

FRANCHISE DISCLOSURE DOCUMENT



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Cereset, LLC offers franchises for the operation of a business that utilizes neuro-technology to support the brain to relax itself for wellbeing, self-improvement and restful sleep.

The total estimated investment necessary to begin operation of a CERESSET® franchise is \$102,900 to \$226,600. This includes \$72,000 to \$108,500 that must be paid to the franchisor or affiliate.

This Disclosure Document summarizes certain provisions of your franchise agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no government agency has verified the information contained in this document.**

You may wish to receive your Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact the franchisor at 15150 N. Hayden Road, Scottsdale, Arizona 85260 or by phone at (480) 265-8800.

The terms of your contract will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contract. Read all of your contract carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as "*A Consumer's Guide to Buying a Franchise*," which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission (the "FTC"). You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

Issuance Date: April 23, 2025

How to Use this Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
How much can I earn?	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or EXHIBIT "E".
How much will I need to invest?	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or EXHIBIT "F" includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only CERESSET[®] business in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What's it like to be a CERESSET[®] franchisee?	Item 20 or EXHIBIT "E" lists current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

What You Need To Know About Franchising *Generally*

Continuing responsibility to pay fees. You may have to pay royalties and other fees even if you are losing money.

Business model can change. The franchise agreement may allow the franchisor to change its manuals and business model without your consent. These changes may require you to make additional investments in your franchise business or may harm your franchise business.

Supplier restrictions. You may have to buy or lease items from the franchisor or a limited group of suppliers the franchisor designates. These items may be more expensive than similar items you could buy on your own.

Operating restrictions. The franchise agreement may prohibit you from operating a similar business during the term of the franchise. There are usually other restrictions. Some examples may include controlling your location, your access to customers, what you sell, how you market, and your hours of operation.

Competition from franchisor. Even if the franchise agreement grants you a territory, the franchisor may have the right to compete with you in your territory.

Renewal. Your franchise agreement may not permit you to renew. Even if it does, you may have to sign a new agreement with different terms and conditions in order to continue to operate your franchise business.

When your franchise ends. The franchise agreement may prohibit you from operating a similar business after your franchise ends even if you still have obligations to your landlord or other creditors.

Some States Require Registration

Your state may have a franchise law, or other law, that requires franchisors to register before offering or selling franchises in the state. Registration does not mean that the state recommends the franchise or has verified the information in this document. To find out if your state has a registration requirement, or to contact your state, use the agency information in EXHIBIT "A".

Your state also may have laws that require special disclosures or amendments be made to your franchise agreement. If so, you should check the State Specific Addenda. See the Table of Contents for the location of the State Specific Addenda.

Special Risks to Consider About *This Franchise*

Certain states require that the following risk(s) be highlighted:

1. **Out-of-State Dispute Resolution.** The franchise agreement requires you to resolve disputes with the franchisor by mediation, arbitration and/or litigation only in Arizona. Out-of-state mediation, arbitration, or litigation may force you to accept a less favorable settlement for disputes. It may also cost more to mediate, arbitrate, or litigate with the franchisor in Arizona than in your own state.
2. **Financial Condition.** The franchisor's financial condition, as reflected in its financial statements (see Item 21), calls into question the franchisor's financial ability to provide services and support to you.
3. **Minimum Mandatory Payments.** You must make minimum royalty or advertising fund payments, regardless of your sales levels. Your inability to make the payments may result in termination of your franchise and loss of your investment.
4. **Spousal Liability.** Your spouse must sign a document that makes your spouse liable for all financial obligations under the franchise agreement even though your spouse has no ownership interest in the franchise. This guarantee will place both your and your spouse's marital and personal assets, perhaps including your house, at risk if your franchise fails.

Certain states may require other risks to be highlighted. Check the "State Specific Addenda" (if any) to see whether your state requires other risks to be highlighted.

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THE STATE OF MICHIGAN PROHIBITS CERTAIN UNFAIR PROVISIONS THAT ARE SOMETIMES IN FRANCHISE DOCUMENTS. IF ANY OF THE FOLLOWING PROVISIONS ARE IN THESE FRANCHISE DOCUMENTS, THE PROVISIONS ARE VOID AND CANNOT BE ENFORCED AGAINST YOU.

Each of the following provisions is void and unenforceable if contained in any document relating to a franchise:

- (a) A prohibition on the right of a franchisee to join an association of franchisees.
- (b) A requirement that a franchisee assent to a release, assignment, novation, waiver, or estoppel which deprives a franchisee of rights and protections provided in this act. This shall not preclude a franchisee, after entering into a franchise agreement, from settling any and all claims.
- (c) A provision that permits a franchisor to terminate a franchise prior to the expiration of its term except for good cause. Good cause shall include the failure of the franchisee to comply with any lawful provision of the franchise agreement and to cure such failure after being given written notice thereof and a reasonable opportunity, which in no event need be more than 30 days, to cure such failure.
- (d) A provision that permits a franchisor to refuse to renew a franchise without fairly compensating the franchisee by repurchase or other means for the fair market value at the time of expiration of the franchisee's inventory, supplies, equipment, fixtures, and furnishings. Personalized materials which have no value to the franchisor and inventory, supplies, equipment, fixtures, and furnishings not reasonably required in the conduct of the franchise business are not subject to compensation. This subsection applies only if: (i) The term of the franchise is less than 5 years and (ii) the franchisee is prohibited by the franchise or other agreement from continuing to conduct substantially the same business under another trademark, service mark, trade name, logotype, advertising, or other commercial symbol in the same area subsequent to the expiration of the franchise or the franchisee does not receive at least 6 months advance notice of franchisor's intent not to renew the franchise.
- (e) A provision that permits the franchisor to refuse to renew a franchise on terms generally available to other franchisees of the same class or type under similar circumstances. This section does not require a renewal provision.
- (f) A provision requiring that arbitration or litigation be conducted outside this state. This shall not preclude the franchisee from entering into an agreement, at the time of arbitration, to conduct arbitration at a location outside this state.
- (g) A provision which permits a franchisor to refuse to permit a transfer of ownership of a franchise, except for good cause. This subdivision does not prevent a franchisor from exercising a right of first refusal to purchase the franchise. Good cause shall include, but is not limited to:
 - (i) The failure of the proposed transferee to meet the franchisor's then current reasonable qualifications or standards.
 - (ii) The fact that the proposed transferee is a competitor of the franchisor or subfranchisor.
 - (iii) The unwillingness of the proposed transferee to agree in writing to comply with all lawful obligations.
 - (iv) The failure of the franchisee or proposed transferee to pay any sums owing to the franchisor or to cure any default in the franchise agreement existing at the time of the proposed transfer.

(h) A provision that requires the franchisee to resell to the franchisor items that are not uniquely identified with the franchisor. This subdivision does not prohibit a provision that grants to a franchisor a right of first refusal to purchase the assets of a franchise on the same terms and conditions as a bona fide third party willing and able to purchase those assets, nor does this subdivision prohibit a provision that grants the franchisor the right to acquire the assets of a franchise for the market or appraised value of such assets if the franchisee has breached the lawful provisions of the franchise agreement and has failed to cure the breach in the manner provided in subdivision (c).

(i) A provision which permits the franchisor to directly or indirectly convey, assign, or otherwise transfer its obligations to fulfill contractual obligations to the franchisee unless provision has been made for providing the required contractual services.

If the franchisor's most recent financial statements are unaudited and show a net worth of less than \$100,000.00, the franchisee may request the franchisor to arrange for the escrow of initial investment and other funds paid by the franchisee until the obligations, if any, of the franchisor to provide real estate, improvements, equipment, inventory, training or other items included in the franchise offering are fulfilled. At the option of the franchisor, a surety bond may be provided in place of escrow.

THE FACT THAT THERE IS A NOTICE OF THIS OFFERING ON FILE WITH THE ATTORNEY GENERAL DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION, OR ENDORSEMENT BY THE ATTORNEY GENERAL.

Any questions regarding this notice should be directed to:

State of Michigan
Department of Attorney General
CONSUMER PROTECTION DIVISION
Attention: Franchise Section
G. Mennen Williams Building, 1st Floor
525 West Ottawa Street
Lansing, Michigan 48913
Telephone Number: (517) 373-7117

ITEM 1 FRANCHISOR AND ANY PARENTS, PREDECESSORS AND AFFILIATES

To simplify the language in this Disclosure Document, “we,” “us” and “the Company” mean Cereset, LLC - the franchisor. “You” means the person who buys a CERESSET[®] franchise - the franchisee, and includes your partners if you are a partnership, your shareholders if you are a corporation, and your members if you are a limited liability company.

Corporate Information

Cereset, LLC is an Arizona limited liability company that was organized on April 9, 2018. Our principal business address is located at 15150 N. Hayden Road, Scottsdale, Arizona 85260 and our telephone number is (480) 265-8800. Our agent for service of process is disclosed in EXHIBIT "B" to this Disclosure Document. We do not do business under any names other than “Cereset, LLC” and “Cereset.”

Business History

We began offering franchises in April 2018. We are not engaged in any business other than the offering of CERESSET[®] franchises. We do not offer franchises in any other line of business.

We have not operated a business similar to the CERESSET[®] business being offered under this franchise. However, our affiliate Brain State Technologies LLC (“BST”) has operated a business similar to the business being offered under this franchise since 2006. From its inception until 2017, BST utilized older legacy technology known as BRAINWAVE OPTIMIZATION[®]. BRAINWAVE OPTIMIZATION[®] is significantly different than the technology utilized within the CERESSET[®] system. From 2018 until the present, BST has utilized newer technology that is now used within the CERESSET[®] system. Until May 25, 2018, this business was operated under the name BRAIN STATE TECHNOLOGIES.

Parents, Affiliates and Predecessors

Our parent company is Brain State Holding Company Inc. and its principal business address is 15150 N. Hayden Road, Scottsdale, Arizona 85260. We do not have any predecessors.

Our affiliate, Braintellect, LLC, sells equipment, inventory, CERESSET[®] chairs and other items to our franchisees. Braintellect, LLC has never operated a CERESSET[®] business. Braintellect, LLC’s principal business address is 15150 N. Hayden Road, Scottsdale, Arizona 85260. Except for Braintellect, LLC, we do not have any affiliates that provide any goods or services to our franchisees.

We do not have any affiliates that have offered franchises in this or any other line of business. However, our affiliate operating company, BST, offered licenses to existing businesses allowing them to utilize an earlier version of Brainwave Optimization technology (the licensees do not utilize the new technology currently available within the CERESSET[®] system). The licensed businesses operate under their pre-existing company name and do not operate under the name CERESSET[®] or any other name licensed by BST. BST no longer offers Brainwave Optimization technology licenses within the United States. However, BST may, on occasion, offer licenses to use our current technology in special purpose situations but without the right to use our Marks. For example, it may license the technology to independent providers that operate under their own business names. It may also license the technology to organizations exclusively for charitable usage as part of our Cereset GIVES program.

Description of Franchised Business

Under your CERESSET[®] franchise, you will establish and operate a business that utilizes neuro-technology to support the brain to relax itself for wellbeing, self-improvement, restful sleep and improved memory. CERESSET[®] franchisees provide “brain-mirroring” to relax the brain and help it regain balance. CERESSET[®] brain-mirroring helps your brain let go of stuck patters that may be impacting the person’s physical and emotional well-being. The brain relaxation neuro-technology utilized by CERESSET[®] franchisees is non-invasive and is not a medical procedure. We make no medical claims. The CERESSET[®] technology is not subject to regulation by the FDA.

If we award you a franchise, you must sign the form of franchise agreement attached to this Disclosure Document

as EXHIBIT "C" (the "Franchise Agreement"). We refer to the franchised business you purchase as your "Business". The Franchise Agreement grants you a license to use certain service marks, trademarks, trade names and logos, including the service mark CERESSET® (collectively, the "Marks"). The Marks also include our distinctive trade dress used to identify a CERESSET® business or the products it sells. The Franchise Agreement also grants you a license to use our system that was developed for the operation of a CERESSET® business (the "System"). Our confidential Brand Standards Manual (the "Manual") describes the operational aspects of a CERESSET® business. You will operate your CERESSET® franchise as an independent business using the Marks, the System, the information in the Manual, and the support, guidance and other methods and materials we provide.

Market and Competition

The target market for CERESSET® clients includes people suffering from an imbalanced brain which hinders the lack of restful sleep, relaxed execution of tasks and learning, and attainment of overall wellbeing. A CERESSET® franchisee may compete primarily with consciousness raising or meditation providers, other providers of neurofeedback, rehabilitation and/or behavioral health services which seek to support relaxation. Some of these businesses are independently owned and operated while others may be part of a regional or national chain.

CERESSET® services are part of the emerging wellness industry for brain health. The overall wellness market is highly fragmented with no distinct leader. The CERESSET® service is unique, non-invasive, and offers health-minded consumers support toward many aspects of wellness which depend upon brain balances. A key benefit of CERESSET® is its ability to support restful sleep by relaxing the brain. Consequently, a very large portion of the general population are potential customers.

Laws and Regulations

You must comply with all federal and state licensing and other regulatory requirements relating to the operation of your Business. Some jurisdictions have passed laws that require businesses to pay employees a higher minimum wage than is required under federal law. As noted above, CERESSET® is non-invasive and is not subject to FDA requirements. There may be other local, state and/or federal laws or regulations pertaining to your Business with which you must comply. We strongly suggest that you investigate these laws before buying this franchise.

ITEM 2 BUSINESS EXPERIENCE

Russell Scholl – President and Chief Financial Officer

Russell Scholl has served as our President and Chief Financial Officer since April of 2018. From June 2015 to present, Mr. Scholl has also served as Chief Financial Officer of Brain State Technologies LLC in Scottsdale, Arizona.

ITEM 3 LITIGATION

No litigation is required to be disclosed in this Item.

ITEM 4 BANKRUPTCY

No bankruptcy information is required to be disclosed in this Item.

ITEM 5 INITIAL FEES

Initial Franchise Fee

You will pay a \$35,000 franchise fee for your franchise. The entire initial franchise fee is payable in full at the time you sign the Franchise Agreement. We will refund \$30,000 of the initial franchise fee if: (a) we terminate your franchise prior to opening due to your default or failure to successfully complete training; and (b) you and your owners sign a general release of claims in our favor. The initial franchise fee is not refundable under any other circumstances. The initial franchise fee is uniform and fully earned.

Initial Training Fee

You must pay us a training fee of \$2,500 for each person who attends our initial training program. We expect most franchisees will send 1 to 4 people to initial training, in which case initial training fees will range from \$2,500 to \$10,000. The training fee is uniformly imposed and non-refundable.

Initial Startup Package

At the time you sign the Franchise Agreement, you must purchase your initial startup package from our affiliate Braintellect, LLC. The package includes the following:

- *Main Office* – plant wall, interior signage, server, monitor and consultation for router/wiring.
- *CERESET® Room* – 1 desktop computer, 1 monitor, 1 CERESET® chair with CERESET® electronics and supplies.
- *Consult Room* – reporting license installed on computer.
- *CTC Workstation* – reporting license installed on computer.

The total cost of the startup package described above is \$34,500.

The above package pricing is for 1 CERESET® room with 1 CERESET® chair. If your facility includes more than 1 CERESET® room, you must pay our affiliate an additional \$14,500 per additional CERESET® room. The \$14,500 purchase price includes the CERESET® Room equipment described above (i.e., 1 desktop computer, 1 monitor, 1 CERESET® chair and CERESET® electronics and supplies). We anticipate most franchisees will have between 1 and 3 CERESET® rooms, resulting in a total startup package purchase price ranging from \$34,500 (for 1 room) to \$63,500 (for 3 rooms). This purchase price is uniformly imposed and non-refundable.

ITEM 6 OTHER FEES

TYPE OF FEE ¹	AMOUNT ²	DUE DATE	REMARKS
Royalty Fee	Greater of (a) 8% of monthly Gross Sales or (b) \$500 per month	15 th day of month for prior month's operations	You must send us monthly Gross Sales reports.. If you provide more than 5 free sessions per month, you must pay us an additional \$25 supplemental royalty fee for each free session you provide in a given month in excess of 5. The supplemental royalty is in addition to the royalty calculated as the greater of 8% of Gross Sales or \$500 per month and is not included within that calculation.
Brand Fund Fee	Up to 2% of Gross Sales	Same as royalty fee	We deposit this fee into a Brand Fund we currently administer. You have no voting rights pertaining to the administration of the Brand Fund, the creation or placement of advertising, or the amount of the brand fund fee.
Cooperative Advertising Fee	Up to 2% of Gross Sales	Same as royalty fee	Company-owned outlets have the same voting power as franchised outlets in a cooperative. If a majority of outlets are company-owned, we will not increase the fee without the majority vote of franchised outlets in favor of the fee increase. Cooperative advertising fees are credited against your Local Marketing Commitment.
Initial Training Fee	\$2,500 per person	10 days after invoice	Imposed for each person you send to initial training after opening your Business. We do not charge fees for other post-opening training programs.

TYPE OF FEE ¹	AMOUNT ²	DUE DATE	REMARKS
Travel Expense Reimbursement	Actual Travel Expenses we incur to provide onsite training or assistance	10 days after invoice	If we provide onsite training or assistance, you must reimburse our Travel Expenses.
Conference Registration Fee	Up to \$300 per person per day	10 days after invoice	We may hold conferences to discuss matters affecting franchisees. Attendance is mandatory for up to 1 conference per year unless (a) we designate attendance as optional or (b) we waive your obligation to attend for good cause.
Case Management Support Fee	Up to \$150 per hour (currently \$100/hour)	10 days after invoice	Each month you receive 3 hours of client case management support services where we assist you with questions regarding case management. The fee is imposed only if you request that we provide more than 3 hours of this assistance per month.
Technology Fee	Up to \$300 per month, plus hourly fee up to \$150 per hour for technical support (currently \$195/month for MINDBODY software plus \$100/hr for technical support beyond 1 hour per office we provide without a fee)	10 days after invoice	Includes amounts you pay us or our affiliate for Technology Systems, including (a) amounts paid for proprietary items, (b) amounts we collect from you and remit to third-parties and (c) an administrative fee for managing the technology platform and negotiating/managing relationships with third-party licensors. It does not include amounts you pay to third parties.
Product Purchases	\$0 to \$1,569 depending on product purchased (excludes CERESSET® chair)	10 days after invoice	Our affiliate may sell certain items to you, such as marketing materials, equipment and inventory. We will provide you with a price list upon request.
Additional Chair Fee	\$14,500	10 days after invoice	Imposed if you wish to purchase an additional CERESSET® chair for your facility.
Audit Fee	Actual cost of audit (including Travel Expenses for audit team)	10 days after invoice	Imposed if an audit (a) is necessary because you fail to send us required information or reports in a timely manner or (b) reveals you understated Gross Sales by 3% or more.
Noncompliance Fee	Up to \$500 per incident	Upon demand	Imposed if you breach a mandatory standard or operating procedure (including submission of required reports) and fail to cure within the time period we require.
Transfer Fee	\$10,000	Before transfer	Payable when you transfer or sell your franchise. There is no fee to transfer: (a) to an entity owned and controlled by the original owners; (b) from one owner to another owner or an immediate family member (unless it results in the Managing Owner no longer holding an ownership interest); or (c) to a trust established by the owners. The transfer fee applies to all other transfers.
Late Fee	Lesser of 18% of amount past due or highest rate allowed by applicable law	10 days after invoice	Default interest is limited to 10% per annum in California.
Management Fee	\$1,000 per day plus Travel Expenses	10 days after invoice	If you fail to cure a Franchise Agreement default or Managing Owner dies, we can designate a person to manage your Business until the default is cured or the Managing Owner is replaced.
Attorneys' Fees and Costs	Amount of attorneys' fees and costs we incur	Upon demand	You must reimburse us for all attorneys' fees and costs we incur relating to your breach of the Franchise Agreement or any related agreement.

