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Government of Uttar Pradesh

Ram Prakash Sharma
A/CID-UP/14389604
Kosi Kaban (Mathura)

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Certificate Issued Date : 08-Apr-2023 10:02 AM
Account Reference : NEWIMPACC (SV)/ up14389604/ CHHATA/ UP-MTH
Unique Doc. Reference : SUBIN-UPUP1438960453567914373085V
Purchased by : GLA UNIVERSITY MATHURA
Description of Document : Article 5 Agreement or Memorandum of an agreement
Property Description : Not Applicable
Consideration Price (Rs.) :
First Party : GLA UNIVERSITY MATHURA
Second Party : WUNDERMAN THOMPSON STUDIOS GURUGRAM
Stamp Duty Paid By : GLA UNIVERSITY MATHURA
Stamp Duty Amount(Rs.) : 100
(One Hundred only)

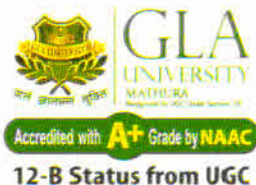


Ashok Kumar Singh
Registrar
GLA University

17 Km. Stone, NH-2, Mathura-Delhi Road
PO, Chaumuhan, Mathura (U.P.) INDIA

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MEMORANDUM OF UNDERSTANDING

BETWEEN

GLA University, Mathura, India

AND

Wunderman Thompson Studios
(A division of Matrix Publicities & Media India Pvt. Ltd.)
Gurugram, India

This Memorandum of Understanding (MoU) is being signed on the 14 April year 2023 (effective date) between

The GLA University, established under U.P. State Legislative Act of 2009 (UP Act 21 of 2010) and ranked among the top Universities of Uttar Pradesh and India and has been accredited by the National Assessment and Accreditation Council (NAAC) with 'A+' Grade and recognized by University Grants Commission (UGC) under section 12B of UGC Act of 1956, having its campus at NH-2, Mathura-Delhi Road P.O. Chaumuhan, Mathura, Uttar Pradesh 281406. (Hereinafter referred to as & "GLAU"). GLA University is offering a wide range of Graduate, Post-Graduate and Doctorate programmes. GLA University is approved and recognized by University Grants Commission (UGC), NCTE and Pharmacy Council of India.

And


Wunderman Thompson Studios (a WPP Company) is a global marketing technology company with global presence. Headquartered in Boston, Wunderman Thompson Studios is a part of WPP Group. A leading global digital Company, Wunderman Thompson Studios combines creativity, data, and technology in to work, that inspires consumers to take action and delivers results for brands.

Both Parties agree to cooperate in education and research in areas of mutual interest, as follows:

1. OBJECTIVES

This MoU aims to build a long-term relationship and to develop healthy and stable arrangements between both the Parties. Any collaborative programs, projects or activities proposed under the auspices of this MoU shall be subject to negotiation, agreement and approval by, and between, the Parties. The forms of these collaborative programs, projects or activities may include but are not limited to:


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Director
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Chaumuhan, Mathura (U.P.) INDIA

1. The budding graduate from the institution could play a key role in technological up-gradation, innovation, and competitiveness of an industry. GLA University and Wunderman Thompson Studios (A WPP company) believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.
2. Wunderman Thompson Studios (A WPP Company) will give valuable inputs to GLA University in teaching/ training methodology and suitably customize the curriculum so that the students fit into the industrial scenario meaningfully.
3. GLA University and Wunderman Thompson Studios (A WPP Company) to cooperate in the area of Skill Based Training Education and Research.
4. Wunderman Thompson Studios (A WPP Company) allow the students of GLA University for various Internship programs.
5. Skill Development Programs: Wunderman Thompson Studios (A WPP Company) to help students of GLA University on the emerging technologies in order to bridge the skill gap and make them industry ready.
6. Guest Lectures: Wunderman Thompson Studios (A WPP Company) to extend the necessary support to deliver guest lectures to the students of GLA University on the technology trends and in house requirements.
7. Faculty Development Program: Wunderman Thompson Studios (A WPP Company) to train the faculty of GLA University for imparting training as per the industrial requirement considering the National Occupational Standards in concerned sector, if available.
8. There is no financial commitment on the part of GLA University, Mathura UP.
9. GLA University will ensure commensurate branding of Wunderman Thompson Studios within the campus, acknowledging the contribution of Wunderman Thompson Studios in this endeavour.
10. GLA University does not reserve the right to share or edit the course curriculum named "Digital Marketing and Transformations" prepared by Wunderman Thompson Studios, this course is a copyright of Wunderman Thompson Studios.

