

REACH PARTNERSHIP AGREEMENT

This REACH Partnership Agreement (the "Agreement") is entered into as of the date of electronic acceptance (the "Effective Date") by and between **The Naked Grief**, a Delaware corporation ("Company"), and the entity agreeing to these terms ("Partner").

1. SCOPE OF THE REACH PARTNERSHIP

The REACH Partnership is designed to provide funeral homes and death care facilities with a streamlined aftercare solution that bridges the gap between professional services and authentic community support. By entering into this Agreement, Partner becomes an authorized provider of The Naked Grief's proprietary REACH system.

2. DELIVERABLES AND SERVICES

During the term of this Agreement, the Company shall provide the following to the Partner:

- **Monthly Arrangement Folder Sheets:** Company will provide thirty (30) Arrangement Folder Sheets per month for distribution to families served by the Partner.
- **Monthly Care Cards (Visitation & Services):** Company will provide three hundred (300) physical Care Cards per month for distribution at visitation and services.
- **Partner Portal Access:** Partner will be provided access to a partner portal that includes (i) digital tracking of Care Card scans and (ii) a template library (Email and Newsletter templates).
- **Monthly Lead Delivery:** On a monthly basis, Company will provide Partner with contact and email information for individuals who have selected the Partner's facility when registering for community access through the Care Card experience (the "Leads").
- **Family Digital Access (Unlimited):** Families will have unlimited digital access via direct links to the Company's free resources, including: **First Aid for the First 13 Days after Loss (mini-book), Skills Lab, Grief Wisdom Circle, Strength Wisdom Circle, Healing Hearts, Raw Reset, and other free resources.**
- **Tangible Books:** Company will provide tangible books only as specifically purchased by the Partner (if any), billed separately at the time of order.

3. PARTNER OBLIGATIONS AND CONSENT

- **Directory Listing Consent:** Partner agrees to have their name listed in the proprietary digital "drop-down" selection menu for Care Card recipients accessing free support through The Naked Grief. Partner hereby grants Company a non-exclusive, royalty-free license to use Partner's name, logo (if provided), and facility information solely within The Naked Grief's REACH directory and associated REACH materials for the duration of this Agreement.
- **Lead Handling:** Partner agrees to handle all Leads provided by the Company in compliance with applicable data privacy laws and regulations.

- **Branding:** Partner agrees to distribute Care Cards and represent The Naked Grief and the REACH program using The Naked Grief and REACH branding only, and not to rebrand, white-label, or co-brand the REACH program without the Company's prior written consent.

4. FEES AND PAYMENT

- **Monthly Subscription Fee:** Partner agrees to pay a monthly recurring fee of **\$499/month** through **December 31, 2026. Pricing is subject to change effective January 1, 2027.**
- **Digital License Included with Active Subscription:** The monthly subscription includes a limited, revocable license to use the Company's digital REACH components, including **Care Cards, QR-code tracking, and community access** (the "Digital License"). The Digital License is tied to an active, paid monthly subscription and **terminates immediately upon cancellation** (including loss of access to any tracking, partner source attribution, and partner-linked community access).
- **Billing Cycle:** Payments are processed automatically every thirty (30) days from the Effective Date.
- **Bracing 13 Workbook (Optional Add-on):** Partner may purchase the **Bracing 13 Workbook** through Company at a rate of **\$56.50 per unit** (a 13% discount from **\$64.95** retail). **Shipping is not included.** Partner acknowledges delivery may be delayed due to third-party fulfillment. As an alternative, Partner may order directly via Amazon at **\$64.95** retail.
- **Inventory Costs:** Any tangible books or additional products purchased by the Partner (including optional add-ons) are billed separately at the time of order.

5. CANCELLATION, REFUNDS, AND RETURN OF MATERIALS

- **Month-to-Month Term:** Partner may cancel at any time via the Partner portal or written notice.
- **No Refunds:** No refunds are issued for the current paid billing cycle as inventory is pre-allocated.
- **Return of Inventory:** Upon cancellation, Company will provide a shipping box for the return of any unused physical Care Cards or materials. Company will issue a credit to the Partner's account for returned, reusable materials once received and verified.
- **Partner Support:** Company will provide **bi-weekly Partner Support strategy calls** via **Google Meetings** to discuss successes and challenges (REACH-related or general).
- **Inventory Thresholds:** Subscription rates are based on an average of 20 services per month. Partner is provided an additional 5 workbooks per month to cover overflow.

6. COACHING VS. THERAPY DISCLAIMER

Partner acknowledges that The Naked Grief provides grief coaching and peer-led support services. These services are not licensed clinical therapy or medical treatment. Partner agrees to ensure that their staff and clients are aware that the REACH program is a coaching and community-based resource.

7. LIMITATION OF LIABILITY

In no event shall The Naked Grief be liable for any indirect, incidental, or consequential damages arising out of this Agreement. The Company's total liability for any claims related to the REACH Partner-

ship shall not exceed the total amount paid by the Partner in the three (3) months preceding the claim.

8. 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.

9. ACCEPTANCE

By completing the purchase and checking the "I Accept" box during the registration process, Partner acknowledges they have read, understood, and agreed to be bound by the terms of this REACH Partnership Agreement.

10. INTELLECTUAL PROPERTY & ANTI-COPYING POLICY

- **Reach Sheets & QR Codes:** The "Reach Sheets" (containing QR codes for digital books and community access) are the proprietary property of The Naked Grief. **Photocopying or reproducing Reach Sheets is strictly prohibited.**
- **Digital License Tied to Subscription; Immediate Termination:** The Digital License (Care Cards, tracking, and community access) is tied to an active monthly subscription and **terminates immediately upon cancellation.** No new digital access, community access, or tracking will be provided post-termination.
- **Physical Workbooks:** Physical workbooks purchased by Partner (including bulk/wholesale orders) are the property of the Partner and may be distributed or sold by Partner after termination; however, **no new digital access, QR tracking, or partner-linked community access will be provided** in connection with any post-termination distribution.

11. POST-TERMINATION LEAD LIABILITY

The tracking system allows Company to monitor registrations by source. If Partner continues to distribute materials after cancellation:

- **Grace Volume:** Under 10 registrations per month post-cancellation will result in a courtesy notice.
- **Excessive Volume Penalty:** If registrations exceed 50 names in a single month post-cancellation, it is deemed conclusive evidence that Partner is still actively distributing REACH materials. In this event, Partner agrees to a penalty of **Double (2x) the last monthly subscription rate** to compensate for unauthorized lead generation and system maintenance. Company is authorized to charge the payment method on file for this penalty.