TYPE OF FEE ¹	AMOUNT ²	DUE DATE	REMARKS
Indemnification	Amount of our damages, losses or expenses	10 days after invoice	You must indemnify us for losses and expenses we incur due to your operation of the Business or breach of the Franchise Agreement.
New Product or Supplier Testing	Cost of testing (estimated to range from \$500 to \$5,000 per test)	10 days after invoice	This covers the costs of testing new products or inspecting new suppliers you propose.
Insurance Cost Reimbursement	Actual cost of premiums, plus our costs and expenses	10 days after invoice	If you fail to obtain and maintain the insurance we require, and we elect to do so on your behalf, you must reimburse us. At this time, we will procure professional liability insurance on your behalf at no additional fee. However, we reserve the right to discontinue this service in the future.

Notes:

1. Nature and Manner of Payment: All fees are imposed by and are payable to us except: (a) you pay our affiliate for purchases of equipment, inventory and marketing materials; and (b) you pay the cooperative advertising fee directly to the cooperative (we may instead require you to pay this fee to us, in which case we remit the fee to the cooperative on your behalf). All fees are non-refundable and uniformly imposed on franchisees. Payments can be made by credit card, check, wire transfer, or ACH transfer. You must pay us all taxes that are imposed upon us or that we are required to collect and pay by reason of the furnishing of products, intangible property (including trademarks) or services to you.
2. Definitions: As used in this Disclosure Document, the following capitalized terms have the meanings given to them below:

“**Gross Sales**” means the total revenue generated from all goods and services provided or sold by your Business or that otherwise relate to your Business (e.g., advertising revenue, sponsorship fees, business interruption insurance proceeds, etc.). Except as otherwise noted below, Gross Sales includes: (a) the full value (i.e., our suggested retail price) of free or discounted goods or services you provide, unless the same pricing is available to the general public as part of a promotional program we approve; and (b) discounts, refunds, returns and allowances provided to customers. Gross Sales excludes sales, use and excise taxes you collect and remit to a taxing authority. The Manual may include policies governing the calculation of Gross Sales relating to: (a) proceeds from the sale of gift cards and memberships; (b) qualifying purchases and redemptions by members under membership programs; and/or (c) free sessions provided by your Business. Under current policy, Gross Sales excludes the retail value of up to 5 free sessions that you provide each month (you pay us a supplemental royalty fee of \$25 for each free session you provide in a given month in excess of 5 but you do not add the retail value of such session(s) to Gross Sales for purposes of calculating fees owed).

“**Travel Expenses**” means all travel, meals, lodging, local transportation and other living expenses incurred: (a) by us and our trainers, field support personnel, auditors or other representatives to visit your CERESSET[®] facility; or (b) by you or your personnel to attend training programs or conferences.

ITEM 7 ESTIMATED INITIAL INVESTMENT

YOUR ESTIMATED INITIAL INVESTMENT				
TYPE OF EXPENDITURE ¹	AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS TO BE MADE
Initial Franchise Fee	\$35,000	Lump sum	At time you sign Franchise Agreement	Us
Startup Package	\$34,500 to \$63,500	Lump sum	At time you sign Franchise Agreement	Our affiliate Braintellect, LLC

YOUR ESTIMATED INITIAL INVESTMENT				
TYPE OF EXPENDITURE ¹	AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS TO BE MADE
Initial Training Fee	\$2,500 to \$10,000	Lump sum	Prior to attending training	Us
Initial Training Expenses ²	\$0 to \$6,000	As incurred	During training	Hotels, restaurants and airlines
Lease Deposit & Rent ³ (3 Months)	\$4,000 to \$12,000	Lump sum	Monthly (with security deposit paid before opening)	Landlord
Build Out & Improvements ⁴	\$1,000 to \$10,000	As incurred	Before opening	Architect, contractor & suppliers
Signage ⁵	\$3,000 to \$10,000	Lump sum	Before opening	Suppliers
Equipment ⁶ (excluding equipment in startup package)	\$5,200 to \$6,200	Lump Sum	Before opening	Suppliers
Decorating, Furniture & Furnishings	\$2,000 to \$8,000	As incurred	Before opening	Suppliers
Miscellaneous Office Supplies	\$500	As incurred	Before opening	Suppliers
Grand Opening Advertising ⁷	\$2,000 to \$5,000	Lump sum	30 days before through 90 days after opening	Suppliers
Utility Deposits, Business Licenses & Prepaid Expenses	\$200 to \$400	As incurred	Before opening	Utility companies and government agencies
Professional Fees	\$1,500 to \$6,500	Lump sum	Before opening	Lawyer & accountants
Insurance Premium (12 months)	\$2,500 to \$3,500	Lump sum	Before opening	Insurance companies
Additional Funds ⁸ (3 months)	\$9,000 to \$50,000	As incurred	As incurred	Suppliers and employees
Total Estimated Initial Investment ⁹	\$102,900 to \$226,600			

Notes:

- Financing and Refunds:** We do not offer direct or indirect financing for any of these items. None of the fees payable to us are refundable, except we may refund \$30,000 of the initial franchise fee under the circumstances described in Item 5. We are unaware of any fees payable to third party suppliers that are refundable, although some landlords refund security deposits at the end of the lease if the tenant does not default.
- Initial Training Expenses:** This estimates your expenses to send 1 to 4 people for 2 days of initial training in Scottsdale (which is optional but strongly recommended). Your actual training expenses may vary depending on: (a) the number of people you send to training; (b) the distance they must travel; and (c) the level and quality of accommodations, travel and dining selected. The low estimate assumes you choose not to send trainees to Scottsdale for training.
- Lease Deposit & Rent:** These figures presume that you will be leasing your premises. The expense of leasing will vary depending upon the size of the premises, its location, landlord contributions, and the requirements of individual landlords. We anticipate that most CERESSET[®] businesses will range in size from 800 to 2,000 square feet. We estimate the rent will range from \$1,000 to \$3,000 per month, although your actual rent may vary significantly above or below this range depending on your area and the local market conditions. Landlords typically require security deposits equal to 1 or 2 months' rent and may, in addition, require

payment in advance of the first and/or last (or more) month's rent. The total estimated initial investment shown in the chart above includes 1 months' security plus 3 month's rent. Some franchisees may prefer to own their business. The costs of purchasing a business vary so widely that we cannot reasonably estimate the cost.

4. **Build Out & Improvements:** The cost of leasehold improvements and build-out vary widely based upon a number of factors, including the size and condition of the premises, whether or not there are any existing leasehold improvements and whether the landlord will contribute to the cost of the improvements.
5. **Signage:** The type and size of the signage you actually install will be based upon the zoning, property use requirements and any landlord imposed restrictions. There could be an occasion where signage is not permitted because of zoning or use restrictions.
6. **Equipment:** This estimate includes the cost of various other furnishings and equipment required for your main office, CERESSET[®] room, consult room and CTC workstation that are not included in the startup package. These items include collateral-holder, uniforms, desktop computers, monitors, router/wiring, large screen, fast desktop page scanner, lobby display flat panel, supply cabinets, desks and lighting. This item also includes the cost of a credit card reader.
7. **Grand Opening Advertising:** During the period beginning 30 days before opening through 90 days after opening, we recommend that you spend a minimum of \$2,000 on grand opening marketing activities.
8. **Additional Funds:** This estimates your expenses during the first 3 months of operation, including payroll costs (excluding any wage or salary paid to you) and other miscellaneous expenses and required working capital. Your initial 3 months of rent and 12 months of insurance premium are separately stated in the table above. These figures are estimates based on the past experience of our affiliate in operating a CERESSET[®] business.
9. **Budget:** We strongly recommend that you have independent estimates on your anticipated cost to develop, open and operate your Business.

ITEM 8 RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES

Source-restricted Purchases and Leases - Generally

We require that you purchase or lease certain source-restricted goods and services for the development and ongoing operation of your Business. "Source-restricted" means that the good or service must meet our specifications and/or must be purchased from an approved or designated supplier (in some cases, an exclusive designated supplier, which may be us or an affiliate). Our specifications and list of approved and designated suppliers are contained in the Manual. We will notify you within 30 days of any changes to our specifications or list of approved or designated suppliers. We may notify you of these changes in various ways, including written or electronic correspondence, verbal or telephonic notification, amendments or updates to the Manual, bulletins, or other means of communication.

Supplier Criteria

Our criteria for evaluating suppliers include standards for: (a) quality, performance, design, appearance and price of the product or service; and (b) dependability, production capabilities, reputation and financial strength of the supplier. Upon request, we will provide you with any objective specifications pertaining to our evaluation of a supplier or product, although certain important subjective criteria (e.g., product appearance, design, functionality, etc.) are important to our evaluation but cannot be described in writing.

If you wish to purchase or lease a source-restricted item from a non-approved supplier, you must send us: (a) a written request for approval; (b) product samples for testing purposes; and (c) all additional information we request. The supplier must agree to comply with our minimum insurance, indemnification and confidentiality requirements for system suppliers and allow us to periodically inspect their facility. We will notify you of our decision within 30 days after we receive all required information and product samples. We may periodically reinspect approved products and suppliers and revoke our approval if a product or supplier fails to meet our then-current criteria. You must reimburse all costs we incur to evaluate products and suppliers you propose

Current Source-restricted Items

As described below in more detail, we currently require that you purchase or lease the following source-restricted goods and services: furnishings and décor; signage; technology and computer equipment; inventory; uniforms; marketing materials; insurance policies; social media services. We estimate that nearly 60% to 80% of the total purchases and leases that will be required to establish your Business and 60% of your ongoing operating expenses will consist of source-restricted goods or services.

Furnishings and Décor

All of your furnishings and décor must meet our standards and specifications. We do not restrict the suppliers from whom you may purchase these items. However, your CERESSET[®] chair must be purchased exclusively from our affiliate.

Signage

All of your exterior signage and collateral holders must meet our standards and specifications but you may purchase these items from any supplier of your choosing. However, your indoor signage and specific CERESSET[®] posters must be purchased exclusively from us.

Technology and Computer Equipment

All of your technology and computer equipment must meet our standards and specifications. You must license MINDBODY online business management and POS system. You must also acquire email service from Microsoft or Google. Certain of these items must be purchased from our affiliate while other components may be purchased from any supplier of your choosing (subject to our right to require our approval of any supplier you propose).

Inventory

You may only offer the inventory items we authorize. All inventory items must meet our standards and specifications. Currently we require that you purchase all inventory items from our affiliate.

Uniforms

Your employees must wear the uniforms that we specify. You must purchase your uniforms from approved or designated suppliers.

Marketing Materials

All of your marketing materials must comply with our standards and requirements. A standard package of advertising and marketing materials will be available to you without charge. We must approve all of your marketing materials before you use them. You must purchase all branded marketing materials only from our affiliate or other suppliers that we designate or approve.

Insurance Policies

You must obtain the insurance coverage that we require from time to time (whether in the Franchise Agreement or in the Manual). You must purchase these policies from a carrier with an A.M. Best's rating of A or better. The required coverage currently includes: "all risk" property insurance; comprehensive general liability insurance in the minimum amount of \$1,000,000 per occurrence and \$2,000,000 in the aggregate; professional liability insurance in the minimum amount of \$1,000,000 per occurrence; worker's compensation insurance; and any other limits and coverage that we periodically require. At this time, we will procure professional liability insurance on your behalf at no additional fee. However, we reserve the right to discontinue this service in the future. The required coverage and policies are subject to change. All insurance policies must be endorsed to: (a) name us (and our members, officers, directors, and employees) as additional insureds; (b) contain a waiver by the insurance carrier of all subrogation rights against us; and (c) provide that we receive 10 days' prior written notice of the termination, expiration, cancellation or modification of the policy.

Purchase Agreements

We will try to negotiate relationships with suppliers to enable our affiliates and franchisees to purchase certain items at discounted prices. If we succeed, you will be able to purchase these items at the discounted prices that we negotiate (less any rebates or other consideration paid to us). Alternatively, we reserve the right to purchase the items in bulk and resell them to you at our cost plus a reasonable markup (your total cost to purchase the items from us will not exceed your total cost to purchase the items directly from the supplier without the benefit of our group purchasing power).

At this time, we have established an agreement with MINDBODY, including price terms, to provide online business management and POS services to franchisees.

There are no purchasing cooperatives, although we reserve the right to establish one or more purchasing cooperatives in the future. You do not receive any material benefits for using designated or approved suppliers other than having access to any discounted pricing that we negotiate.

Franchisor Revenues from Source-restricted Purchases

At this time, we are not an approved or designated supplier for any items that must be purchased or leased by franchisees. Although we are not a supplier for your MINDBODY software, we collect the monthly fee and pay the fee to the third-party licensor. Our affiliate, Braintellect, LLC, is currently the designated supplier for all of the items described in Item 5 that are included with the initial startup package. After opening, you must purchase all additional inventory and equipment exclusively from our affiliate. We may designate ourselves and/or our affiliate as an approved or designated supplier for other items in the future. No persons affiliated with us are currently approved suppliers except for Braintellect, LLC. Except for our affiliate, there are no approved or designated suppliers in which any of our officers owns an interest.

We may receive rebates, payments or other material benefits from suppliers based on a percentage of franchisee purchases and we have no obligation to pass them on to our franchisees or use them in any particular manner.

During the fiscal year ended December 31, 2024, we generated \$1,142,667 in total revenues. During the fiscal year ended December 31, 2024, we generated \$147,439 in revenues as a result of franchisee purchases or leases of goods or services from approved or designated suppliers, which represents 12.9% of our total revenues.

During the fiscal year ended December 31, 2024, our affiliate, Braintellect, LLC generated \$244,796 in revenues as a result of franchisee purchases or leases of goods or services from approved or designated suppliers. The source of this information is internal financial accounting.

ITEM 9 FRANCHISEE’S OBLIGATIONS

This table lists your principal obligations under the Franchise Agreement and other agreements. It will help you find more detailed information about your obligations in these agreements and other items in this Disclosure Document.

OBLIGATION	SECTIONS IN AGREEMENT	DISCLOSURE DOCUMENT ITEM
a. Site selection and acquisition/lease	§7.1	Item 7 & Item 11
b. Pre-opening purchases/leases	§7.2, 12.5 & 17.1	Item 5, Item 7, Item 8 & Item 11
c. Site development and other pre-opening requirements	§7.2 & 7.3	Item 6, Item 7 & Item 11
d. Initial and ongoing training	§5	Item 6 & Item 11
e. Opening	§7.3	Item 11
f. Fees	§4.2, 5.7, 6.2, 6.3, 6.10, 11.1, 11.4, 12.7, 12.12, 15, 18.2 & 21.2	Item 5 & Item 6

OBLIGATION	SECTIONS IN AGREEMENT	DISCLOSURE DOCUMENT ITEM
g. Compliance with standards and policies/Operating Manuals	§6.1, 7.1, 7.2, 11.3, 12 & 19.1	Item 11
h. Trademarks and proprietary information	§19	Item 13 & Item 14
i. Restrictions on products/services offered	§12.3	Item 16
j. Warranty and client service requirements	Not Applicable	Not Applicable
k. Territorial development and sales quotas	§13	Item 12
l. Ongoing product/service purchases	§12.5	Item 8
m. Maintenance, appearance and remodeling requirements	§12.6 & 12.7	Item 11
n. Insurance	§17.1	Item 6 & Item 7 & Item 8
o. Advertising	§11	Item 6, Item 7 & Item 11
p. Indemnification	§20	Item 6
q. Owner's participation/management/staffing	§8	Item 11 & 15
r. Records/reports	§17.2 & 17.3	Item 6
s. Inspections/audits	§18	Item 6 & Item 11
t. Transfer	§21	Item 17
u. Renewal	§4	Item 17
v. Post termination obligations	§23	Item 17
w. Non-competition covenants	§16	Item 17
x. Dispute resolution	§24	Item 17
y. Franchise Owner Agreement (brand protection covenants, transfer restrictions and financial assurance for owners and spouses)	ATTACHMENT "C"	Item 15

ITEM 10 FINANCING

We do not offer direct or indirect financing. We do not guarantee any of your notes, leases or obligations.

ITEM 11 FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS AND TRAINING

Except as listed below, we are not required to provide you with any assistance.

Before you open your Business, we will:

1. License you the Marks necessary to begin operating your Business. (§2)
2. Approve the location, build-out and design of your CERESSET[®] facility. See Section below entitled "Site Development" for additional information. (§7.1, 7.2 & 7.3)
3. Provide you online access to the Manual, which will help you establish and operate your Business. The Manual includes 648 pages. The Table of Contents is attached as EXHIBIT "D". (§6.1, 12.2 & 26.9)
4. Provide you with written specifications for the goods and services you must purchase to establish your Business, as well as a written list of approved and/or designated suppliers for purposes of acquiring these

goods and services. We or our affiliate will load and ship to your facility certain components of your computer system, as well as the other items in the initial startup package. We will remotely assist you or your technician with wiring and setting up your office network. We do not deliver or install any other items that you are required to purchase. (§6.3 & 12.2)

5. License you our proprietary software and other technology. See Section below entitled “Computer System” for additional information. (§6.2)
6. Provide an initial supply of marketing materials. See Section below entitled “Local Advertising” for additional information. (§11.2)
7. Provide an initial training program. See Section below entitled “Training Program” for additional information. (§5)
8. Provide you with a local webpage to promote your Business. See §below entitled “Computer System” for additional information. (§6.7)

During the operation of your Business, we will:

1. Provide ongoing guidance and recommendations on ways to improve the marketing and operation of your Business. (§6.5)
2. Provide our suggested pricing for the goods and services that you sell. (§12.4)
3. Provide periodic training programs. See Section below entitled “Training Program” for additional information. (§5)
4. Maintain a website that will include a list of all of the CERESSET[®] franchisees that are in good standing with us. We may modify the content of and/or discontinue this website at any time in our sole discretion. (§6.7 & 11.3(e))
5. Implement the brand and system development fund. See Section below entitled “Brand and System Development Fund” for additional information. (§11.1)
6. Provide access to our case management support staff to assist with questions or review progress of any of your individual clients. The initial 3 hours of monthly support is provided free of charge. You must pay our then-current rate (currently \$100 per hour) for any case management support in excess of 3 hours for any given month. (§6.10)

During the operation of your Business, we may, but need not:

1. Develop new private label goods for sale by CERESSET[®] franchisees. (§6.11)
2. Negotiate purchase agreements with suppliers to allow you to purchase certain goods or services at discounted prices. We may also purchase items in bulk at discounted prices and resell them to you at our cost plus shipping and a reasonable markup. (§6.8)
3. Hold periodic national or regional conferences to discuss business and operational issues affecting CERESSET[®] franchisees, including industry changes, new services and/or merchandise, marketing strategies and the like. (§5)
4. Create a franchise advisory council. See Section below entitled “Advisory Council” for additional information. (§14)
5. Send one or more of our representatives to your business to provide on-site assistance relating to the opening of your Business. (§6.4)
6. Upon your request, provide additional training or assistance (either at our headquarters or at your business). See Section below entitled “Training Program” for additional information. (§5)

7. Operate our CERESSET® Call Center, which will be used for providing general information to existing and prospective clients and referring new clients to the closest CERESSET® facility. (§6.9)

Training Program (§5 & 22.2(i))

Initial Training

We will provide an initial training program for the Managing Owner (defined in Item 15), your initial manager(s) and at least 1 CERESSET® tech coach. These individuals must successfully complete the initial training program to our satisfaction before you open your Business. You may send other owners and employees to initial training, but it is not required. Everyone in your Business who operates the CERESSET® technology with clients must first complete our training program. You are responsible for ensuring that only properly trained persons operate the technology. The initial training program includes: (a) an online course with a tutor; and (b) an optional 2 days of hands-on training at our affiliate-owned CERESSET® facility in Scottsdale, Arizona (or at any other location we designate). Currently, we intend to offer the initial training program at least monthly assuming sufficient demand (although the online component is available as needed).

