

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.

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.

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

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.

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.)”

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.)

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.

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.

8. Governing Law

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

9. Relationship of the Parties

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