The parties will work out a specific plan for any activity mentioned above; and mutually discuss the detailed arrangement for collaboration. The terms and conditions for such activities as deliverables, funding, developers, intellectual property will have to be specified in a separate work specific agreement.

2. ROLES & RESPONSIBILITIES OF EACH PARTY

- 1) **Wunderman Thompson Studios** and **GLAU** shall make provisions to share their respective important infrastructure facilities in order to promote academic and research interaction in the areas of cooperation.
- 2) **Wunderman Thompson Studios** and **GLAU** will be sharing software and other materials and components developed in-house in the areas of cooperation, if permissible within the rules governing the two institutions. However, responsibility for safety of software and other


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materials during the exchange will rest on respective Head of academic department/section of both the Universities.

3. FINANCIAL ARRANGEMENT

The financial arrangement for the co-operative activities undertaken within the framework of this MoU shall be mutually agreed upon by both the Parties on a case-to-case basis, subject to the availability of funds and resources.

4. REPRESENTATION AND WARRANTY

Each Party to this MoU represents that the execution and performance of this MoU is not contrary to any rule, law, statute, internal policy, or any other such order or rule by which such Party is bound.

5. PROTECTION OF INTELLECTUAL PROPERTY RIGHTS/ OWNERSHIP

Each party will protect, its territory, intellectual property rights of the other party in force in their respective countries. All copyrights, design rights, rights relating to computer software or intellectual property rights of the documents produced in support of any activity under this MoU shall remain with the Party owning it. Ownership of any intellectual property (including but not limited to confidential information, know-how, patents, copyrights, design rights, rights relating to computer software, and any other industrial or intellectual property rights) developed during the course of this MoU shall be decided through a separate project specific agreement.

6. CONFIDENTIALITY

- a. Confidential information includes all communication of information disclosed in documentary or tangible form between the Parties, including oral, written and machine-readable form, pertaining to the above which is indicated as confidential. In the case of such information disclosed orally or visually, the Disclosing Party shall confirm in writing the fact and general nature of each disclosure within (30) days after it is made.
- b. Confidential information includes information:
 1. Disclosed by, or on behalf of, the Disclosing Party to the Receiving Party,
 2. Otherwise learned or ascertained by the Receiving party from inspection and/or evaluation of sample(s) identified by the Disclosing party as confidential and provided to the Receiving party by or on behalf of the Disclosing Party (sample(s)) and/or,
 3. Otherwise learned or ascertained by the Receiving Party from the Disclosing Party.
- c. The Receiving Party will not disclose confidential information of the Disclosing Party to any other person and use at least the same degree of care to maintain the Information confidential as receiving party uses in maintaining as confidential its own confidential Information, but always at least a reasonable degree of care; due diligence will be taken by both the parties in maintenance of confidential information.



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- d. The Receiving Party will use the confidential information only for the above mentioned purpose.
- e. The Receiving Party will restrict disclosure of the confidential information of the Disclosing Party solely to those employees, subsidiaries, parent and affiliated companies of Receiving Party having a need to know such Information in order to accomplish the purpose stated above.
- f. This MoU imposes no obligation on Receiving Party with respect to any portion of the confidential information received from Disclosing Party which:
- Was known to Receiving Party prior to disclosure by Disclosing Party,
 - Is lawfully obtained by Receiving Party from a third party under no obligation of confidentiality,
 - Is, or becomes, generally known or publicly available other than by unauthorized disclosure, is independently developed by Receiving Party,
 - Is disclosed by disclosing Party to a third party without a duty of confidentiality on the third party.
 - Is required by law or decree.
- g. The confidential information shall remain the sole property of the Disclosing Party.
- h. The obligation of non-disclosure of confidential information shall survive for 3 years after expiry/termination of this MoU.