The format for training may include lectures, interactive role playing, conference calls and/or webinars. We reserve the right to conduct all (or any portion) of the training program remotely via webinar, conference call or similar means. The training materials consist of the Manual, handouts, computer training, group discussions and lectures. We do not charge for training materials. We can modify the training program at our discretion based on our subjective assessment of the skills, abilities and prior experience of your Managing Owner and other trainees. Currently, we intend to offer initial training at least monthly assuming sufficient demand (although the online component is available as needed). Our initial training program currently covers the following topics:

TRAINING PROGRAM

SUBJECT	HOURS OF CLASSROOM TRAINING	HOURS ON THE JOB TRAINING	LOCATION
Introduction to CERESSET®		0	Online
Workflow of a franchisee	2.0	0	Online
Finding and marketing to qualified leads	3.0	0	Online
Construction Process	2.0	0	Online
Equipment and supplies	2.0	0	Online
Timeline to Opening	2.0	0	Online
Review the Manuals	5.0	0	Online
Software	35.0	10.0	Scottsdale and Online
Customer Service and Tracking	4.0	2.0	Scottsdale and Online
Accounting 101	1.0	0	Online
Vendor Meetings	3.0	0	Online
Franchise support; case mgmt. & tech support	6.0	2.0	Scottsdale and Online
Staff	1.0	1.0	Scottsdale and Online
New Trainees Orientation	2.0	2.0	Scottsdale and Online
Safety and Security	1.0	1.0	Online
Front-office communication	1.0	1.0	Scottsdale and Online
Client Expectation Setting	3.0	3.0	Scottsdale and Online
Franchise Communication & Support Systems	8.0	9.0	Scottsdale and Online
TOTAL HOURS	81.0	31.0	

Post-Opening Training

From time to time, we may require that your Managing Owner, managers and CERESSET® tech coaches attend system-wide refresher or additional training courses. All new tech coaches must complete our initial training program. If you appoint a new Managing Owner or manager, that person must attend and successfully complete the online component of our initial training program before assuming responsibility for the management of your Business.

If we conduct an inspection of your business and determine you are not operating in compliance with the Franchise Agreement and/or the Manual, we may require that the Managing Owner, manager and CERESSET® tech coaches attend remedial training that addresses your operational deficiencies.

You may also request that we provide additional training (either at corporate headquarters or at your business). We are not required to provide this additional training.

Instructors

All instructors will have at least 1 year of experience in the field. Our lead instructor is Sonya Crittenden, who is our Director of Client Services. She has been with us for 12 years (i.e., with our affiliate Brain State Technologies LLC) and has a total of 16 years of experience in the field.

Training Fees and Costs

You must pay us a training fee of \$2,500 for each person you send to our initial training program, whether before or after you open your Business. We do not charge training fees for other post-opening training programs. However, you must reimburse our Travel Expenses if we provide onsite training or assistance. You are responsible for all wages and Travel Expenses that you and your trainees incur for training.

Site Development (§7.1, 7.2, 7.4 & 12.7)

A CERESSET® business typically ranges in size from 800 to 2,000 square feet. The smaller size may be appropriate for a business with 1 CERESSET® room while a larger facility may include 4 CERESSET® rooms. You must locate and obtain our approval of the premises from which you will operate your Business. We do not typically own the premises and then lease it to the franchisee. There is no specific deadline for finding an approved site, except that you must open your Business no later than 180 days after signing the Franchise Agreement. If you fail to open in the required period of time we may terminate your franchise. The premises must be located within the territory identified in Part B of ATTACHMENT "B" to the Franchise Agreement and must conform to our minimum site selection criteria. You must send us a complete site report (containing the demographic, commercial and other information, photographs and video tapes that we may reasonably require) for your proposed site. We will use our best efforts to approve or disapprove a proposed site within 14 days after we receive all of the requisite materials. Your site is deemed disapproved if we fail to issue our written approval within the 14-day period. In reviewing a proposed site, we will consider factors such as parking, size, socio-demographics, household income and related health and human service available in the area.

After you purchase or lease your approved site, you must construct and equip the premises to the specifications contained in the Manual. We will provide you with the generic requirements for a CERESSET® facility. We may require you to hire an architect to develop the specific plans for your site. You must install the equipment, fixtures, signs and other items that we require. We will ship your initial startup package to you and we will assist you remotely with wiring and setup of the system. You are solely responsible for conforming the premises to local ordinances and building codes, as well as obtaining any required permits, and/or constructing, remodeling or decorating the premises, and/or hiring and training employees.

Before you open, we must approve the build-out and layout of your CERESSET® facility. Not more than once during any 5-year period, you must remodel and make all improvements and alterations to your business that we reasonably require to reflect our then-current image, appearance and facility specifications. You may not remodel or significantly alter your premises without our prior approval.

Computer System (§12.5, 12.6, 12.7, 17.3 & 18.1)

You must purchase and use all Technology Systems (as defined in Note 7 in Item 6) that we designate from time to time. One component of our Technology Systems is your “computer system”, which consists of the following items: 3 desktop computers, server, 3 monitors, printer, router/wiring, desktop page scanner, lobby display flat panel. All of our required proprietary software for reporting is downloaded onto your computer system and our proprietary software for working with clients is preloaded onto your CERESSET® client computer. In addition, you must utilize the MINDBODY online business management and POS services. We do not require you to use any other specific accounting software, although we recommend QuickBooks. You must acquire email service from Microsoft or Google. We will register your CERESSET® email domain. The estimated cost of your computer system (excluding financial accounting software) is \$13,600 for a facility with 1 CERESSET® room. If you have more than 1 CERESSET® room at your facility, you must purchase additional equipment for each additional CERESSET® room. In addition to the computer system, you must purchase from us your CERESSET® chair and electronics (amp/sensors) that will integrate with your computer system.

The computer system will generally be used for conducting CERESSET® client sessions, collecting client data, transmitting non-personally identifiable data to us via the server, and for other general business purposes such as preparing reports, financial accounting and communicating with clients and with CERESSET® support staff electronically. You must input all client data in our CRM system in the time and manner we specify.

Your CERESSET® computer system will collect client account information (contact information, payment history, etc.) and a complete record of client brain rhythm changes for each session. The brain rhythm data is sent to us in a format so that it is not identifiable to a specific client. We will have independent unlimited access to this data and there are no contractual limitations on our rights to access this data. We may also inspect your computer system and access the data as part of an inspection.

We will provide (or outsource to another supplier to provide) all required maintenance, repairs, upgrades and updates for our proprietary software and certain proprietary technology. There are no separate required or optional agreements relating to these services and there is no additional fee (these services are included as part of your royalty fee). We will also provide up to 1 hour of technical support each month at no additional fee. You must pay our then-current fee (currently \$100 per hour) for any additional technical support that you request.

With respect to the MINDBODY system, you must pay us a monthly fee of \$195 per month (\$2,340 per year) which we remit to MINDBODY. In exchange for this fee, MINDBODY will provide all required maintenance, repairs, upgrades and updates for the online system. You do not sign a separate agreement with MINDBODY.

Each month our CERESSET® case management support staff will provide up to 3 hours of client case management support services at no extra charge. These services include answering questions and/or reviewing client progress. Case management assistance in excess of 3 hours per month will be billed at the then-current hourly rate for case management support (currently \$100 per hour). To have case management review a specific client you will use the CERESSET® maintenance ticketing system and include the anonymous key to the client data for which you seek support.

We may change the components of the Technology Systems from time to time, including your computer system. You must purchase certain components of your Technology Systems from us as part of your initial startup package. During the term of your franchise, you may be required to upgrade or update your computer hardware and/or software to conform to our then-current specifications and/or add a point of sale system that we specify. There are no contractual limitations on the frequency or cost of these updates or upgrades.

As discussed in Item 6 of this Disclosure Document, we may charge you the technology fee for certain software, technology and related services we provide. As of the date of this Disclosure Document, we charge a technology fee of: (a) \$195 per month (\$2,340 per year) for your license to MINDBODY; plus (b) our then-current hourly fee (currently \$100 per hour) for technical support we provide in excess of 1 hour per month. Currently, we do not impose any ongoing fees for the use of our software and technology beyond our royalty fee and technology fee.

Brand and System Development Fund (§11.1)

We currently administer a brand and system development fund to promote public awareness of our brand and to improve our System. We may use the fund to pay for any of the following in our discretion:

- developing, distributing or administering advertising and marketing materials and programs
- conducting and administering promotions, contests or giveaways
- public and consumer relations and publicity
- brand development
- research and development of technology, products and services
- website development and search engine optimization
- development, maintenance and promotion of an ecommerce platform
- development and implementation of quality control programs
- conducting market research
- changes and improvements to the System
- fees and expenses charged by advertising agencies we engage to provide marketing services
- collecting and accounting for brand fund fees and preparing financial accountings of the brand fund
- any other programs or activities we deem appropriate to promote or improve the System
- reimbursing us for administrative, overhead and other expenses we incur to administer the brand fund, including compensation paid to our personnel for time spent working on brand fund matters

We direct and have complete control and discretion over all advertising programs paid for by the fund, including the creative concepts, content, materials, endorsements, frequency, placement and media used. Advertising may be local, regional or national in coverage and utilize any media we deem appropriate, including digital, print, television, radio and billboard. The brand fund will not be used to pay for advertisements principally directed at selling additional franchises, although consumer advertising may include notations such as “franchises available” and one or more pages on our website may promote the franchise opportunity.

You must pay the brand fund fee we specify from time to time (not to exceed 2% of Gross Sales). Company-owned CERESSET[®] businesses contribute to the brand fund on the same basis as franchisees. However, if we modify the amount or timing of required contributions, any company-owned CERESSET[®] business established or acquired after the modification may contribute to the brand fund utilizing the modified amount or timing. We have no other obligation to expend our own funds or resources for any marketing activities in your area.

All monies deposited into the brand fund that are not used in the fiscal year in which they accrue will be utilized in the following fiscal year. Any surplus of monies may be invested and we may lend money if there is a deficit. An unaudited financial accounting of brand fund contributions and expenditures will be prepared annually and made available to you upon request. During the fiscal year ended December 31, 2024 we spent the marketing funds in the following manner:

Allocation of Marketing Expenditures (2024)				
Use of Funds	Production	Media Placement	Administrative Expenses	Other*
Percentage Allocation	38%	34%	28%	0%

Local Advertising (§11.2 & 11.3)

We recommend you spend at least \$2,000 on your grand opening marketing activities, although we expect some franchisees will spend more. We do not require that you spend any minimum amount of money for ongoing local marketing, although it is highly recommended. You must participate at your own expense in all advertising, promotional and marketing programs we require. We have no obligation to conduct any advertising or marketing

in your territory or elsewhere except for our obligation to administer the brand and system development fund.

We may periodically create advertising and marketing materials for your use. We may: (a) use the brand fund to pay for the creation and distribution of these materials, in which case there will be no additional charge; (b) provide online access to these materials, in which case you must print the materials at your expense; or (c) contract with third-party suppliers to create advertising or marketing materials that you may purchase. We will provide reasonable marketing consulting, guidance and support throughout the franchise term on an as needed basis.

You may develop your own advertising and marketing materials and programs but we must approve them prior to use. We must also approve the media you intend to use. You may not use any advertising materials, programs or media that we have not approved.

You are encouraged to market your Business through approved social media channels in accordance with our social media policy. We may require that you utilize our designated supplier for social media marketing services. At all times you must comply with any social media policy that we develop. Although franchisees may market their CERESSET[®] businesses through social media, franchisees are strictly prohibited from marketing or soliciting the sale of CERESSET[®] products and inventory items through social media or through any other online medium except as we approve. You may only market CERESSET[®] products and inventory items to clients present at your CERESSET[®] facility or to potential clients via phone or email who you reasonably believe will attend sessions at your facility.

We will provide you with a webpage that will be linked to our website. Your webpage will list certain information about your Business that we authorize from time to time. At this time, we do not allow our franchisees to maintain their own websites or market their businesses on the Internet (except through the webpage we provide and through approved social media channels). Therefore, you may not maintain a website, conduct e-commerce, or otherwise maintain a presence or advertise on the Internet or any other public computer network. If we change our policy at a later date to allow franchisees to maintain their own websites or market on the Internet, you may do so only if you comply with all of the website and Internet requirements that we specify. In that case, we may require that you sign an amendment to the Franchise Agreement that will govern your ability to maintain a separate website and/or market on the Internet.

We are not responsible for generating clients for your Business. You are solely responsible for generating clients for your Business through your advertising efforts.

Advertising Cooperatives (§11.4)

We may, but need not, establish regional advertising cooperatives for purposes of pooling advertising funds to be used in discrete regions. If your franchise is located within a region subject to an advertising cooperative, you will be required to pay a cooperative advertising fee determined by the cooperative (not to exceed 2% of Gross Sales). Any company-owned Cereset business located in the cooperative would contribute on the same basis as other members. We have the right to determine the composition of all geographic territories and market areas for the implementation of each advertising cooperative. Generally, the boundaries of an advertising cooperative will coincide with municipal boundaries or metropolitan statistical areas.

If we implement an advertising cooperative in a particular region, we have the right to establish an advertising council to self-administer the cooperative. You must participate in the council according to the council's rules and procedures and you agree to abide by the council's decisions. Alternatively, we may administer the cooperative ourselves. Advertising cooperatives are not required to operate from written governing documents or prepare annual or periodic financial statements. Any financial statements that are prepared will be made available to franchisees within the advertising cooperative upon request. We reserve the right to form, change, merge or terminate advertising cooperatives at any time. There were no advertising cooperatives in effect as of December 31, 2024.

Advisory Council (§14)

We may, but need not, create a franchise advisory council to provide us with suggestions to improve the System, including matters such as marketing, operations and new product or service suggestions. We would consider all

suggestions from the advisory council in good faith, but we would not be bound by any such suggestions. The advisory council would be established and operated according to rules and regulations we periodically approve, including procedures governing the selection of representatives of the advisory council to communicate with us on matters raised by the advisory council. You would have the right to be a member of the advisory council as long as you are not in default under the Franchise Agreement and you do not act in a disruptive, abusive or counter-productive manner, as determined by us in our discretion. As a member, you would be entitled to all voting rights and privileges granted to other members of the council. Any CERESSET[®] business operated by us or our affiliates would also be eligible to be a member of the Advisory Council. Each member would be granted 1 vote on all matters on which members are authorized to vote. We would have the power to form, change or dissolve the advisory council in our discretion.

Opening Requirements (§7.3)

You may not open your Business before: (a) successful completion of the initial training program; (b) you purchase all required insurance; (c) you obtain all required licenses, permits and other governmental approvals; and (d) we provide our written approval of the construction, build-out and layout of your CERESSET[®] facility. We expect most franchisees will open 2 to 4 months after signing the Franchise Agreement. Factors that may affect this time include:

- the amount of time needed to find an approved site
- protracted lease negotiations with the landlord
- the amount of time needed to secure financing, insurance, licenses and permits
- the condition of the building and extent of required upgrades, remodeling and renovations
- delayed delivery or installation of equipment and fixtures
- the amount of time needed to comply with zoning requirements and other laws and regulations
- the amount of time needed to hire staff and complete training

ITEM 12 TERRITORY

You will not receive an exclusive territory. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control.

Location of Your Business

Each Franchise Agreement grants you the right to operate a single CERESSET[®] facility at a single location that must be approved by us in advance. You will be required to identify a location for your CERESSET[®] facility within the territory described in ATTACHMENT "B" to your Franchise Agreement. You may relocate your business with our prior written approval, which we will not unreasonably withhold. If we allow you to relocate, you must: (a) locate your new business within the territory described in ATTACHMENT "B" to your Franchise Agreement; (b) comply with all of our then-current site selection and development requirements; and (c) open your new facility and resume operations within 30 days after closing your prior facility.

Territorial Rights

During the term of your Franchise Agreement, we will permit no more than 1 CERESSET[®] room to be physically located within the metropolitan statistical area in which your Business is located (your “MSA”) for every 40,000 people living in your MSA, subject to the limitations described below with respect to Captive Venues, Acquisitions, Technology Licensing, Institutional Clients and Alternative Channels of Distribution. Each CERESSET[®] room includes 1 CERESSET[®] chair, although each facility may have multiple CERESSET[®] rooms. All population determinations will be based on the most recent United States Department of Commerce Census Bureau census data, and the number of franchises we may establish in a given metropolitan statistical area may increase over time based on increases in the population in the area. Your non-exclusive territory will consist of the MSA in which your facility is located.

Limitations on Territorial Rights

Captive Venues

We reserve the right to develop and operate, and license third parties to develop and operate, CERESSET® businesses that are located in Captive Venues. A “Captive Venue” means a non-traditional outlet for the sale of CERESSET® products or services that is located within, or is a part of, another establishment or facility that consumers may visit for a purpose other than purchasing CERESSET® products or services. Examples of Captive Venues include hotels, college campuses or universities, airports, rehab centers, medical offices and hospitals. Captive Venues are excluded from your territorial protections. This means that any CERESSET® business within a Captive Venue will not be taken into account in the franchise/population calculation described above, even if the Captive Venue is located in your MSA.

Acquisitions

We reserve the right to acquire another business that operates (or licenses others to operate) outlets that sell goods or services that are the same as (or similar to) the goods and services sold by a CERESSET® business, and we may convert those outlets into CERESSET® businesses operating under the Marks regardless of their location. Similarly, we reserve the right to be acquired by another business that operates (or licenses others to operate) outlets that sell goods or services that are the same as (or similar to) the goods and services sold by a CERESSET® business, and the acquiring company may either: (a) convert their outlets into CERESSET® businesses operating under the Marks and/or establish new CERESSET® businesses, regardless of their location; or (b) require you to begin operating under different trademarks. Any of these transactions is referred to as an “Acquisition”.

Any outlets of the acquired or acquiring company, as applicable, will not be taken into account in the franchise/population calculation described above, even if they operate under the Marks and are located in your MSA.

Technology Licensing

We reserve the right to license or sell our technology to third parties for any purpose, including for purposes of providing goods or services that are the same as, similar to, or different from, the goods and services sold by a CERESSET® business, and regardless of their location, provided that the third parties do not operate (or otherwise hold themselves out to the public) under the name CERESSET®. These third parties may operate, and license third parties to operate, businesses that provide goods or services that are the same as, similar to, or different from, the goods and services sold by a CERESSET® business from any location, provided that they do not operate (or otherwise hold themselves out to the public) under the name CERESSET®. Any such use of our technology is referred to as “Technology Licensing”.

Technology Licensing transactions are excluded from your territorial protections. This means that your territorial protections do not limit our ability to enter into Technology Licensing transactions within your MSA. Any business that is licensed to use our technology as a result of a Technology Licensing transaction will not be taken into account in the franchise/population calculation described above as long as the business does not operate (or otherwise hold themselves out to the public) under the name CERESSET®.

Institutional Clients

We reserve the right to license or sell our technology to any client that is a business, institution, governmental agency (such as a fire department, police station, etc.), association or other organization (an “Institutional Client”) for purposes of providing CERESSET® services solely to the Institutional Client’s members, employees (and their family members) or other constituents (collectively, “Constituents”). An Institutional Client may use the technology to provide CERESSET® services (including under the Marks or under different trademarks) to its Constituents from any location, including within your MSA.

