating entity identified during the registration process ("Partner" or "Funeral Home").

1. PILOT PROGRAM OVERVIEW

The Company offers a specialized pilot program designed to integrate authentic grief support into the aftercare services provided by the Partner. The objective of this pilot is to demonstrate the value of the Company's "Raw Grief, Real Healing" methodology through physical touchpoints and digital community access.

2. DELIVERABLES AND SERVICES

During the term of this Pilot Program, the Company shall provide the following at no initial cost to the Partner:

- **Monthly Allotment:** Two hundred (200) physical REACH Care Cards per month.
- **Distribution Rights:** Partner is authorized to display and distribute these cards to families and attendees during visitations, services, and pre-planning consultations.
- **Digital Integration:** Integration of the Partner's name into the Company's proprietary QR code landing page directory, allowing bereaved families to select the Partner as their primary funeral service provider upon account creation.

3. PARTNER OBLIGATIONS AND CONSENT

By participating in this Pilot Program, the Partner agrees to the following:

- **Strategic Placement:** Partner shall make the REACH Care Cards available in high-visibility areas during visitations and services.
- **Directory Consent:** Partner hereby grants the Company a non-exclusive, royalty-free license to use the Partner's name, logo, and brand marks within the Company's digital platform and QR code drop-down selection menus. Partner acknowledges that this selection is necessary for families to link their profile to the Partner's aftercare ecosystem and access the free community tiers.
- **Feedback:** Partner agrees to provide periodic feedback regarding the family engagement levels and the utility of the monthly lead reports provided by the Company.

4. FEES AND OPTIONAL PURCHASES

- **Pilot Program Fee:** There is no monthly subscription fee for the duration of the Pilot Program for the standard allotment of 200 cards and digital directory hosting.
- **Optional Inventory:** Should the Partner choose to provide families with physical copies of the "Bracing 13" workbook or other proprietary merchandise, such items shall be invoiced separately at the Company's then-current wholesale rates.
- **Post-Pilot Transition:** Upon conclusion of the pilot period, Partner will have the option to transition to a paid partnership tier. No charges will be incurred without a separate, signed service agreement.

5. INTELLECTUAL PROPERTY

The Company retains all rights, title, and interest in and to the "Raw Grief, Real Healing" philosophy, the "Bracing 13" content, the Velo-coded digital infrastructure, and all trademarks associated with The Naked Grief. Partner shall not reproduce, reverse-engineer, or redistribute Company materials outside the scope of this Agreement.

6. PROFESSIONAL DISCLAIMER

Partner acknowledges that The Naked Grief provides grief coaching, education, and peer support. The services provided through this pilot are not clinical therapy, nor are they a substitute for licensed mental health counseling or medical intervention. All support is provided under the Company's "no-sugarcoating" policy, emphasizing raw, authentic healing.

7. DATA PRIVACY AND LEAD GENERATION

The Company will provide Partner with monthly reports detailing the number of scans and registrations associated with the Partner's location. Both parties agree to handle all personal information in compliance with applicable data privacy laws. Families who scan the QR code must provide express consent to share their contact information with the Partner for aftercare purposes.

8. TERM AND TERMINATION

This Agreement remains in effect for eight (8) weeks from the Effective Date (the "Pilot Program"). Either party may terminate participation at any time with written notice. Upon termination, the Partner's name will be removed from the digital directory, and the distribution of further care cards will cease.

9. LIMITATION OF LIABILITY

In no event shall The Naked Grief be liable for any consequential, indirect, or incidental damages arising out of the Partner's participation in the Pilot Program. The services are provided "as-is" without warranties of any kind.

10. GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of the State of Delaware, without regard to its conflict of law principles.