

The American Academy of Etiquette, Inc.

License and Certification Agreement

Whereas, The American Academy of Etiquette has developed a Business Etiquette Training Program for presentation to businesses, organizations, government offices, and including but not limited to universities and is available in the following **Program Materials and Modules**:

Speaker Guide/Building Your Brand
Personal Branding
Communication Skills | Verbal & Non-Verbal
Emotional Intelligence
Art of Human Connection
Professional Appearance
Networking
Connecting the Generations
Service Staff Training
The Business Meal

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- Use of all curriculum presentation decks and, participant handouts
- Training on customization of workshops and presentations
- Endorsement of their abilities to present the Program Materials and Modules
- Use of the American Academy of Etiquette logo and affiliation

- Marketing assistance
- All updates and revisions during the license period

Whereas, the Licensee desires to lease the Program Materials and Modules for use in business etiquette training opportunities and become certified by The American Academy of Etiquette to teach this proprietary educational series.

Whereas, the Licensee may elect to receive the educational training portion of the Certification personally conducted by Lisa Richey by selecting one of the following methods:

- **Video Training** - conducted at mutually agreed upon times consisting of approximately 8 hours of training.
- **In Person Immersion** - Conducted over two days at an agreed upon location (New York, Philadelphia, Washington DC, Atlanta, Miami, Chicago, Dallas, Los Angeles,) Both the Licensee and Licensor agree that all travel related costs to include airfare, lodging, Uber, and meals are not included in the fee and are the responsibility of the respective parties.

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General

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8. All costs of training and certification are included in the fee noted in Item 7 above.
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