Institutional Clients are excluded from your territorial protections. This means that your territorial protections do not limit our ability to license or sell our technology to Institutional Clients for purposes of providing CERESSET® services to their Constituents. Any location within your MSA from which an Institutional Client provides

CERESSET[®] services to its Constituents will not be taken into account in the franchise/population calculation described above as long as the Institutional Client does not offer CERESSET[®] services to members of the general public.

Alternative Channels of Distribution

We also reserve the right to sell or license others to sell competitive or identical goods or services (whether under the Marks or under different trademarks) through Alternative Channels of Distribution. An “Alternative Channel of Distribution” means any channel of distribution other than retail sales made to clients from a CERESSET[®] facility. Examples of Alternative Channels of Distribution include: (a) sales through direct marketing, such as over the Internet or through catalogs or telemarketing; (b) sales through retail stores, medical offices, hospitals and other facilities that do not operate under the Marks; and (c) sales made at wholesale.

Sales through Alternative Channels of Distribution are excluded from your territorial protections. This means that your territorial protections do not limit our ability to sell or license others to sell competitive or identical goods or services through Alternative Channels of Distribution within your MSA. You are not entitled to any compensation for sales that take place through Alternative Channels of Distribution.

Restrictions on Your Sales and Marketing Activities

You are not permitted to market or sell through Alternative Channels of Distribution (except you can market the services offered at your Business through approved social media channels). Your marketing activities are also subject to the additional restrictions described in Item 11 under the Section entitled “Local Advertising.” There are no other restrictions on your right to solicit clients, whether from inside or outside of your Territory.

Additional Franchises or Territories


You are not granted any options, rights of first refusal or similar rights to acquire additional territories or franchises. However, you may add additional CERESSET[®] rooms to your facility with our prior approval (and subject to the limits on the total number of CERESSET[®] rooms permitted in your MSA). You must purchase additional equipment packages from us for each additional CERESSET[®] room.

Competitive Businesses Under Different Marks

Our affiliate BST has licensed pre-existing businesses the right to utilize certain older brainwave technology. BST may also license our current technology for special purpose situations where the licensee is not permitted to use the CERESSET[®] name (such as licenses granted to practitioners that operate under their pre-existing business names). BST may also license the CERESSET[®] technology to organizations for charitable purposes as part of our Cereset GIVES program. You receive no territorial protections or restrictions relating to these licensees. Except as disclosed above, neither we nor any affiliate of ours intends to operate or franchise another business under a different trademark that sells products or services similar to the products or services offered at a CERESSET[®] business. However, we reserve the right to do so in the future.

ITEM 13 TRADEMARKS

Our affiliate Brain State IP Holdings, LLC owns the following trademarks that have been registered with the United States Patent and Trademark Office principal register:

MARK	REGISTRATION NUMBER	REGISTRATION DATE (RENEWAL DATE)
CERESSET	5753012	May 14, 2019
	5753013	May 14, 2019
BRAINECHO	5802670	July 9, 2019

All required affidavits have been filed and we intend to file all renewals by the required renewal date.

We may change the trademarks you may use from time to time, including by discontinuing use of the Marks listed in Item 13. If this happens, you must change to the new trademark at your expense.

You must notify us immediately if you discover an infringing use (or challenge to your use) of the Marks. We will take the action we deem appropriate. We are not required to take any action if we do not feel it is warranted. You may not control any proceeding or litigation involving our Marks.

The Franchise Agreement does not require that we: (a) protect your right to use the Marks; (b) protect you against claims of infringement or unfair competition arising out of your use of the Marks; or (c) participate in your defense or indemnify you for expenses or damages you incur if you are a party to an administrative or judicial proceeding involving our Marks or if the proceeding is resolved in a manner unfavorable to you.

There are currently no: (a) effective material determinations of the Patent and Trademark Office, the Trademark Trial and Appeal Board, the trademark administrator of this state or any court; (b) pending infringements, oppositions or cancellations; (c) pending material litigation matters involving any of the Marks; or (d) infringing uses we are aware of that could materially affect your use of the Marks.

On June 11, 2019, we entered into a License Agreement (the "License Agreement") with Brain State IP Holdings, LLC. Under the terms of the License Agreement, Brain State IP Holdings, LLC granted us the right to use the Marks in the CERESSET[®] System and to sublicense the Marks to our franchisees. The term of the License Agreement automatically renews annually, unless it is terminated in accordance with its terms. Brain State IP Holdings, LLC is permitted to terminate the License Agreement only if we declare bankruptcy or become insolvent, if we and Brain State IP Holdings, LLC mutually agree to terminate the License Agreement or if we breach Brain State IP Holdings, LLC's the quality control standards and fail to cure the breach within a 60 day cure period. If the License Agreement is terminated, the agreement states that all sublicenses granted by us to our franchisees will continue in full force and effect until the expiration or termination of the applicable franchise agreement. No other agreements limit our right to use or sublicense use of the Marks.

ITEM 14 PATENTS, COPYRIGHTS, AND PROPRIETARY INFORMATION

On August 10, 2017, our founder and former Chief Executive Officer, Lee Gerdes, filed a utility patent application entitled Devices, Systems and Methods for Monitoring Brain Activity and for Enabling Brain to Rebalance (US Patent Application Serial No.: 15/550,200). The patent was issued on July 24, 2018 (U.S. Patent Registration No. 10,029,067) for a duration of 20 years. The patent is an essential component of our proprietary technology utilized by our franchisees. The patent is now owned by Brain State IP Holdings, LLC. No other patents or pending patent applications are material to the franchise.

Although we have not filed an application for copyright registration for our Manual, website, articles or marketing materials, we do claim a copyright to these items.

All ideas, improvements, inventions, marketing materials, and other concepts you develop relating to the operation of your Business will be owned by us.

During the term of your Franchise Agreement, we allow you to use our proprietary information relating to the development, marketing and operation of a CERESSET[®] business, including, methods, techniques, specifications, procedures, policies, marketing strategies and information comprising the System. You may use this information solely for purposes of developing, marketing and operating your Business in compliance with the Franchise Agreement and Manual. All information in the Manual is confidential. You may not disclose our confidential information to anyone other than your employees, on a need-to-know basis, without our prior permission. All your employees and representatives must sign the Confidentiality Agreement attached to the Franchise Agreement as ATTACHMENT "F" before you give them access to our confidential information (your managers sign a Brand Protection Agreement instead of a Confidentiality Agreement).

You must promptly tell us when you learn about unauthorized use of our proprietary information or any potential infringement of our copyrights or patents. We are not obligated to act, but will respond to this information as we

deem appropriate. You are not permitted to control any proceeding or litigation alleging the unauthorized use of any of our proprietary information or infringement of our copyrights or patents. We have no obligation to indemnify you for any expenses or damages arising from any proceeding or litigation involving our proprietary information, copyrights or patents. There are no infringements that are known by us at this time. There are no currently effective material determinations of the U.S. Patent and Trademark Office, the U.S. Copyright Office or any court regarding patents or copyrights that you are permitted to use under the franchise agreement.

ITEM 15 OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS

Owner Participation

You must designate an owner with primary responsibility for the daily on-premises management and supervision of the Business (the “Managing Owner”). The Managing Owner must: (a) be approved by us; (b) successfully complete all training programs we require; and (c) dedicate full time efforts to your Business (unless you delegate management functions to a manager). The Managing Owner is not required to provide onsite management of your Business as long as a trained manager is onsite. Any new Managing Owner you appoint must successfully complete all aspects of the initial training program prior to managing your Business.

Except as otherwise provided above with respect to your Managing Owner, we do not require that your owners personally participate in the management or operation of your Business. If you are an entity, each owner (i.e., each person holding a direct or indirect ownership interest in the entity) and the spouse of each owner must sign the Franchise Owner Agreement attached to the Franchise Agreement as ATTACHMENT "C".

Managers

You may hire a manager to assume responsibility for the daily on-site management and supervision of your Business. Any person you hire as a manager must: (a) pass a background check that we specify; (b) successfully complete all training programs we require (you must pay us any associated training fees); and (c) sign the Brand Protection Agreement attached to the Franchise Agreement as ATTACHMENT "E". At all times during normal business hours, either the Managing Owner or a trained manager must be present at your facility to provide onsite management and supervision. The Managing Owner must monitor and supervise each manager to ensure the Business is operated in compliance with the Franchise Agreement and Manual. We do not require that your managers own an equity interest in the franchise.

ITEM 16 RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL

We must approve all goods and services that you sell as part of your Business. You must offer all goods and services that we require. You may not sell any goods or services that we have disapproved. We have the unrestricted right to change the goods and/or services that you are required to sell as part of your Business at any time in our sole discretion, and you must comply with any such change. While we do not generally restrict the customers to whom you may sell goods and services, in certain limited circumstances you may be unable to provide services to clients whose conditions disallow treatment (i.e. poor health, specific medications, etc.).

We will provide you with our suggested retail pricing for the goods and services you sell. You may deviate from our suggested retail pricing, but we must approve any deviation of more than 20% above or below our suggested pricing. We may also set maximum or minimum prices on the goods and services you sell to the extent permitted by applicable law. We reserve the right to require that you comply with any minimum advertised pricing policy that we establish from time to time.

We may require that you participate in a gift card or other client loyalty program (including utilization of a “membership” model) in accordance with our policies and procedures. In order to participate, you may be required to purchase additional equipment, software and/or Apps and pay fees relating to the use of that equipment, software and/or Apps. If we establish a gift card or loyalty program, we have the right to determine how the proceeds from the sale of gift cards or membership fees will be divided or otherwise accounted for, and we reserve the right to retain the amount of any unredeemed gift cards. You must follow all of our policies regarding any gift card or loyalty program that we establish.

ITEM 17
RENEWAL, TERMINATION, TRANSFER, AND DISPUTE RESOLUTION

This table lists certain important provisions of the franchise agreement and related agreements. You should read these provisions in the agreements attached to this Disclosure Document.

THE FRANCHISE RELATIONSHIP		
PROVISION	SECTIONS IN AGREEMENT	SUMMARY
a. Length of the franchise term	§4.1	Term is equal to 5 years.
b. Renewal or extension of the term	§4.1 & 4.2	If you meet our conditions for renewal, you can enter into an unlimited number of successor franchise agreements. Each renewal term is 5 years.
c. Requirements for you to renew or extend	§4.1 & 4.2	You must: not be in default; give us timely notice; sign our then-current form of franchise agreement; sign general release (subject to state law); remodel facility and upgrade furniture fixtures and equipment to conform to current standards; and extend lease term. If you renew, you may be required to sign a contract with materially different terms and conditions than the original contract.
d. Termination by you	§22.1	You can terminate if we default and fail to timely cure or on any other grounds permitted by law.
e. Termination by us without cause	§22.4	We can terminate without cause if you and we mutually agree to terminate.
f. Termination by us with cause	§22.2 & 22.3	We can terminate if you default.
g. “Cause” defined - curable defaults	§22.2 & 22.3	You have the following cure periods: (a) 10 days for financial defaults; and (b) 30 days for other defaults (other than a default described below under “non-curable defaults”).
h. “Cause” defined - non-curable defaults	§22.2	The following defaults cannot be cured: failure to successfully complete training; failure to open in timely manner; insolvency, bankruptcy or seizure of assets; abandonment of franchise; failure to maintain required license or permit; conviction of certain types of crimes or subject of certain administrative actions; failure to comply with material law; commission of act that may adversely affect reputation of System or Marks; health or safety hazards; material misrepresentations; 2 nd underreporting of Gross Sales by 3% or more; unauthorized transfers; unauthorized use of our intellectual property; breach of brand protection covenant, Franchise Owner Agreement or minimum performance requirements; termination of your lease due to your default; or termination of any other agreement between you and us or an affiliate due to your default.
i. Your obligations on termination/ non-renewal	§23.1	Obligations include: complete deidentification; cease use of intellectual property; return of Manual and all branded materials; assignment of telephone numbers, listings and domain names; assignment of client information and accounts; cancellation of fictitious names; and payment of amounts due (also see “r”, below).
j. Assignment of contract by us	§21.1	No restriction on our right to assign.
k. “Transfer” by you – definition	§21.2 & <u>Attachment A</u> (definition of “Transfer”)	Includes transfer of contract or assets, or ownership change.
l. Our approval of transfer by you	§21.2, 21.3 & <u>Attachment A</u> (definition of “Permitted Transfer”)	If certain conditions are met, you may transfer to a newly-formed entity owned by you, or in certain instances, to an existing owner, immediate family member or personal trust, without our approval. We have the right to approve all other transfers but will not unreasonably withhold approval.

THE FRANCHISE RELATIONSHIP		
PROVISION	SECTIONS IN AGREEMENT	SUMMARY
m. Conditions for our approval of transfer	§21.2	<p>Transferee must: meet our qualifications; successfully complete training (or commit to do so); obtain required licenses and permits; assume your obligations under contracts relating to the Business; sign then-current form of franchise agreement for remainder of term or, at our option, assume your Franchise Agreement; and remodel the facility and upgrade furniture, fixtures and equipment to current standards within 1 year of Transfer or such shorter period of time we specify.</p> <p>You must: be in compliance with Franchise Agreement; assign your lease, if applicable; pay transfer fee; and sign general release (subject to state law) and subordination agreement.</p> <p>We must notify you that we do not intend to exercise our right of first refusal.</p>
n. Our right of first refusal to acquire your business	§21.5	We have the right to match any bona fide, arms-length offer for your business.
o. Our option to purchase your business	§23.2	We have the option to purchase your Business at the expiration or termination of the Franchise Agreement.
p. Your death or disability	§21.4	Within 180 days, franchise must be assigned by estate to an assignee in compliance with conditions for other transfers. We may designate manager to operate the Business prior to transfer.
q. Non-competition covenants during the term of the franchise	§16.2 & 16.3	No involvement in a competing business.
r. Non-competition covenants after the franchise is terminated or expires	§16.2, 16.4 & 23.1	No involvement for 2 years in a competing business located anywhere in your territory or within 5 miles of any other CERESSET® facility.
s. Modification of the agreement	§26.4 & 26.9	Requires writing signed by both parties (except for unilateral changes to Manual or unilateral reduction of scope of restrictive covenants by us). Other modifications primarily to comply with various states laws.
t. Integration/merger clause	§26.9	Only the terms of the Franchise Agreement and its attachments are binding (subject to state law). Any representations or promises made outside the Disclosure Document and Franchise Agreement may not be enforceable. Nothing in the Franchise Agreement or any related agreements is intended to disclaim any of the representations we made in this Disclosure Document. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (a) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (b) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.
u. Dispute resolution by arbitration or mediation	§24	Subject to state law, all disputes must be mediated or arbitrated before litigation, except for certain disputes involving our intellectual property or compliance with restrictive covenants.

THE FRANCHISE RELATIONSHIP		
PROVISION	SECTIONS IN AGREEMENT	SUMMARY
v. Choice of forum	§24	Subject to applicable state law, all mediation, arbitration and litigation must take place in county where we maintain our principal place of business (currently, Maricopa County, Arizona) at time dispute arises.
w. Choice of law	§26.1	Subject to applicable state law, Arizona law governs.

ITEM 18 PUBLIC FIGURES

We do not use any public figures to promote our franchise.

ITEM 19 FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the Disclosure Document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

We do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the Federal Trade Commission, the appropriate state regulatory agencies, and our management by contacting Russell Scholl at 15150 N. Hayden Road, Scottsdale, Arizona 85260 or by phone at (480) 265-8800.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

TABLE 1 - SYSTEM-WIDE OUTLET SUMMARY FOR YEARS 2022 TO 2024				
Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	29	45	+16
	2023	45	54	+9
	2024	54	58	+4
Company-Owned	2022	2	1	-1
	2023	1	1	0
	2024	1	1	0
Total Outlets	2022	31	46	+15
	2023	46	55	+9
	2024	55	59	+4

TABLE 2 - TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS (OTHER THAN THE FRANCHISOR) FOR YEARS 2022 TO 2024		
State	Year	Number of Transfers
California	2022	1

**TABLE 2 - TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS (OTHER THAN THE FRANCHISOR)
FOR YEARS 2022 TO 2024**

State	Year	Number of Transfers
	2023	0
	2024	0
Georgia	2022	0
	2023	0
	2024	1
Kansas	2022	1
	2023	0
	2024	0
Michigan	2022	0
	2023	0
	2024	1
Texas	2022	0
	2023	2
	2024	0
Total	2022	2
	2023	2
	2024	3

TABLE 3 - STATUS OF FRANCHISED OUTLETS FOR YEARS 2022 TO 2024

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations - Other Reasons	Outlets at End of Year
Alaska	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Arkansas	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
California	2022	5	1	0	0	0	1	5
	2023	5	1	0	0	0	0	6
	2024	6	1	0	0	0	0	7
Colorado	2022	2	0	0	0	0	0	2
	2023	2	1	0	0	0	0	3
	2024	3	1	0	0	0	0	4
Connecticut	2022	0	1	0	0	0	0	1

TABLE 3 - STATUS OF FRANCHISED OUTLETS FOR YEARS 2022 TO 2024

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations - Other Reasons	Outlets at End of Year
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Florida	2022	0	2	0	0	0	0	2
	2023	2	1	0	0	0	0	3
	2024	3	1	0	0	0	0	4
Georgia	2022	1	1	0	0	0	0	2
	2023	2	1	0	0	0	0	3
	2024	3	0	0	0	0	1	2
Idaho	2022	3	1	0	0	0	0	4
	2023	4	0	0	0	0	1	3
	2024	3	0	0	0	0	1	2
Illinois	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Indiana	2022	1	1	0	0	0	0	2
	2023	2	1	0	0	0	0	3
	2024	3	1	0	0	0	0	4
Kansas	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Louisiana	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Michigan	2022	1	1	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	1	1
Minnesota	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Missouri	2022	1	0	0	0	0	0	1
	2023	1	1	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Montana	2022	1	0	0	0	0	0	1

TABLE 3 - STATUS OF FRANCHISED OUTLETS FOR YEARS 2022 TO 2024

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations - Other Reasons	Outlets at End of Year
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Nebraska	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Nevada	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
New Jersey	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
North Carolina	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	1	0	0	0	0	2
North Dakota	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Ohio	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Pennsylvania	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
South Carolina	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	1	0
Tennessee	2022	0	1	0	0	0	0	1
	2023	1	1	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Texas	2022	6	2	0	0	0	1	7
	2023	7	0	0	0	0	1	6
	2024	6	1	0	0	0	0	7
Utah	2022	0	3	0	0	0	0	3

TABLE 3 - STATUS OF FRANCHISED OUTLETS FOR YEARS 2022 TO 2024								
State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations - Other Reasons	Outlets at End of Year
	2023	3	0	0	0	0	0	3
	2024	3	1	0	0	0	0	4
Virginia	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Wisconsin	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	1	0	0	0	0	2
Totals	2022	29	18	0	0	0	2	45
	2023	45	11	0	0	0	2	54
	2024	54	8	0	0	0	4	58

TABLE 4 - STATUS OF COMPANY-OWNED OUTLETS FOR YEARS 2022 TO 2024							
State	Year	Outlets at Start of Year	Outlets Opened	Outlets Reacquired From Franchisee	Outlets Closed	Outlets Sold to Franchisee	Outlets at End of Year
Arizona	2022	1	0	0	0	0	1
	2023	1	0	0	0	0	1
	2024	1	0	0	0	0	1
Tennessee	2022	1	0	0	0	1	0
	2023	0	0	0	0	0	0
	2024	0	0	0	0	0	0
Totals	2022	2	0	0	0	1	1
	2023	1	0	0	0	0	1
	2024	1	0	0	0	0	1

TABLE 5 - PROJECTED OPENINGS AS OF DECEMBER 31, 2024			
State	Franchise Agreements Signed But Outlet Not Opened	Projected New Franchised Outlets in the Next Fiscal Year	Projected New Company-Owned Outlets in the Next Fiscal Year
Georgia	1	1	0
Michigan	0	1	0
Missouri	0	1	0
Ohio	0	1	0

TABLE 5 - PROJECTED OPENINGS AS OF DECEMBER 31, 2024

State	Franchise Agreements Signed But Outlet Not Opened	Projected New Franchised Outlets in the Next Fiscal Year	Projected New Company-Owned Outlets in the Next Fiscal Year
Oklahoma	0	1	0
Pennsylvania	0	1	0
South Dakota	0	1	0
Texas	0	1	0
Total	1	8	0

Notes:

1. In 2023, 1 California outlet was voluntarily terminated by the franchisee prior to opening.
2. In 2024, 1 outlet was transferred and subsequently relocated from Michigan to Indiana. In 2024, 1 outlet was relocated from South Carolina to North Carolina.

