

# FHound Brand Intelligence Monthly

## Agency / Partner License Addendum

**Effective Date:** January 1, 2026

**Provider:** Shepherd23 Inc.

**Product:** FHound Brand Intelligence Monthly (“FHound Monthly”)

This Agency / Partner License Addendum (“Addendum”) supplements the FHound Subscription Terms.

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### 1. Scope of License

Subject to payment of applicable fees and compliance with this Addendum, Shepherd23 Inc. grants the Partner a **non-exclusive, non-transferable license** to use FHound Monthly insights **in connection with advisory, consulting, or strategic services provided to the Partner’s clients.**

This license expands permitted use beyond internal purposes only.

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### 2. Permitted Client-Facing Use

Under this Addendum, the Partner may:

- Reference FHound-derived insights in client presentations and reports
  - Incorporate FHound analysis into strategic recommendations
  - Discuss cluster-level and brand-level trends informed by FHound Monthly
  - Use FHound insights as an analytical input to consulting work
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### 3. Restrictions

The Partner may **not**:

- Distribute FHound Monthly reports in full or near-full form to clients
- Grant clients direct access to FHound materials
- Resell, sublicense, or white-label FHound Monthly
- Present FHound analysis as an independent subscription product
- Replicate FHound’s proprietary indices, rankings, or methodology as a standalone offering

FHound remains a **supporting intelligence input**, not a resold product.

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#### **4. Attribution**

Where FHound insights are referenced in client-facing materials, the Partner agrees to provide reasonable attribution, such as:

“Source: FHound Brand Intelligence Monthly (Shepherd23 Inc.)”

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#### **5. Client Coverage**

Unless otherwise agreed, this Addendum permits client-facing use for up to **five (5) active client brands** at any given time.

Additional client coverage may be added by mutual agreement.

*(This clause is optional — you can remove it if you prefer simplicity.)*

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#### **6. Intellectual Property**

All FHound materials, methodologies, indices, and analytical frameworks remain the exclusive intellectual property of Shepherd23 Inc.

No ownership rights are transferred under this Addendum.

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#### **7. Term and Termination**

This Addendum is effective for the duration of the Partner’s active subscription and may be terminated upon material breach of the Subscription Terms or this Addendum.

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#### **8. Governing Law**

This Addendum is governed by the laws of the **State of Delaware, United States**, without regard to conflict of laws principles.

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## **9. Relationship of the Parties**

Nothing in this Addendum creates a partnership, joint venture, or agency relationship between the parties.

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