7. SUSPENSION

Each party reserves the rights for reasons of national security, national interest, public order or public health to suspend temporarily either in whole or in part the implementation of this MoU. The suspension shall take effect immediately after written notification has been given to the other party through diplomatic channels.

8. REVISION, MODIFICATION AND AMENDMENT

Either Party may request in writing a revision, modification or amendment of all or any part of this MoU. Any revision, modification or amendment agreed to by the parties shall be reflected in writing and shall form part of this MoU. Such revision, modification or amendment shall come into force on such date as may be determined by parties.

10. EFFECTIVE DATE, DURATION AND TERMINATION

The MoU shall commence from the Effective Date and shall continue for a period of Five (3) years from the Effective Date (hereafter referred to as "Term") and is subject to extensions by mutual consent of the parties in writing. Thereafter, both parties shall review the status of this co-operation and may extend the Term on such conditions as mutually agreed upon. Either party may terminate this MoU by notifying the other Party in writing at least Six (6) months in advance of such termination. Unless otherwise agreed upon by the Parties, the termination of this MoU shall not affect the implementation of the on-going activities and/or programmes, which have been agreed upon before the date of the termination of the MoU.



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11. SINGLE POINT OF CONTACT (SPOC)

Each party shall designate a person or office to serve as liaison for implementing this MoU. The liaison/ SPOC may change from time to time upon notice given to the other party in writing pursuant to this MoU.

For **Wunderman Thompson Studios:**

Name: Priya Saxena
Designation: Executive Assistant
Email ID: priya.saxena@wundermanthompson.com
Contact Number: +91 9910631006

For **The GLA University, India:**

Name: Mr. Anuj Mangal
Designation: Assistant Professor, Department of CEA
Email ID: anuj.mangal@gla.ac.in
Contact Number: +91 9897311995

12. INDEMNIFICATION

Both the parties shall indemnify and keep the other party indemnified and harmless against any and all claims, actions, proceedings by third party (including all costs, expenses, damages/ losses) arising out of or in connection with this MoU due to breach of any provisions of this agreement Memorandum of Understanding by such party or as a result of any act of negligence/omission or commission on part of such party and /or its employees, agents etc.

13. FORCE MAJEURE

13.1 Neither party hereto shall be liable for any failure to perform its obligations hereunder to the extent that performance has been delayed, hindered or prevented by any circumstances beyond the reasonable control of that party, including without prejudice to the generality of the foregoing, any act of God, war, riot, civil commotion, strike, lock-out or other form of industrial action or any form of government or supernatural authority intervention.

13.2 The affected party to be able to avail of this clause will be obliged to inform the other party of:


- The occurrence of any such event of force majeure; and
- Resume its responsibilities on the cessation of such force majeure event.

14. MISCELLANEOUS

14.1 Neither party shall use or publicize the MoU in such a manner as to cause any disrepute to the other party and shall not make any statement relevant to this MoU which may reasonably be considered to be misleading.



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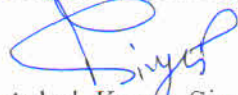
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14.2 If any doubt arises as to the interpretation of the provisions of this Agreement or as to matters not provided therein, the parties to this Agreement shall consult with each other for each instance and resolve such doubts in good faith.

14.3 In case of dispute or difference arising out of, or in connection with, this MoU; the same shall be settled through mutual discussions between GLAU and Wunderman Thompson Studios.

IN WITNESS WHEREOF the parties hereto have signed & executed this memorandum in presence of each other and in presence of attesting witnesses.


**For and on behalf of
GLA University, Mathura**


Mr. Ashok Kumar Singh
Registrar

Ashok Kumar Singh
Registrar
GLA University

Date: - 17 Km Stone, NH-2, Mathura-Delhi Road
Mathura, Mathura (U.P.) INDIA


**For and on behalf of
Wunderman Thompson Studios**


Mr. Amit Malhotra
Chief People Officer

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Date:- 14/04/2022


Witness 1:


Prof. Ashok Bhansali
Dean- Computer Engineering &
Applications
GLA University, Mathura

Witness 2:


Prof. Dilip Kumar Sharma
Dean
International Relations & Academic
Collaborations
GLA University


Anupam Mandel
Group Manager HR



(MANVI SOLANKI)