All references to years in these tables refer to December 31 of that year. A list of all current CERESSET[®] franchisees is attached to this Disclosure Document as EXHIBIT "E" (Part A), including their names and the addresses and telephone numbers of their outlets as of December 31, 2024. In addition, EXHIBIT "E" (Part B) lists the name, city and state, and the current business telephone number (or, if unknown, the last known home telephone number) of every franchisee who had an outlet terminated, canceled, not renewed, or otherwise voluntarily or involuntarily ceased to do business under the franchise agreement during our most recently completed fiscal year or who has not communicated with us within 10 weeks of the issuance date of this Disclosure Document. **If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.**

In the last 3 fiscal years, some franchisees have signed confidentiality agreements with us. In some instances, current and former franchisees sign provisions restricting their ability to speak openly about their experience with us. You may wish to speak with current and former franchisees, but be aware that not all such franchisees will be able to communicate with you.

There are no (a) trademark-specific franchisee organizations associated with the franchise system being offered that we have created, sponsored or endorsed or (b) independent franchisee organizations that have asked to be included in this Disclosure Document.

ITEM 21 FINANCIAL STATEMENTS

Our fiscal year ends on December 31st. Audited financial statements for Cereset, LLC for the fiscal years ended December 31, 2024, December 31, 2023 and December 31, 2022 are attached to this Disclosure Document as EXHIBIT "F".

ITEM 22 CONTRACTS

Attached to this Disclosure Document (or the Franchise Agreement attached to this Disclosure Document) are copies of the following franchise and other contracts or agreements proposed for use or in use in this state:

Exhibits to Disclosure Document

EXHIBIT "C"	Franchise Agreement
EXHIBIT "G"	Franchisee Disclosure Questionnaire (Questionnaire may not be signed or used if the franchisee resides within, or the franchised business will be located within, a franchise registration state)
EXHIBIT "H"	General Release
EXHIBIT "I"	State Addenda and Agreement Riders

Attachments to Franchise Agreement

ATTACHMENT "C"	Franchise Owner Agreement
ATTACHMENT "D"	ACH Authorization Form
ATTACHMENT "E"	Brand Protection Agreement
ATTACHMENT "F"	Confidentiality Agreement

ITEM 23 RECEIPT

EXHIBIT "K" to this Disclosure Document are detachable receipts. You are to sign both, keep one copy and return the other copy to us.

EXHIBIT "A"

TO DISCLOSURE DOCUMENT

STATE AGENCIES AND ADMINISTRATORS

<p><u>CALIFORNIA</u> Commissioner of Financial Protection & Innovation Department of Financial Protection & Innovation 320 West 4th Street, #750 Los Angeles, CA 90013 (213) 576-7500 1-866-275-2677</p> <p><u>HAWAII</u> Commissioner of Securities of the State of Hawaii 335 Merchant Street, Room 203 Honolulu, Hawaii 96813 (808) 586-2722 <u>Agents for Service of Process:</u> Commissioner of Securities of the State of Hawaii Department of Commerce and Consumer Affairs Business Registration Division 335 Merchant Street, Room 203 Honolulu, Hawaii 96813 (808) 586-2722</p> <p><u>ILLINOIS</u> Illinois Attorney General Chief, Franchise Division 500 South Second Street Springfield, IL 62706 (217) 782-4465</p> <p><u>INDIANA</u> Secretary of State Securities Division Room E-018 302 West Washington Street Indianapolis, IN 46204 (317) 232-6681</p>	<p><u>MARYLAND</u> Office of the Attorney General Securities Division 200 St. Paul Place Baltimore, Maryland 21202 (410) 576-6360</p> <p><u>MICHIGAN</u> Franchise Administrator Consumer Protection Division 670 Law Building Lansing, MI 48913 (517) 373-7117</p> <p><u>MINNESOTA</u> Department of Commerce Commissioner of Commerce 85 Seventh Place East, #280 St. Paul, MN 55101-3165 (651) 539-1600</p> <p><u>NEW YORK</u> NYS Department of Law Investor Protection Bureau 28 Liberty St. 21st FL New York, NY 10005 212-416-8222 <u>Agent for Service of Process:</u> Secretary of State 99 Washington Avenue Albany, NY 12231</p> <p><u>NORTH DAKOTA</u> North Dakota Securities Department State Capitol, Fifth Floor, Dept 414 600 East Boulevard Avenue Bismarck, North Dakota 58505- 0510 (701) 328-4712</p>	<p><u>RHODE ISLAND</u> Department of Franchise Regulation 1511 Pontiac Avenue John O. Pastore Complex Bldg 69-1 Cranston, Rhode Island 02920 (401) 462-9527</p> <p><u>SOUTH DAKOTA</u> Department of Labor and Regulation Division of Insurance – Securities Regulation 124 S Euclid, 2nd Floor Pierre, South Dakota 57501 (605) 773-3563</p> <p><u>VIRGINIA</u> State Corporation Commission Division of Securities and Retail Franchising 1st Floor (service of process) 9th Floor (administrator) 1300 East Main Street Richmond, Virginia 23219 (804) 371-9051</p> <p><u>WASHINGTON</u> Department of Financial Institutions Securities Division 150 Israel Road SW Tumwater, WA 98501 (360) 902-8760</p> <p><u>WISCONSIN</u> Department of Financial Institutions Division of Securities 201 W Washington Avenue, Suite 500 Madison, WI 53703 (608) 261-9555</p>
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EXHIBIT "B"

TO DISCLOSURE DOCUMENT

FRANCHISOR'S AGENT FOR SERVICE OF PROCESS

OSBORN MALEDON P A

2929 N CENTRAL AVE 21ST FLOOR,

PHOENIX, AZ 85012

In states listed in EXHIBIT "A", the additional agent
for Service of Process is listed in EXHIBIT "A"

EXHIBIT "C"
TO DISCLOSURE DOCUMENT
FRANCHISE AGREEMENT

[See Attached]



CERESSET FRANCHISE AGREEMENT

FRANCHISEE: _____
DATE: _____

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ATTACHMENTS

ATTACHMENT "A"	Definitions
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ATTACHMENT "D"	ACH Authorization Form
ATTACHMENT "E"	Brand Protection Agreement
ATTACHMENT "F"	Confidentiality Agreement

CERESSET FRANCHISE AGREEMENT

This Cereset Franchise Agreement (this “Agreement”) is entered into as of _____, 202__ (the “Effective Date”) between Cereset, LLC, an Arizona limited liability company (“we” or “us”) and _____, a(n) _____ (“you”).

1. DEFINITIONS. Capitalized terms used in this Agreement are defined either in the body of this Agreement or in ATTACHMENT "A". For capitalized terms that are defined in the body of this Agreement, ATTACHMENT "A" lists the Sections of this Agreement in which such terms are defined.

2. GRANT OF FRANCHISE. We hereby grant you a license to own and operate a CERESSET® business (your “Business”) using our Intellectual Property from a single location that we approve. As a CERESSET® franchisee, you will operate a business that utilizes neuro-technology to support the brain to relax itself for wellbeing, self-improvement and restful sleep. We reserve all rights not expressly granted to you.

3. TERRITORIAL RIGHTS AND LIMITATIONS.

3.1. Territorial Rights. You are not granted an exclusive territory. However, we will permit no more than one (1) CERESSET® room to be physically located within the metropolitan statistical area in which your Business is located (your “MSA” or your “Territory”) for every 40,000 people living in your MSA, subject to the limitations described in Sections 3.2 through Section 3.6 below with respect to Captive Venues, Acquisitions, Technology Licensing, Institutional Clients and Alternative Channels of Distribution. All population determinations will be based on the most recent United States Department of Commerce Census Bureau census data. The number of franchises we may establish in your Territory may increase over time based on increases in the population in the area.

3.2. Captive Venues. We reserve the unrestricted right to operate, and license third parties to operate, CERESSET® businesses within Captive Venues. This means that any CERESSET® business located within a Captive Venue will not be taken into account in the franchise/population calculation described above, even if the operate under the Marks and are located in your MSA.

3.3. Acquisitions. We reserve the right to acquire another business that operates (or licenses others to operate) outlets that sell goods or services that are the same as (or similar to) the goods and services sold by a CERESSET® business, and we may covert those outlets into CERESSET® businesses operating under the Marks regardless of their location. Similarly, we reserve the right to be acquired by another business that operates (or licenses others to operate) outlets that sell goods or services that are the same as (or similar to) the goods and services sold by a CERESSET® business, and the acquiring company may either: (a) convert their outlets into CERESSET® businesses operating under the Marks and/or establish new CERESSET® businesses, regardless of their location; or (b) require you to begin operating under different trademarks. Any of these transactions is referred to as an “Acquisition”. Any outlets of the acquired or acquiring company, as applicable, will not be taken into account in the franchise/population calculation described above, even if they operate under the Marks and are located in your MSA.

3.4. Technology Licensing. We reserve the right to license or sell our technology to third parties for any purpose, including for purposes of providing goods or services that are the same as, similar to, or different from, the goods and services sold by a CERESSET® business, and regardless of their location, provided that the third parties do not operate (or otherwise hold themselves out to the public) under the name CERESSET®. These third parties may operate, and license third parties to operate, businesses that provide goods or services that are the same as, similar to, or different from, the goods and services sold by a CERESSET® business from any location, provided that they do not operate (or otherwise hold themselves out to the public) under the name CERESSET®. Any such use of our technology is referred to as “Technology Licensing”. Technology Licensing transactions are excluded from your territorial protections. This means that your territorial protections do not limit our ability to enter into Technology Licensing transactions within your MSA. Any business that is licensed to use our technology as a result of a Technology Licensing transaction will not be taken into account in the

franchise/population calculation described above as long as the business does not operate (or otherwise hold themselves out to the public) under the name CERESSET[®].

3.5. Institutional Clients. We reserve the right to license or sell our technology to any client that is a business, institution, governmental agency (such as a fire department, police station, etc.), association or other organization (an "Institutional Client") for purposes of providing CERESSET[®] services solely to the Institutional Client's members, employees (and their family members) or other constituents (collectively, "Constituents"). An Institutional Client may use the technology to provide CERESSET[®] services (including under the Marks or under different trademarks) to its Constituents from any location, including within your MSA. Institutional Clients are excluded from your territorial protections. This means that your territorial protections do not limit our ability to license or sell our technology to Institutional Clients for purposes of providing CERESSET[®] services to their Constituents. Any location within your MSA from which an Institutional Client provides CERESSET[®] services to its Constituents will not be taken into account in the franchise/population calculation described above, even if located in your MSA, as long as the Institutional Client does not offer CERESSET[®] services to members of the general public.

3.6. Alternative Channels of Distribution. We reserve the right to sell, and license third parties to sell, competitive or identical goods or services (whether under the Marks or under different trademarks) through Alternative Channels of Distribution. Sales through Alternative Channels of Distribution are excluded from your territorial protections. This means that your territorial protections do not limit our ability to sell or license others to sell competitive or identical goods or services through Alternative Channels of Distribution within your MSA, and any location that sells such goods or services through Alternative Channels of Distribution will not be taken into account in the franchise/population calculation described above, even if located in your MSA.

4. TERM AND RENEWAL.

4.1. Generally. The term of this Agreement will begin on the Effective Date and expire five (5) years thereafter (the "Term"). If this Agreement is the initial franchise agreement for your Business, you may enter into an unlimited number of successor franchise agreements (each, a "Successor Agreement") as long as you meet the conditions for renewal specified below in each instance of renewal. The Successor Agreement shall be the current form of franchise agreement that we use in granting CERESSET[®] franchises as of the expiration of the Term or renewal term, as applicable. The terms and conditions of the Successor Agreement may vary materially and substantially from the terms and conditions of this Agreement. Each renewal term will be five (5) years. If this Agreement is a Successor Agreement, the renewal provisions in your original franchise agreement will dictate the length of the Term of this Agreement as well as your remaining renewal rights, if any.

4.2. Renewal Requirements. In order to enter into a Successor Agreement, you and the Owners (as applicable) must: (i) notify us in writing of your desire to enter into a Successor Agreement not less than 60 days nor more than 150 days before the expiration of the Term or renewal term, as applicable; (ii) not be in default under this Agreement or any other agreement with us or any affiliate of ours at the time you send the renewal notice or the time you sign the Successor Agreement; (iii) sign the Successor Agreement and all ancillary documents that we require franchisees to sign; (iv) sign a General Release; (v) remodel your facility to comply with our then-current standards and specifications; (vi) have the right under your lease to maintain possession of your premises for the duration of the renewal term; and (vii) take any additional action that we reasonably require.

If we elect not to renew or offer you the right to renew, we will send you a written notice of non-renewal at least 180 days prior to the expiration date, which shall set forth the basis for our decision not to renew or offer you the right to renew. Our failure to send you a notice of non-renewal at least 180 days prior to the expiration date shall constitute our offer to renew your franchise in accordance with, and subject to, the renewal terms and conditions set forth above. If you have any objections to our notice of non-renewal, including any dispute as to the basis for our decision not to renew, you must send us a written notice of objection that sets forth the basis for your objections. Your notice of objection must be sent to us no later than 30 days after you receive our notice of non-renewal. Your failure to send us a written notice of objection during such 30-day period shall constitute your agreement to the non-renewal of your franchise.

4.3. Interim Term. If you do not sign a Successor Agreement after the expiration of the Term and

you continue to accept the benefits of this Agreement, then at our option, this Agreement may be treated either as: (i) expired as of the date of the expiration with you then operating without a franchise to do so and in violation of our rights; or (ii) continued on a month-to-month basis (the “Interim Term”) until either party provides the other party with 30 days’ prior written notice of the party’s intention to terminate the Interim Term. In the latter case, all of your obligations will remain in full force and effect during the Interim Term as if this Agreement had not expired, and all obligations and restrictions imposed on you upon the expiration or termination of this Agreement will be deemed to take effect upon the termination of the Interim Term.

Except as otherwise permitted by this Section 4, you have no right to continue to operate your Business following the expiration of the Term.

5. TRAINING AND CONFERENCES

5.1. Initial Training Program. The Managing Owner, your manager(s) and each CERESSET® tech coach must attend and successfully complete our initial training program before you open your Business. All or a portion of the training may be conducted remotely while other portions may be conducted in Scottsdale, Arizona or any other place that we designate. Alternatively, we offer the entire training program virtually with an optional hands-on training program at our affiliate-owned CERESSET® facility in Scottsdale, Arizona (or at any other location we designate).

5.2. Initial Training For New Owners/Managers. If you hire a new manager or CERESSET® tech coach, or appoint a new Managing Owner, after we conduct our pre-opening initial training program, the new manager, tech coach or Managing Owner, as applicable, must attend and successfully complete our then-current initial training program.

5.3. Periodic Training. We may offer periodic refresher or additional training courses for your Managing Owner and employees. Attendance at these training programs is mandatory.

5.4. Additional Training Upon Request. Upon your written request, we may provide additional assistance or training to you at a mutually convenient time.

5.5. Remedial Training. If we conduct an inspection of your business and determine that you are not operating your business in compliance with this Agreement and/or the Manual, we may, at our option, require that your Managing Owner and management personnel attend remedial training that is relevant to your operational deficiencies.

5.6. Conferences. We may hold periodic national or regional conferences to discuss various business issues and operational and general business concerns affecting CERESSET® franchisees. Attendance at these conferences is mandatory, although we will not require your owners or employees to attend more than 1 conference during any calendar year.

5.7. Training Fees and Expenses. You agree to pay us an initial training fee of \$2,500 for each person that completes our training program. We do not charge a training fee for any ongoing training that we conduct after you open your Business. However, if we agree to provide onsite training or assistance, you must reimburse us for all costs incurred by our representative for meals, travel and lodging (this reimbursement obligation does not apply to any onsite training that is part of our initial training program). You are responsible for all expenses and costs that your trainees incur for training or attending conferences, including wages, travel and living expenses. For each conference that we hold, we may charge you a conference registration fee of up to \$300 per person per day. All training fees and expense reimbursements are due 10 days after invoicing.

6. OTHER FRANCHISOR ASSISTANCE.

6.1. Manual. During the Term, we will lend you our confidential Brand Standards Manual (the “Manual”) in text or electronic form. The Manual will help you establish and operate your Business. The information in the Manual is confidential and proprietary and may not be disclosed to third parties without our prior approval.

6.2. Proprietary Software and Technology. We will license you the right to utilize our proprietary software and technology that we specify solely for purposes of operating your Business. The software and technology are integral parts of our Technology Systems. We will provide (or cause a third party to provide) any required maintenance, updates, upgrades or support pertaining to our proprietary software and technology. Although you currently must use the MINDBODY online business management and POS service and pay us the associated monthly fee, MINDBODY is not part of our proprietary software or technology. You may use our software and technology only in the manner that we authorize. We will provide up to one (1) hour of technical support per month at no charge for each CERESSET[®] office you operate. Any additional monthly support beyond one (1) hour will be billed at our then current rate (currently \$100 per hour). The fees set forth in this Section are deemed part of the “technology fee” described in Section 12.7(a).

6.3. Initial Startup Package. You must purchase your initial startup package from our affiliate. Your initial startup package includes certain components of your computer system and technology equipment, CERESSET[®] chair and other items that we specify from time to time. We or our affiliate will preload all proprietary software on your computer system and then ship the items within the startup package to you. We will remotely assist you or your technician with the installation of your computer system and technology equipment. If you desire to purchase one or more additional CERESSET[®] chairs, you may purchase such additional chair(s) through our affiliate for \$14,500 per chair (each chair purchased includes one (1) CERESSET[®] chair, one (1) desktop computer and related CERESSET[®] electronics and supplies).

6.4. Opening Assistance. We may, but need not, send a representative to your facility to assist you with the opening of your Business. We will not charge a fee for this assistance.

6.5. General Guidance. Based upon our periodic inspections of your business or reports that you submit to us, we will provide our guidance and recommendations on ways to improve the marketing and/or operation of your Business.

6.6. Marketing Assistance. As further described in Section 11.1 and Section 11.2, we will administer the brand and system development fund and provide you with other marketing assistance during the Term.

6.7. Website. We will maintain a website for CERESSET[®] franchisees that will include the information about your Business that we deem appropriate. We may modify the content of and/or discontinue the website at any time in our sole discretion. Throughout the Term, we will also provide you with your own local webpage that will be linked to our main website. Your webpage will include localized information about your Business that we authorize. We must approve all content on your webpage, but we will consider all information that you suggest in good faith. We will own the website (including your webpage) and domain name at all times.

