

ADDENDUM dated 30th June 2011 (the 'Effective Date') to Online Licence Agreement for Mass Observation Online (includes Update I) between Adam Matthew Digital Ltd (the "Licensor") and The University of California San Diego, La Jolla, CA 92093, USA (the "Licensee")

Projects licensed by original Agreement dated 10th June 2010:

- Mass Observation Online [includes Update I]

The following Additional Project is Licensed by this Addendum on the same terms as the original Agreement subject to Clause [1] as itemised below:

- **Mass Observation Online Update II**
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Clause [1]

SECTION VII: RENEWAL

DELETE: *Each renewal shall be subject to the payment by Licensee of five percent (5%) of the net purchase price to cover the Licensor's cost of providing ongoing access to the Licensed Materials.*

INSERT: *Mass Observation Online Update II shall not be subject to hosting renewal charges.*

IN WITNESS THEREOF, the parties have executed this Agreement by their respective, duly Authorised representatives as of the date first above written on page (2) of this Addendum:

LICENSOR:

BY: _____
Signature of Authorised Signatory of Licensor

DATE: 30th June 2011

Name:
Title: Sales & Marketing Director
Adam Matthew Digital Ltd
Pelham House, London Road,
Marlborough, Wiltshire, SN8 2AA, England
Tel:
Fax:
Email:

THE LICENSEE:

BY: _____
Signature of Authorised Signatory of Licensee

DATE: 7/15/11

NAME:
TITLE:
ADDRESS: *UCSD Libraries*
9500 Gilman Dr.
TEL: *La Jolla, CA 92093*
FAX:
EMAIL: