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**The Hype Magazine Television Network a Division of:**  
**The Hype Magazine, Inc.**  
**722 Collins Hill Rd.**  
**Lawrenceville, GA 30046**

**Programming insert: DaBLOCK**

This agreement is by and between The Hype Magazine Television Network, a division of The Hype Magazine and **Jus Swagg TV** for the addition of programming entitled **DaBLOCK** onto The Hype Magazine Television Network platform. The mutual agreement is as follows:

**Section I: Revenue Shares**

1. You **Jus Swagg TV** desire and we (The Hype Magazine Television Network) accept the opportunity to bring **Jus Swagg TV** content to The Hype Magazine Television Network on a non-exclusive basis
2. You desire and we accept the opportunity to co-brand your show with The Hype Magazine Television Network via our various platforms, online, streaming television and other digital outlets within the network.
3. Streaming television ad revenue, if procured, at its discretion, by The Hype Magazine Television Network, shall be at a 50/50 split as earned based upon media buys slotted for your content on our networks.
4. You shall create and provide at no cost to The Hype Magazine Television Network or its platforms, only content to which you have the right to distribute and have broadcast/streamed/published by The Hype Magazine Television Network.
5. The Hype Magazine Television Network offers and you accept the opportunity to become an ad-hoc brand ambassador for its brand under the following conditions:
  - The Hype Magazine Television Network, shall act in concert with you to aid and assist in the marketing and promotion of the show **DaBLOCK** on its network.
  - The Hype Magazine Television Network shall be authorized to pursue and procure sponsorships, advertising and media opportunities for **DaBLOCK**.
  - **Jus Swagg TV** shall ensure public and proper mention of The Hype Magazine Television Network during each segment submitted and during public appearances during the full term The Hype Magazine Television Network and **Jus Swagg TV** operate in concert to co-brand and co-promote each other and mutual endeavor.
  - **Jus Swagg TV** shall remain responsible for providing marketing materials, footage, highlight reels, and etc. for use in promoting his brand and show.

## Section II: Roll Out

1. The Hype Magazine Television Network will utilize previously created sizzle reels created by **Jus Swagg TV** to introduce the **DaBLOCK** television program to its audience.
2. We will, as a collective, select an official first-air date on The Hype Magazine Television Network following a suitable introduction series via TheHypeMagazine.com online portal.
3. Add coming soon announcements via online and social media platforms from all parties as to the addition of the programming to The Hype Magazine Television Network.
4. Insert **DaBLOCK** promo reel into current programming breaks on The Hype Magazine Television Network.
5. On selected first-air date insert **DaBLOCK** program into the broadcast lineup.
6. **Jus Swagg TV** to create coming soon and segment promo spots for each segment announcing the show on The Hype Magazine Television Network.

## Section III: Term of Agreement

This non-exclusive agreement shall be in effect for a period of one year from the date of execution by both parties or their authorized representatives. At the end of this term, the parties may mutually choose to extend their association or either party may choose to terminate same without penalty to either party.

## Section IV: Non-Disclosure

Both parties agree not to disclose the terms of this agreement to any outside party except by mutual written consent of both parties. Parties agree that the potential during the period of this agreement may cause proprietary information to be exchanged between the party principals, their agents and assigns and agree to hold such information in strict confidence. This non-disclosure agreement shall be in force for the duration of this agreement plus one-year following its termination. In the case of breach of the non-disclosure section of this agreement, the parties do agree that legal action and remedies shall be sought and enforced pursuant to the laws of the State of Indiana.

This agreement as written contains the whole of the agreement between the parties and any verbal agreements not stated within the body of this agreement shall have no force or effect.

Agreed to and executed by: Theodore wesby

**Jus Swagg TV** on the <sup>17</sup>\_\_\_\_\_ the day of <sup>December</sup>\_\_\_\_(month), 2020

Signature: \_\_\_\_\_ 

The Hype Magazine Television Network on the 20 the day of 2020 (month), 2020

Signature: \_\_\_\_\_ 