6.8. Purchase Agreements. We may, but need not, negotiate purchase agreements with suppliers to obtain discounted prices for us and our franchisees. If we succeed in negotiating a purchase agreement, we will arrange for you to be able to purchase the goods directly from the supplier at the discounted prices that we negotiate (subject to any rebates the supplier pays to us). We may also purchase certain items from suppliers in bulk and resell them to you at our cost plus shipping fees and a reasonable markup.

6.9. Call Center. We may, but need not, administer (or cause to be administered) a call center to address client inquiries and refer new clients to the closest CERESSET[®] facility. We may discontinue the call center at any time. If the call center is administered by a third party, you may be required to pay such third party a periodic call center fee.

6.10. Case Management Assistance. Each month we will provide to you, at no charge, up to three (3) hours of assistance from our case management support staff to assist with case management for your clients. We may charge you our then-current hourly rate for any monthly case management support beyond the initial three (3) hours.

6.11. Inventory and Retail Items. You will purchase your inventory of CERESSET[®] products from our affiliate. We may develop new or additional inventory items for sale at your Business and you agree to maintain a reasonable inventory of these items at your business at all times.

7. ESTABLISHING YOUR BUSINESS

7.1. Site Selection. You agree to locate and obtain our approval of the premises from which you will operate your Business. The premises must be located within your Territory and must conform to our minimum site selection criteria. You must send us a complete site report (containing the demographic, commercial and other information, photographs and video tapes that we may reasonably require) for your proposed site. We have the right to accept or reject all proposed sites in our commercially reasonable judgment. We will use our best efforts to approve or disapprove a proposed site within 14 days after we receive all of the requisite materials. Your site is deemed disapproved if we fail to issue our written approval within the 14-day period. Our approval shall be evidenced by the execution of Part A of ATTACHMENT "B" by you and us. Our approval of the site indicates only that we believe the site meets our minimum criteria. You do not need our approval of your lease. It does not constitute a representation or warranty that the site will be profitable or will meet your expectations.

7.2. Construction. We will provide you the generic requirements for a CERESSET[®] facility. You must ensure that your facility complies with all local ordinances, building codes, permits requirements, and lease requirements and restrictions applicable to the premises. You must submit the final plans to us for approval. Once approved, you must, at your sole expense, construct and equip the premises to the specifications contained in the Manual and purchase (or lease) and install the equipment, fixtures, signs and other items that we require. You acknowledge these requirements are necessary and reasonable to preserve the identity, reputation and goodwill we developed and the value of the franchise. Before you open, we must approve the layout of your facility.

7.3. Opening. You must open your Business to the public within 180 days after the Effective Date. You may not open your Business before: (i) successful completion of the initial training program by your Managing Owner and tech coach(es); (ii) you purchase all required insurance; (iii) you obtain all required licenses, permits and other governmental approvals; and (iv) we provide our written approval of the construction, build-out and layout of your facility. You must send us a written notice identifying your proposed opening date at least 30 days before opening. We may conduct a pre-opening inspection of your facility and you agree to make any changes we require before opening.

7.4. Relocation. You may relocate your Business with our prior written approval, which we will not unreasonably withhold. If we allow you to relocate, you must: (i) locate your new business within the Territory; (ii) comply with Sections 7.1 through Section 7.3 of this Agreement with respect to your new business (excluding the 180-day opening period); and (iii) open your new facility and resume operations within 30 days after closing your prior facility.

8. MANAGEMENT AND STAFFING.

8.1. Owner Participation. You acknowledge that a major requirement for the success of your Business is the active, continuing, and substantial personal involvement and hands-on supervision by your Managing Owner. The Managing Owner must at all times be actively involved in the operation of the Business on a full time basis and provide on-site management and supervision unless we authorize you to delegate management functions to a manager. Any new Managing Owner that we approve must successfully complete the initial training program.

8.2. Managers. You may hire a manager to assume responsibility for the daily on-site management and supervision of your Business, but only if: (i) the manager passes a background check that we specify; (ii) the manager successfully completes the online portion of the initial training program (and you pay us the associated training fee); (iii) the manager signs a Brand Protection Agreement; and (iv) the Managing Owner agrees to assume responsibility for the on-site management and supervision of your Business if the manager is unable to perform his or her duties due to death, disability, termination of employment, or for any other reason, until such time that you obtain a suitable replacement manager.

8.3. Employees. You must determine appropriate staffing levels for your Business to ensure full compliance with this Agreement and our system standards. You may hire, train and supervise employees to assist you with the proper operation of the Business. You must pay all wages, commissions, fringe benefits, worker's compensation premiums and payroll taxes (and other withholdings required by law) due for your employees.

These employees will be employees of yours and not of ours. We do not control the day to day activities of your employees or the manner in which they perform their assigned tasks. You must inform your employees that you exclusively supervise their activities and dictate the manner in which they perform their assigned tasks. In this regard, you must use your legal business entity name (not our Marks or a fictitious name) on all employee applications, paystubs, pay checks, employment agreements, time cards, and similar items. We also do not control the hiring or firing of your employees. You have sole responsibility and authority for all employment related decisions, including employee selection and promotion, hours worked, rates of pay and other benefits, work assignments, training and working conditions. We will not provide you any advice or guidance on these matters. You must require that your employees review and sign the acknowledgment form we prescribe that explains the nature of the franchise relationship and notifies the employee that you are his or her sole employer. You must also post a conspicuous notice for employees in the back-of-the-house area explaining your franchise relationship with us and that you (and not we) are the employee's sole employer. We may prescribe the form and content of this notice.

8.4. Interim Manager. We have the right, but not the obligation, to designate an individual of our choosing (an "Interim Manager") to manage your Business if either: (i) your Managing Owner ceases to perform the responsibilities of a Managing Owner (whether due to retirement, death, disability, or for any other reason) and you fail to find an adequate replacement Managing Owner within 30 days; or (ii) you are in material breach. The Interim Manager will cease to manage your Business at such time that you hire an adequate replacement Managing Owner who has completed training or you cure the material breach, as applicable. If we appoint an Interim Manager, you agree to compensate the Interim Manager at a rate that we establish in our commercially reasonable discretion. The Interim Manager will have no liability to you except for gross negligence or willful misconduct. We will have no liability to you for the activities of an Interim Manager unless we are grossly negligent in appointing the Interim Manager.

9. FRANCHISEE AS ENTITY. If you are an Entity, you agree to provide us with a list of all of your Owners. Upon our request, you must provide us with a resolution of the Entity authorizing the execution of this Agreement, a copy of the Entity's organizational documents and a current Certificate of Good Standing (or the functional equivalent thereof). You represent that the Entity is duly formed and validly existing under the laws of the state of its formation or incorporation.

10. FRANCHISE OWNER AGREEMENT. If you are an Entity, all Owners (whether direct or indirect) and their spouses must sign a Franchise Owner Agreement, the current form of which is attached as ATTACHMENT "C".

11. ADVERTISING & MARKETING.

11.1. Brand and System Development Fund.

(a) Administration. We intend to establish and maintain a brand and system development fund to promote public awareness of our brand and to improve our System. We may use the fund to pay for any of the following in our sole discretion: (i) developing maintaining, administering, directing, preparing, or reviewing advertising and marketing materials, promotions and programs; (ii) public awareness of any of the Marks; (iii) public and consumer relations and publicity; (iv) brand development; (v) research and development of technology, products and services; (vi) website development and search engine optimization; (vii) development and implementation of quality control programs; (viii) conducting market research; (ix) changes and improvements to the System; (x) the fees and expenses of any advertising agency we engage to assist in producing or conducting advertising or marketing efforts; (xi) collecting and account for contributions to the fund; (xii) preparing and distributing financial accountings of the fund; (xiii) any other programs or activities that we deem necessary or appropriate to promote or improve the System; and (xiv) our and our affiliates' expenses associated with direct or indirect labor, administrative, overhead or other expenses incurred in relation to any of these activities. We have sole discretion in determining the content, concepts, materials, media, endorsements, frequency, placement, location and all other matters pertaining to any of the foregoing activities. Any surplus of monies in the fund may be invested and we may lend money to the fund if there is a deficit. The fund is not a trust and we have no fiduciary obligations to you with respect to our administration of the fund. A financial accounting

of the operations of the fund, including deposits into and disbursements from the brand and system development fund, will be prepared annually and made available to you upon request. In terms of marketing activities paid for by the fund, we do not ensure that these expenditures in or affecting any geographic area are proportionate or equivalent to the fund contributions by franchisees operating in that geographic area or that any franchisee benefits directly or in proportion to their fund contributions.

(b) Contributions. On the 15th day of each month, you must pay us a brand and system development fund fee equal to 2% of your Gross Sales for the prior month's operations. We will deposit into the fund all fund contributions paid by you and other franchisees.

11.2. Marketing Assistance From Us. We may create and make available to you advertising and other marketing materials for your purchase. We may use the brand and system development fund to pay for the creation and distribution of these materials, in which case there will be no additional charge. We may make these materials available over the Internet (in which case you must arrange for printing the materials and paying all printing costs). Alternatively, we may enter into relationships with third party suppliers who will create the advertising or marketing materials for your purchase. We will provide reasonable marketing consulting, guidance and support throughout the Term on an as-needed basis.

11.3. Your Marketing Activities.

(a) Generally. Although you are encouraged to engage in local advertising, you are not required to spend any minimum amount on local advertising to promote your Business. However, you agree to participate at your own expense in all advertising, promotional and marketing programs that we require, including any advertising cooperative that we establish pursuant to Section 11.4. You also agree to comply with any gift card, membership or client loyalty program that we establish, the specific terms of which may be set forth in the Manual. You may only market CERESSET[®] products and inventory items to clients present at your CERESSET[®] facility or to potential clients via phone or email who you reasonably believe will attend sessions at your facility. You must use your CERESSET[®] domain email address for all email communications pertaining to your CERESSET[®] business.

(b) Grand Opening. During the period beginning 30 days before opening and ending 90 days after opening, we recommend that spend a total of at least \$2,000 on advertising and other marketing activities to promote your Business. We must approve all such advertising in accordance with Section 11.3(d).

(c) Standards for Advertising. All advertisements and promotions that you create or use must be completely factual and conform to the highest standards of ethical advertising and comply with all federal, state and local laws. You must ensure that your advertisements and promotional materials do not infringe upon the intellectual property rights of others. We reserve the right to require that you comply with any minimum advertised pricing policy that we establish from time to time. You must follow any policies that we establish from time to time governing a franchisee's right to engage in marketing or advertising outside of the franchisee's territory.

(d) Approval of Advertising. Before you use them, we must approve all advertising and promotional materials that we did not prepare or previously approve (including materials that we prepared or approved and you modify). We will be deemed to have disapproved the materials if we fail to issue our approval within seven (7) days after receipt. You may not use any advertising or promotional materials that we have disapproved (including materials that we previously approved and later disapprove). For purposes of clarity, all media inquiries and interviews relating to CERESSET[®] shall be deemed advertising and must be directed to us. With our prior approval, you may respond to the media inquiry or conduct the interview. Alternatively, we reserve the right to directly respond to the media inquiry or conduct the interview ourselves.

(e) Internet and Websites. You may market your Business through approved social media channels in accordance with our social media policy. You may only market and promote the services offered at your Business and you may not market or solicit the purchase of CERESSET[®] products or other inventory items through social media or any other online medium. We may require that you utilize our designated supplier for social media marketing services. At this time, we do not allow our franchisees to maintain their own websites (other than the localized webpage that we provide) or market their CERESSET[®] businesses on the Internet (other

than through approved social media outlets). Accordingly, you may not maintain a website, conduct e-commerce, or otherwise maintain a presence or advertise on the Internet or any other public computer network in connection with your Business. If we change our policy at a later date to allow franchisees to maintain their own websites or market on the Internet, you may do so only if you comply with all of the website and Internet requirements that we specify. In that case, we may require that you sign an amendment to this Agreement that will govern your ability to maintain a website and/or market on the Internet.

11.4. Advertising Cooperative. We have the right, but not the obligation, to create one or more advertising cooperatives for the purpose of creating and/or purchasing advertising programs for the benefit of all franchisees operating within a particular region. We have the right to: (i) determine the composition of all geographic territories and market areas for each advertising cooperative; and (ii) require that you participate in any advertising cooperative if and when established by us. If we implement an advertising cooperative, we may establish an advertising council to self-administer the advertising cooperative. You must participate in the council according to the council's rules and procedures and you must abide by the council's decisions. Alternatively, we may administer the advertising cooperative ourselves. You must pay the monthly cooperative advertising fee established by us or the council, as applicable, which will be due on the 15th day of each month for the prior month's operations. The cooperative advertising fee shall not exceed 2% of Gross Sales without your approval. Upon the majority vote of all franchisees within the advertising cooperative, the amount of the cooperative advertising fee may be adjusted (or temporarily suspended) or the cooperative advertising fee may be eliminated altogether. If we or an affiliate of ours operate a majority of the CERESSET[®] facilities within the advertising cooperative, we will increase the cooperative advertising fee only with the consent of a majority of all third-party franchisees within the advertising cooperative. We will collect all cooperative advertising fees and pay them to the applicable advertising cooperative unless we administer the advertising cooperative ourselves. We reserve the right to form, change, merge or dissolve advertising cooperatives in our discretion.

12. OPERATING STANDARDS.

12.1. Generally. You agree to operate your Business: (i) in a manner that will promote the goodwill of the Marks; and (ii) in full compliance with our standards and all other terms of this Agreement and the Manual.

12.2. Brand Standards Manual. You agree to establish and operate your Business in accordance with the Manual. The Manual may contain, among other things: (i) a description of the authorized goods and services that you may offer at your Business; (ii) mandatory and suggested specifications, operating procedures, and quality standards for products, services and procedures that we prescribe from time to time for CERESSET[®] franchisees; (iii) mandatory reporting and insurance requirements; (iv) mandatory and suggested specifications for your facility; (v) policies and procedures pertaining to any gift card, client loyalty or membership program that we establish; and (vi) a written list of goods and services (or specifications for goods and services) you must purchase for the development and operation of your Business and a list of any designated or approved suppliers for these goods or services. The Brand Standards Manual is designed to establish and protect our brand standards and the uniformity and quality of the goods and services offered by our franchisees. We can modify the Manual at any time. The modifications will become binding 30 days after we send you notice of the modification. All mandatory provisions contained in the Manual (whether they are included now or in the future) are binding on you.

12.3. Authorized Goods and Services. You agree to offer all goods and services that we require from time to time in our commercially reasonable discretion. You may not offer any other goods or services at your Business without our prior written permission. You may not use your business or permit your business to be used for any purpose other than offering the goods and services that we authorize. We may, without obligation to do so, add, modify or delete authorized goods and services, and you must do the same upon notice from us. Our addition, modification or deletion of one or more goods or services shall not constitute a termination of the franchise or this Agreement.

12.4. Pricing. We will provide you with our suggested retail pricing. You may deviate from our suggested retail pricing in your discretion. However, we must approve any deviation that is more than 20% higher or lower than our suggested retail pricing, unless such pricing is part of a temporary advertising campaign that we have approved. You must comply with any minimum advertised pricing policy that we require pursuant to Section

11.3(c).

12.5. Suppliers and Purchasing.

(a) Generally. You must purchase, lease or license, as applicable, all goods, services and other items required by the Manual. You must only purchase goods and services that satisfy all standards and specifications we designate. You must comply with all sourcing and supplier restrictions we impose from time to time.

(b) System Suppliers. In accordance with the Manual, you must purchase certain goods and services exclusively from suppliers we designate or approve. The Manual may designate us or our affiliate as a designated or approved supplier. We and our affiliates may generate a profit from these purchases. Our right to specify the suppliers you use is necessary so we can control the uniformity and quality of goods and services used, sold or distributed in connection with the development and operation of CERESSET[®] businesses, protect our trade secrets, negotiate bulk purchase discounts and protect the reputation and goodwill associated with our System and Marks. You must immediately discontinue purchasing from any supplier we disapprove.

(c) Approval Process. If you wish to purchase alternative goods or services or you wish to purchase from an alternative supplier, you must send us a request for approval that: (i) identifies the proposed supplier and the goods/services to be purchased; (ii) includes all information we require about the goods/services and the supplier (including the supplier's qualifications, reputation, financial strength and production capabilities); and (iii) includes product samples for examination and testing purposes. We may condition our approval on the supplier's agreement to comply with our minimum insurance, indemnification and confidentiality requirements for system suppliers. We will approve or disapprove your request within 30 days after we receive all required information and samples. Your request is deemed disapproved if we fail to issue our approval within the 30-day period. You must reimburse all costs we incur to review suppliers or goods/services you propose. We need not consider substitute goods or alternative suppliers for goods that are proprietary or branded with our Marks.

(d) Payment Disputes. You understand that: (i) your failure to timely pay a system supplier may jeopardize the supplier's relationship with us and other franchisees; and (ii) a supplier's termination of its relationship with us or refusal to supply goods or services to our franchisees may cause significant harm to us and our franchisees. Accordingly, you agree to promptly pay all amounts owed to system suppliers except as otherwise permitted by this Section. If you have a bona-fide dispute with a supplier that you believe justifies non-payment or partial payment, you must promptly notify the supplier of the particulars of your Claim and diligently pursue resolution of the Claim or prosecution of appropriate legal action. Any trade debt that remains unpaid more than 30 days after its due date constitutes a material breach of this Agreement unless, before the end of the 30-day period: (i) you and the supplier agree to alternative payment terms; or (ii) you initiate appropriate legal action to contest the trade debt.

(e) Supplier Payments. We may receive rebates, benefits and other consideration from suppliers based on your purchases, leases or licenses. We may retain these payments as compensation and reimbursement for time and expenses we incur to negotiate and manage supplier relationships. We have no obligation to pass them through to you or use them for any particular purpose (except as otherwise agreed to by us and a supplier).

(f) Disclaimer of Liability. Provided that we designate or approve system suppliers in good faith, we have no liability to you for their acts, errors or omissions including, without limitation, defective or tainted goods, delayed delivery or inability to meet demand. With respect to goods purchased from us or our affiliate, you acknowledge that we or our affiliate purchase the goods from third-party manufacturers or suppliers and resell them to you as a convenience. If you have any type of Claim relating to the purchase of goods or services from a system supplier, your sole recourse shall be against the supplier. If we or our affiliate are the supplier, your sole recourse shall be against the manufacturer or supplier from whom we or our affiliate acquired the goods unless both: (i) the Claim arises from our (or our affiliate's) failure to supply the goods in breach of our obligations under this Agreement; and (ii) our (or our affiliate's) failure to supply the goods is not caused by a Force Majeure event. ***We and our affiliates make no warranties or representations and expressly disclaim all warranties and representations, including the implied warranties of merchantability and fitness for a particular purpose, with***

respect to goods or services you purchase from system suppliers.

12.6. Equipment Maintenance and Changes. You agree to maintain all of your equipment in good condition and promptly replace or repair any equipment that is damaged, worn-out or obsolete. We may require that you change your equipment, which may require you to make additional investments. You acknowledge that our ability to require franchisees to make significant changes to their equipment is critical to our ability to administer and change the System and you agree to comply with any such required change within the time period that we reasonably prescribe.

12.7. Technology Systems.

(a) Generally. You must acquire and utilize all information and communication technology systems that we specify from time to time, including, without limitation, computer systems, neuro-technology brain optimization systems, telecommunications systems, security systems, music systems and similar systems, together with the associated hardware, software (including cloud-based software) and related equipment, software applications, mobile apps, email services and third-party services relating to the establishment, use, maintenance, monitoring, security or improvement of these systems (collectively referred to as the “Technology Systems”). The Technology Systems may relate to matters such as purchasing, pricing, accounting, order entry, inventory control, security, information storage, retrieval and transmission, client information, client loyalty, marketing, communications, copying, printing and scanning, or any other business purpose that we deem appropriate. We may require that you, at your expense, acquire new or substitute Technology Systems, and/or replace, upgrade or update existing Technology Systems, upon reasonable prior notice. You are solely responsible for: (i) the acquisition, operation, maintenance, updating and upgrading of your Technology Systems; (ii) the manner in which your Technology Systems integrate and interface with our computer system and those of third parties; and (iii) any consequences resulting from improper use or operation, or failure to properly maintain, update or upgrade, Technology Systems.

(b) Use and Access. You must utilize your Technology Systems in accordance with the Manual. You may not load or permit any unauthorized programs or games on your Technology Systems. You must ensure that your employees are adequately trained in the use of the Technology Systems. You agree to take all steps necessary to enable us to have independent and unlimited access to the operational data collected through your Technology Systems, including information regarding your Gross Sales for purposes of calculating fees owed. Upon our request, you agree to provide us with the user IDs and passwords for your Technology Systems, including upon termination or expiration of this Agreement.

(c) Disruptions. You are solely responsible for protecting against computer viruses, bugs, power disruptions, communication line disruptions, internet access failures, internet content failures, date-related problems, and attacks by hackers and other unauthorized intruders. Upon our request, you must obtain and maintain cyber insurance and business interruption insurance for technology disruptions.

(d) Third-Party Technology. You understand and agree that we and our affiliates: (i) do not own certain Technology Systems (or components thereof) that you must use to operate the Business (“Third-Party Technology”); and (ii) have no liability to you for any losses, damages or expenses you incur as result of Third-Party Technology not functioning properly. Accordingly, you hereby: (i) waive any and all Claims against us or our affiliates relating to Third-Party Technology; and (ii) acknowledge your sole recourse for any liabilities, losses, damages or expenses you incur due to improperly functioning Third-Party Technology shall be against the owner or licensor of such Third-Party Technology.

(e) Fees and Costs. You are responsible for all fees, costs and expenses associated with acquiring, licensing, utilizing, updating and upgrading Technology Systems. Certain Technology Systems must be purchased or licensed from third-party suppliers. We and/or our affiliate may develop proprietary Technology Systems (or components thereof) that become part of our System. If this occurs, you agree to: (i) pay us (or our affiliate) commercially reasonable licensing, support and maintenance fees; and (ii) upon request, sign our prescribed form of license agreement governing use of proprietary Technology Systems (or components thereof). We may enter into master agreements with licensors of Third-Party Technology and charge you for amounts we pay them based on your use of their Third-Party Technology. The technology fee includes all amounts you pay us

and our affiliates relating to Technology Systems, including amounts paid for proprietary items and amounts we collect from you and remit to suppliers of Third-Party Technology. The technology fee may change based on changes to Technology Systems or prices charged by third parties with whom we enter into master agreements. The technology fee may include a reasonable administrative fee for the time, money and resources we invest to administer the technology platform and associated components, negotiate and manage contracts with third-party licensors, and collect and remit technology fees owed to third-party licensors on behalf of franchisees under master license arrangements. The technology fee does not include amounts you pay directly to third-party suppliers. The technology fee is due 10 days after invoicing or as we otherwise specify. We list the current technology fee in the Manual.

12.8. Remodeling and Maintenance. You agree to remodel and make all improvements and alterations to your facility that we reasonably require from time to time to reflect our then-current image, appearance and facility specifications. We will not require that you remodel your facility more than once during any five (5) year period, except as a condition to renewing or transferring your franchise. You may not remodel or significantly alter your premises without our prior written approval, which will not be unreasonably withheld. However we will not be required to approve any proposed remodeling or alteration if the same would not conform to our then-current specifications, standards or image requirements. You agree to maintain your business in good order and condition, reasonable wear and tear excepted, and make all necessary repairs, including replacements, renewals and alterations, at your sole expense, to comply with our standards and specifications. You agree to comply with any maintenance, cleaning or facility upkeep schedule that we prescribe from time to time.

12.9. Gift Card and Loyalty Programs. We may require that you participate in a gift card or other client loyalty program (including utilization of a “membership” model) in accordance with our policies and procedures. In order to participate, you may be required to purchase and utilize additional equipment, software and/or Apps and pay fees relating to the use of that equipment, software and/or Apps. If we establish a gift card or loyalty program, we have the right to determine how the amount of the gift cards or membership fees will be divided or otherwise accounted for, and we reserve the right to retain the amount of any unredeemed gift cards. You agree to comply with all policies and procedures that we specify from time to time relating to clients who purchase a membership or gift card at one CERESSET[®] facility and redeem products or services from one or more other CERESSET[®] facilities. We may implement new software and/or Apps to monitor sales and allocate payments to the CERESSET[®] facility where goods or services are redeemed (either in whole or on a percentage basis), in which case we may require that the client pay us for membership fees or that the proceeds from gift card sales be deposited into a trust account that we control. You agree to comply with all policies and procedures that we specify and we may modify these policies and procedures at any time.

12.10. Hours of Operation. You must establish specific hours of operation and submit those hours to us for approval.

12.11. Client Complaints. If you receive a client complaint, you must follow the complaint resolution process that we specify to protect the goodwill associated with the Marks.

12.12. Failure to Comply with Standards. You acknowledge the importance of every one of our standards and operating procedures to the reputation and integrity of the System and the goodwill associated with the Marks. If we notify you of a breach of our standards or operating procedures (including failure to submit required reports in a timely manner) and you fail to cure within the time period we prescribe, we may (in addition to our other remedies under this Agreement) impose a noncompliance fee of \$500 per occurrence. Any noncompliance fees we collect are paid in consideration of us refraining from exercising our contractual right to terminate this Agreement. Your payment of noncompliance fees does not preclude us from terminating this Agreement in accordance with Section 22.2 if the default continues after we collect these amounts.

13. MINIMUM PERFORMANCE REQUIREMENTS. Beginning with your second (2nd) year of operation, you are required to generate at least \$100,000 in annual Gross Sales. Your failure to comply with this requirement constitutes an event of default under this Agreement, in which case we have the right to elect in our sole and absolute discretion whether to terminate this Agreement or modify or eliminate the territorial protections granted to you under Section 3.

14. FRANCHISE ADVISORY COUNCIL. We may, but need not, create a franchise advisory council to provide us with suggestions to improve the System, including matters such as marketing, operations and new product or service suggestions. We will consider all suggestions from the advisory council in good faith, but we are not bound by any such suggestions. The advisory council will be established and operated according to rules and regulations we periodically approve, including procedures governing the selection of representatives of the advisory council who will communicate with us on matters raised by the advisory council. You will have the right to be a member of the advisory council as long as you are not in default under this Agreement and you do not act in a disruptive, abusive or counter-productive manner, as determined by us in our discretion. As a member, you will be entitled to all voting rights and privileges granted to other members of the council. Each member will be granted one vote on all matters on which members are authorized to vote.

15. FEES

15.1. Initial Franchise Fee. You agree to pay us a \$35,000 initial franchise fee in one lump sum at the time you sign this Agreement (or, if applicable, any discounted initial franchise fee specified in an area development agreement signed by you and us). The initial franchise fee is fully earned by us and non-refundable once this Agreement has been signed, except that we will refund \$30,000 of the initial franchise fee if you and your Owners sign a General Release after we terminate this Agreement pursuant to: (i) Section 22.2(i) for failure to successfully complete the initial training program in a timely manner; or (ii) Section 22.2(ii) for failure to open your Business in a timely manner.

15.2. Royalty Fee. On the 15th day of each month, you agree to pay us a royalty fee equal to the greater of: (i) 8% of your Gross Sales from the immediately preceding month; or (ii) \$500. If you provide more than five (5) free sessions in a given month, you must pay us an additional \$25 supplemental royalty fee for each free session you provide in a given month in excess of five (5). The supplemental royalty fee is in addition to the royalty calculated as the greater of 8% of Gross Sales or \$500 per month, and is not included within that calculation (including for purposes of determining whether you met the \$500 minimum monthly royalty fee).

15.3. Other Fees and Payments. You agree to pay all other fees, expense reimbursements and other amounts specified in this Agreement in a timely manner as if fully set forth in this Section 15. You also agree to promptly pay us an amount equal to all taxes levied or assessed against us based upon goods or services that you sell or based upon goods or services that we furnish to you (other than income taxes that we pay based on amounts that you pay us under this Agreement).

15.4. Late Fee. If any sums due under this Agreement have not been received by us when due then, in addition to those sums, you must pay us interest on the amounts past due at the rate equal to the lesser of 18% per annum (pro-rated on a daily basis), or the highest rate permitted by your State's law. If no due date has been specified by us, then interest begins to run 10 days after we bill you. We may impose a late fee for any amounts that we are unable to reasonably determine due to your failure to furnish us with a report required by Section 17.3 within the required period of time or record sales in a timely manner, in which case we may assess a late fee on the entire amount that was due and payable. You acknowledge that this Section 15.4 shall not constitute our agreement to accept the late payments after same are due, or a commitment by us to extend credit to or otherwise finance the operation of your Business.

15.5. Method of Payment. You may pay amounts owed to us by check, credit card, wire transfer, ACH transfer or any other payment method that we approve from time to time. However, you must pay the initial franchise fee by wire transfer or cashier's check. Application of Payments. We have sole discretion to apply any payments from you to any past due indebtedness of yours or in any other manner we feel appropriate.

16. BRAND PROTECTION COVENANTS.

16.1. Reason for Covenants. You acknowledge that the Intellectual Property and the training and assistance that we provide would not be acquired except through implementation of this Agreement. You also acknowledge that competition by you, the Owners or persons associated with you or the Owners (including family members) could seriously jeopardize the entire franchise system because you and the Owners have received an advantage through knowledge of our day-to-day operations and Know-how related to the System. Accordingly,

you and the Owners agree to comply with the covenants described in this Section to protect the Intellectual Property and our franchise system.

16.2. Our Know-how. You and the Owners agree: (i) neither you nor any Owner will use the Know-how in any business or capacity other than the operation of your Business pursuant to this Agreement; (ii) you and the Owners will maintain the confidentiality of the Know-how at all times; (iii) neither you nor any Owner will make unauthorized copies of documents containing any Know-how; (iv) you and the Owners will take all reasonable steps that we require from time to time to prevent unauthorized use or disclosure of the Know-how; and (v) you and the Owners will stop using the Know-how immediately upon the expiration, termination or Transfer of this Agreement, and any Owner who ceases to be an Owner before the expiration, termination or Transfer of this Agreement will stop using the Know-how immediately at the time he or she ceases to be an Owner.

16.3. Unfair Competition During Term. You and your Owners agree not to unfairly compete with us during the Term by engaging in any of the following activities ("Prohibited Activities"): (i) owning, operating or having any other interest (as an owner, partner, director, officer, employee, manager, consultant, shareholder, creditor, representative, agent or in any similar capacity) in a Competitive Business (other than owning an interest of five percent (5%) or less in a publicly traded company that is a Competitive Business); (ii) disparaging or otherwise making negative comments about us, any of our affiliates, the System and/or any CERESSET[®] business (this provision does not prohibit disclosure of truthful information to governmental authorities); (iii) diverting or attempting to divert any business from us (or one of our affiliates or franchisees); and/or (iv) inducing any client of ours (or of one of our affiliates or franchisees) to transfer their business to a competitor.

16.4. Unfair Competition After Term. During the Post-Term Restricted Period, you and your Owners agree not to engage in any Prohibited Activities. Notwithstanding the foregoing, you and your Owners may have an interest in a Competitive Business during the Post-Term Restricted Period as long as the Competitive Business is not located within, and does not provide competitive goods or services to clients who are located within, the Restricted Territory. If you or an Owner engages in a Prohibited Activity during the Post-Term Restricted Period (other than having an interest in a Competitive Business that is permitted under this Section), then the Post-Term Restricted Period applicable to you or the non-compliant Owner, as applicable, shall be extended by the period of time during which you or the non-compliant Owner, as applicable, engaged in the Prohibited Activity.

16.5. Immediate Family Members. The Owners acknowledge that they could circumvent the purpose of Section 16 by disclosing Know-how to an immediate family member (i.e., spouse, parent, sibling, child, or grandchild). The Owners also acknowledge that it would be difficult for us to prove whether the Owners disclosed the Know-how to family members. Therefore, each Owner agrees that he or she will be presumed to have violated the terms of Section 16 if any member of his or her immediate family engages in any Prohibited Activities during the Term or Post-Term Restricted Period or uses or discloses the Know-how. However, the Owner may rebut this presumption by furnishing evidence conclusively showing that the Owner did not disclose the Know-how to the family member.

16.6. Employees and Others Associated with You. You must ensure that all of your employees, officers, directors, partners, members, independent contractors and other persons associated with you or your Business who may have access to our Know-how, and who are not required to sign a Brand Protection Agreement, sign and send us a Confidentiality Agreement before having access to our Know-how. You must use your best efforts to ensure that these individuals comply with the terms of the Brand Protection Agreements and Confidentiality Agreements, as applicable, and you must immediately notify us of any breach that comes to your attention. You agree to reimburse us for all reasonable expenses that we incur in enforcing a Brand Protection Agreement or Confidentiality Agreement, as applicable, including reasonable attorneys' fees and court costs.

16.7. Covenants Reasonable. You and the Owners acknowledge and agree that: (i) the terms of this Agreement are reasonable both in time and in scope of geographic area; (ii) our use and enforcement of covenants similar to those described above with respect to other CERESSET[®] franchisees benefits you and the Owners in that it prevents others from unfairly competing with your Business; and (iii) you and the Owners have sufficient resources and business experience and opportunities to earn an adequate living while complying with the terms of this Agreement.

16.8. Breach of Covenants. You and the Owners agree that failure to comply with the terms of this Section 16 will cause substantial and irreparable damage to us and/or other CERESSET[®] franchisees for which there is no adequate remedy at law. Therefore, you and the Owners agree that any violation of the terms of this Section 16 will entitle us to injunctive relief. We may apply for such injunctive relief, without bond, but upon due notice, in addition to such further and other relief as may be available at equity or law, and the sole remedy of yours, in the event of the entry of such injunction, will be the dissolution of such injunction, if warranted, upon hearing duly held (all claims for damages by reason of the wrongful issuance of any such injunction being expressly waived hereby). If a court requires the filing of a bond notwithstanding the preceding sentence, the parties agree that the amount of the bond shall not exceed \$1,000. None of the remedies available to us under this Agreement are exclusive of any other, but may be combined with others under this Agreement, or at law or in equity, including injunctive relief, specific performance and recovery of monetary damages. Any claim, defense or cause of action that you or an Owner may have against us, regardless of cause or origin, cannot be used as a defense against our enforcement of this Section 16.

17. YOUR OTHER RESPONSIBILITIES

17.1. Insurance. For your protection and ours, you agree to maintain the following insurance policies: (i) “all risk” property insurance coverage on all assets, including inventory, furniture, fixtures, equipment, supplies and other property used in the operation of your Business, which must include coverage for fire, vandalism and malicious mischief and have coverage limits of at least full replacement cost; (ii) comprehensive general liability insurance against claims for bodily and personal injury, death and property damage caused by or occurring in conjunction with the operation of your Business, containing minimum liability protection of \$1,000,000 per occurrence and \$2,000,000 in the aggregate; (iii) professional liability insurance, containing minimum liability protection of \$1,000,000 per occurrence; (iv) worker’s compensation insurance and employer’s liability insurance as required by law; and (v) any other insurance that we specify in the Manual from time to time. At this time, we will procure professional liability insurance for your Business at no additional fee. However, we reserve the right to discontinue this service in the future. You agree to provide us with proof of coverage prior to opening, within 10 days of any renewal of a policy, and at any other time on demand. You agree to obtain these insurance policies from insurance carriers that are rated A or better by Alfred M. Best & Company, Inc. and that are licensed and admitted in the state in which you operate your Business. All insurance policies must endorsed to: (i) name us (and our members, officers, directors, and employees) as additional insureds; (ii) contain a waiver by the insurance carrier of all subrogation rights against us; and (iii) provide that we receive 10 days prior written notice of the termination, expiration, cancellation or modification of the policy. If any of your policies fail to meet these criteria, then we may disapprove the policy and you must immediately find additional coverage with an alternative carrier satisfactory to us. Upon 10 days’ notice to you, we may increase the minimum protection requirement as of the renewal date of any policy, and require different or additional types of insurance at any time, including excess liability (umbrella) insurance, to reflect inflation, identification of special risks, changes in law or standards or liability, higher damage awards or other relevant changes in circumstances. If you fail to maintain any required insurance coverage, we have the right to obtain the coverage on your behalf (which right shall be at our option and in addition to our other rights and remedies in this Agreement), and you must promptly sign all applications and other forms and instruments required to obtain the insurance and pay to us, within 10 days after invoicing, all costs and premiums that we incur.

17.2. Books and Records. You agree to prepare and maintain at your business for at least five (5) years after their preparation, complete and accurate books, records, accounts and tax returns pertaining to your Business. You must send us copies of your books and records within seven (7) days of our request.

17.3. Reports. No later than the 15th day of each month, you must prepare and provide to us monthly statements of your Gross Sales and expenses for the prior month’s operations (including grand opening advertising expenditures). You also agree to prepare all other reports that we require in the form and manner that we require. You agree to send us a copy of any report required by this Section upon request. If we require that you utilize a computer or point of sale system that allows us to electronically retrieve information concerning your sales transactions, you agree that we will have the right to electronically poll your computer and/or point of sale system to retrieve and compile information regarding the operation of your Business.

17.4. Financial Statements. Within 90 days after the end of each calendar year, you must prepare a balance sheet for your Business (as of the end of the calendar year) and an annual statement of profit and loss and source and application of funds. All financial statements must be: (i) verified and signed by you certifying to us that the information is true, complete, and accurate; (ii) prepared on an accrual basis in compliance with Generally Accepted Accounting Principles; and (iii) submitted in any format that we reasonably require. You agree to send us a copy of any financial statement required by this Section upon request. You authorize us to disclose the financial statements, reports, and operating data to prospective franchisees, regulatory agencies and others at our discretion, provided the disclosure is not prohibited by applicable law.

17.5. Legal Compliance. You must secure and maintain in force all required licenses, permits and regulatory approvals for the operation of your Business and operate and manage your Business in full compliance with all applicable laws, ordinances, rules and regulations. You must notify us in writing within two (2) business days of the beginning of any action, suit, investigation or proceeding, or of the issuance of any order, writ, injunction, disciplinary action, award or decree of any court, agency or other governmental instrumentality, which may adversely affect the operation of your Business or your financial condition. You must immediately deliver to us a copy of any inspection report, warning, certificate or rating by any governmental agency involving any health or safety law, rule or regulation that reflects your failure to fully comply with the law, rule or regulation.

18. INSPECTION AND AUDIT

18.1. Inspections. To ensure compliance with this Agreement, we or our representatives will have the right to enter your business, evaluate your operations and inspect or examine your books, records, accounts and tax returns. Our evaluation may include contacting your landlord, clients and/or employees. We may conduct our evaluation at any time and without prior notice. During the course of our inspections, we and our representatives will use reasonable efforts to minimize our interference with the operation of your Business, and you and your employees will cooperate and not interfere with our inspection. You consent to us accessing your computer system and retrieving any information that we deem appropriate in conducting the inspection.

18.2. Audit. We have the right, at any time, to have an independent audit made of your books and financial records. You agree to fully cooperate with us and any third parties that we hire to conduct the audit. If an audit reveals an understatement of your Gross Sales or any amount that you owe us, you agree to immediately pay to us any additional fees that you owe us together with any late fee payable pursuant to Section 15.4. Any audit will be performed at our cost and expense unless the audit: (i) is necessitated by your failure to provide the information requested or to preserve records or file reports as required by this Agreement; or (ii) reveals an understatement of any amount due to us by at least three percent (3%), in which case you agree to reimburse us for the cost of the audit or inspection, including without limitation, reasonable accounting and attorneys' fees and travel and lodging expenses that we or our representatives incur. The audit cost reimbursements will be due 10 days after invoicing. We shall not be deemed to have waived our right to terminate this Agreement by accepting reimbursements of our audit costs.

19. INTELLECTUAL PROPERTY

19.1. Ownership and Use of Intellectual Property. You acknowledge that: (i) we are the sole and exclusive owner of the Intellectual Property and the goodwill associated with the Marks; (ii) your right to use the Intellectual Property is derived solely from this Agreement; and (iii) your right to use the Intellectual Property is limited to a license granted by us to operate your Business during the Term pursuant to, and only in compliance with, this Agreement, the Manual, and all applicable standards, specifications and operating procedures that we prescribe from time to time. You may not use any of the Intellectual Property in connection with the sale of any unauthorized product or service or in any other manner not expressly authorized by us. Any unauthorized use of the Intellectual Property constitutes an infringement of our rights. You agree to comply with all provisions of the Manual governing your use of the Intellectual Property. This Agreement does not confer to you any goodwill, title or interest in any of the Intellectual Property.

19.2. Changes to Intellectual Property. We have the right to modify the Intellectual Property at any time in our sole and absolute discretion, including by changing the Marks, the System, the Copyrights or the Know-how. If we modify or discontinue use of any of the Intellectual Property, then you must comply with any

such instructions from us within 30 days at your expense. We will not be liable to you for any expenses, losses or damages that you incur (including the loss of any goodwill associated with a Mark) because of any addition, modification, substitution or discontinuation of the Intellectual Property.

19.3. Use of Marks. You agree to use the Marks as the sole identification of your Business; provided, however that you must identify yourself as the independent owner of your Business in the manner that we prescribe. You may not use any Marks in any modified form or as part of any corporate or trade name or with any prefix, suffix, or other modifying words, terms, designs or symbols (other than logos licensed to you by this Agreement). You agree to: (i) prominently display the Marks on or in connection with any media advertising, promotional materials, posters and displays, receipts, stationery and forms that we designate and in the manner that we prescribe to give notice of trade and service mark registrations and copyrights; and (ii) obtain any fictitious or assumed name registrations required under applicable law. You may not use the Marks in signing any contract, lease, mortgage, check, purchase agreement, negotiable instrument or other legal obligation or in any manner that is likely to confuse or result in liability to us for any indebtedness or obligation of yours.

19.4. Use of Know-how. We will disclose the Know-how to you in the initial training program, the Manual, and in other guidance furnished to you during the Term. You agree that you will not acquire any interest in the Know-how other than the right to utilize it in strict accordance with the terms of this Agreement in the development and operation of your Business. You acknowledge that the Know-how is proprietary and is disclosed to you solely for use in the development and operation of your Business during the Term.

19.5. Improvements. If you conceive of or develop any improvements or additions to the marketing, method of operation or the services or products offered by a CERESSET[®] business (collectively, “Improvements”), you agree to promptly and fully disclose the Improvements to us without disclosing the Improvements to others. You must obtain our approval prior to using any such Improvements. Any Improvement that we approve may be used by us and any third parties that we authorize to operate a CERESSET[®] franchise, without any obligation to pay you royalties or other fees. You must assign to us or our designee, without charge, all rights to any such Improvement, including the right to grant sublicenses. In return, we will authorize you to use any Improvements that we or other franchisees develop that we authorize for general use in connection with the operation of a CERESSET[®] business.

19.6. Notification of Infringements and Claims. You must immediately notify us of any: (i) apparent infringement of any of the Intellectual Property; (ii) challenge to your use of any of the Intellectual Property; or (iii) claim by any person of any rights in any of the Intellectual Property. You may not communicate with any person other than us and our counsel in connection with any such infringement, challenge or claim. We will have sole discretion to take such action as we deem appropriate. We have the right to exclusively control any litigation, Patent and Trademark Office proceeding, or other proceeding arising out of any such infringement, challenge or claim. You agree to execute any and all instruments and documents, render such assistance, and do such acts and things as may, in the opinion of our counsel, be necessary or advisable to protect and maintain our interest in any such litigation, Patent and Trademark Office proceeding or other proceeding, or to otherwise protect and maintain our interest in the Intellectual Property.

20. INDEMNITY. You agree to indemnify the Indemnified Parties and hold them harmless for, from and against any and all Losses and Expenses incurred by any of them as a result of or in connection with:

- (i) the marketing, use or operation of your Business;
- (ii) the breach of any Definitive Agreement committed by you or your Owners or affiliates;
- (iii) the breach of any agreement with a third party committed by you or your Owners or affiliates;
- (iv) any Claim relating to taxes or penalties assessed by any governmental authority against us that are directly related to your failure to pay or perform functions required of you under this Agreement;
- (v) libel, slander or disparaging comments made by you or any of your Owners, officers, employees or independent contractors regarding the System, a CERESSET[®] business or an Indemnified Party (this provision does not apply to disclosure of truthful information to governmental authorities);

- (vi) any labor, employment or similar type of Claim pertaining to your employees (including Claims alleging we are a joint employer of your employees) or our relationship with you or your Owners (including Claims alleging we are an employer of you and/or any of your Owners); or
- (vii) any actions, investigations, rulings or proceedings conducted by any governmental authority (including the United States Department of Labor, Equal Employment Opportunity Commission or National Labor Relations Board) relating to your employees.

You and your Owners must immediately notify us of any Claim or proceeding described above. The Indemnified Parties shall have the right, in their sole discretion to: (a) retain counsel of their choosing to represent them with respect to any Claim; and (b) control the response thereto and the defense thereof, including the right to enter into an agreement to settle the Claim. You may participate in such defense at your expense. You must fully cooperate and assist the Indemnified Parties with the defense of the Claim. You must reimburse the Indemnified Parties for all of their costs and expenses in defending such Claim, including court costs and reasonable attorneys' fees, within 10 days of receipt of an invoice itemizing such costs and expenses.

21. TRANSFERS

21.1. By Us. This Agreement and the franchise is fully assignable by us (without prior notice to you) and shall inure to the benefit of any assignee(s) or other legal successor(s) to our interest in this Agreement, provided that we shall, subsequent to any such assignment, remain liable for the performance of our obligations under this Agreement up to the effective date of the assignment. We may also delegate some or all of our obligations under this Agreement to one or more persons without assigning the Agreement.

21.2. By You. You understand that the rights and duties created by this Agreement are personal to you and the Owners and that we have granted the franchise in reliance upon the individual or collective character, skill, aptitude, attitude, business ability and financial capacity of you and your Owners. Therefore, neither you nor any Owner may engage in any Transfer other than a Permitted Transfer without our prior written approval. Any Transfer (other than a Permitted Transfer) without our approval shall be void and constitute a breach of this Agreement. We will not unreasonably withhold our approval of any proposed Transfer, provided that the following conditions are all satisfied:

- (i) the proposed transferee is, in our opinion, an individual of good moral character, who has sufficient business experience, aptitude and financial resources to own and operate a CERESSET[®] business and otherwise meets all of our then applicable standards for franchisees;
- (ii) you and your Owners are in full compliance with the terms of this Agreement and all other agreements with us or our affiliate;
- (iii) all of the owners of the transferee have successfully completed, or made arrangements to attend, the initial training program (and the transferee has paid us the Training Fee for each new person who must attend training);
- (iv) your landlord consents to your assignment of the lease to the transferee, or the transferee is diligently pursuing an approved substitute location within the Territory;
- (v) the transferee and its owners, to the extent necessary, have obtained all licenses and permits required by applicable law in order to own and operate the Business;
- (vi) the transferee signs an agreement, in a form satisfactory to us, agreeing to discharge and guaranty all of your obligations under this Agreement and any other agreement relating to the Business, including, without limitation, client contracts and supplier contracts;
- (vii) the transferee and its owners sign our then-current form of franchise agreement (unless we, in our sole discretion, instruct you to assign this Agreement to the transferee), except that: (a) the Term and renewal term(s) shall be the Term and renewal term(s) remaining under this Agreement; and (b) the transferee need not pay a separate initial franchise fee;

(viii) you remodel your facility to comply with our then-current standards and specifications or you obtain a commitment from the transferee to do so;

(ix) you or the transferee pay us a \$10,000 transfer fee to defray expenses that we incur in connection with the Transfer;

(x) you and your Owners sign a General Release for all claims arising before or contemporaneously with the Transfer;

(xi) you enter into an agreement with us to subordinate the transferee's obligations to you to the transferee's financial obligations owed to us pursuant to the franchise agreement;

(xii) we do not elect to exercise our right of first refusal described in Section 21.5; and

(xiii) you or the transferring Owner, as applicable, and the transferee have satisfied any other conditions we reasonably require as a condition to our approval of the Transfer.

Our consent to a Transfer shall not constitute a waiver of any claims we may have against the transferor, nor shall it be deemed a waiver of our right to demand exact compliance with any of the terms or conditions of the franchise by the transferee.

21.3. Permitted Transfers. You may engage in a Permitted Transfer without our prior approval, but you must give us at least 10 days prior written notice. You and the Owners (and the transferee) agree to sign all documents that we reasonably request to effectuate and document the Permitted Transfer.

21.4. Death or Disability of an Owner. Upon the death or permanent disability of an Owner, the Owner's ownership interest in you or the franchise, as applicable, must be assigned to another Owner or to a third party approved by us within 180 days. Any assignment to a third party will be subject to all of the terms and conditions of Section 21.2 unless the assignment qualifies as a Permitted Transfer. For purposes of this Section, an Owner is deemed to have a "permanent disability" only if the person has a medical or mental problem that prevents the person from substantially complying with his or her obligations under this Agreement or otherwise operating the Business in the manner required by this Agreement and the Manual for a continuous period of at least three (3) months.

21.5. Our Right of First Refusal. If you or an Owner desires to engage in a Transfer, you or the Owner, as applicable, must obtain a bona fide, signed written offer from the fully disclosed purchaser and submit an exact copy of the offer to us. We will have 30 days after receipt of the offer to decide whether we will purchase the interest in your Business or the ownership interest in you for the same price and upon the same terms contained in the offer (however, we may substitute cash for any form of payment proposed in the offer). If we notify you that we intend to purchase the interest within the 30-day period, you or the Owner, as applicable, must sell the interest to us. We will have at least an additional 30 days to prepare for closing. We will be entitled to receive from you or the Owner, as applicable, all customary representations and warranties given by you as the seller of the assets or the Owner as the seller of the ownership interest or, at our election, the representations and warranties contained in the offer. If we do not exercise our right of first refusal, you or the Owner, as applicable, may complete the Transfer to the purchaser pursuant to and on the terms of the offer, subject to the requirements of Section 21.2 (including our approval of the transferee). However, if the sale to the purchaser is not completed within 120 days after delivery of the offer to us, or there is a material change in the terms of the sale, we will again have the right of first refusal specified in this Section. Our right of first refusal in this Section shall not apply to any Permitted Transfer.

22. TERMINATION

22.1. By You. You may terminate this Agreement if we materially breach this Agreement and fail to cure the breach within 90 days after you send us a written notice specifying the nature of the breach. If you terminate this Agreement, you must still comply with your post-termination obligations described in Section 23 and all other obligations that survive the expiration or termination of this Agreement.

22.2. Termination By Us Without Cure Period. We may, in our sole discretion, terminate this Agreement upon five (5) days' written notice, without opportunity to cure, for any of the following reasons, all of which constitute material events of default under this Agreement:

- (i) if the Managing Owner fails to satisfactorily complete the initial training program in the manner required by Section 5.1;
- (ii) if you fail to open your Business within the time period required by Section 7.3;
- (iii) if you become insolvent by reason of your inability to pay your debts as they become due or you file a voluntary petition in bankruptcy or any pleading seeking any reorganization, liquidation, dissolution or composition or other settlement with creditors under any law, or are the subject of an involuntary bankruptcy (which may or may not be enforceable under the Bankruptcy Act of 1978);
- (iv) if your Business, or a substantial portion of the assets associated with your Business, are seized, taken over or foreclosed by a government official in the exercise of his or her duties, or seized, taken over or foreclosed by a creditor, lienholder or lessor; or a final judgment against you remains unsatisfied for 30 days (unless a supersedes or other appeal bond has been filed); or a levy of execution has been made upon the license granted by this Agreement or upon any property used in your Business, and it is not discharged within five (5) days of the levy;
- (v) if you abandon or fail to operate your Business for three (3) consecutive business days, unless the failure is due to an event of force majeure or another reason that we approve;
- (vi) if a regulatory authority suspends or revokes a license or permit held by you or an Owner that is required to operate the Business, even if you or the Owner still maintain appeal rights;
- (vii) if you or an Owner (a) is convicted of or pleads no contest to a felony, a crime involving moral turpitude or any other material crime or (b) is subject to any material administrative disciplinary action or (c) fails to comply with any material federal, state or local law or regulation applicable to your Business;
- (viii) if you or an Owner commits an act that can reasonably be expected to adversely affect the reputation of the System or the goodwill associated with the Marks;
- (ix) if you manage or operate your Business in a manner that presents a health or safety hazard to your clients, employees or the public;
- (x) if you or an Owner make any material misrepresentation to us, whether occurring before or after being granted the franchise;
- (xi) if you fail to pay any amount owed to us or an affiliate of ours within ten (10) days after receipt of a demand for payment (subject to your right to dispute, in good faith, amounts owed to third-party suppliers in accordance with §12.5(d));
- (xii) if you underreport any amount owed to us by at least three percent (3%), after having already committed a similar breach that had been cured in accordance with Section 22.3;
- (xiii) if you make an unauthorized Transfer;
- (xiv) if you make an unauthorized use of the Intellectual Property;
- (xv) if you breach any of the brand protection covenants described in Section 16;
- (xvi) if any Owner, or the spouse of any Owner, breaches a Franchise Owner Agreement;
- (xvii) if you fail to meet the minimum performance requirements described in Section 13;
- (xviii) if the lease for your premises is terminated due to your default; or
- (xix) if we terminate any other agreement between you and us or if any affiliate of ours

terminates any agreement between you and the affiliate because of your default (other than an area development agreement).

22.3. Additional Conditions of Termination. In addition to our termination rights in Section 22.2, we may, in our sole discretion, terminate this Agreement upon 30 days' written notice if you or an Owner fail to comply with any other provision of this Agreement (including any mandatory provision in the Manual) or any other agreement with us, unless such default is cured, as determined by us in our sole discretion, within such 30-day notice period. If we deliver a notice of default to you pursuant to this Section 22.3, we may suspend performance of any of our obligations under this Agreement until you fully cure the breach.

22.4. Mutual Agreement to Terminate. If you and we mutually agree in writing to terminate this Agreement, you and we will be deemed to have waived any required notice period.

23. POST-TERM OBLIGATIONS.

23.1. Obligations of You and the Owners. After the termination, expiration or Transfer of this Agreement, you and the Owners agree to:

- (i) immediately cease to use the Intellectual Property;
- (ii) pay us all amounts that you owe us;
- (iii) comply with all covenants described in Section 16 that apply after the expiration, termination or Transfer of this Agreement or the disposal of an ownership interest by an Owner;
- (iv) return all copies of the Manual, or any portions thereof, as well as all signs, sign faces, brochures, advertising and promotional materials, forms, and any other materials bearing or containing any of the Marks, Copyrights or other identification relating to a CERESSET[®] business, unless we allow you to transfer such items to an approved transferee;
- (v) take such action as may be required to cancel all fictitious or assumed names or equivalent registrations relating to your use of any of the Marks;
- (vi) provide us with a list of any of your current, former and prospective clients that you have not entered into our system;
- (vii) assign all client contracts to us (unless we allow you to transfer those contracts to an approved transferee);
- (viii) make such modifications and alterations to the premises that are necessary or that we require to prevent any association between us or the System and any business subsequently operated by you or any third party at the premises; provided, however, that this subsection shall not apply if your franchise is transferred to an approved transferee or if we exercise our right to purchase your entire Business;
- (ix) notify all telephone companies, listing agencies and domain name registration companies (collectively, the "Agencies") of the termination or expiration of your right to use: (a) the telephone numbers and/or domain names, if applicable, related to the operation of your Business; and (b) any regular, classified or other telephone directory listings associated with the Marks (you hereby authorize the Agencies to transfer such telephone numbers, domain names and listings to us and you authorize us, and appoint us and any officer we designate as your attorney-in-fact to direct the Agencies to transfer the telephone numbers, domain names and listings to us if you fail or refuse to do so); and
- (x) provide us with satisfactory evidence of your compliance with the above obligations within 30 days after the effective date of the termination, expiration or Transfer of this Agreement.

You acknowledge and agree that we have the right to remotely and independently terminate your license to use our proprietary technology and/or software following the termination or expiration of this Agreement, which termination may result in rendering the technology and/or software inoperable.

23.2. Right to Purchase Facility and Assets.

(a) Generally. Upon the termination or expiration of this Agreement, we shall have the right, but not the obligation, to purchase your business and/or its assets at fair market value as ascertained by an independent business appraiser. If we elect to exercise this option, the date of determination of the fair market value shall be the effective date of the termination or expiration of the Agreement (the “Appraisal Date”). We will notify you of the specific items that we wish to purchase (the “Acquired Assets”).

(b) Selecting Qualified Appraisers. You and we each shall appoint an appraiser with experience appraising businesses comparable to your Business in the United States (a “Qualified Appraiser”). This appointment of the appraisers shall be made within 30 days after the Appraisal Date by giving written notice to the other party of the name and address of the Qualified Appraiser. If either of us fails to appoint a Qualified Appraiser within the 30-day period, the appraisal shall be made by the sole Qualified Appraiser appointed within that period. If each of us shall have appointed a Qualified Appraiser within the 30-day period, then within 30 days after that the two (2) Qualified Appraisers shall appoint a third (3rd) Qualified Appraiser. If the two (2) Qualified Appraisers fail to agree on the appointment of a third (3rd) Qualified Appraiser within the 30-day period, then a third (3rd) Qualified Appraiser shall be appointed by the American Arbitration Association (acting through its office located closest to our corporate headquarters) as promptly as possible after that, upon application by either us or you. Nothing in this provision shall prohibit us and you from jointly approving a single appraiser, nor shall it obligate us or you to do so.

(c) Information for Appraisal. You must furnish to the Qualified Appraisers a copy of your current financial statements, as well as your financial statements for the prior three (3) years (or the period of time that you have operated your Business, if less than three (3) years), together with the work papers and other financial information or other documents or information that the Qualified Appraisers may request. The Qualified Appraisers shall take into account the other information and factors that they deem relevant, but the Qualified Appraisers shall be instructed that there shall be no consideration of goodwill in the determination of fair market value.

(d) Appraisal Process. Within 60 days after the appointment of the third Qualified Appraiser, the three (3) Qualified Appraisers shall appraise the Appraised Assets at fair market value without taking into account any value for goodwill (the “Appraised Value”). If the three (3) Qualified Appraisers agree on a single value, then they shall issue a joint report and the Appraised Value shall be the value determined by the agreement of the three (3) Qualified Appraisers. If two (2) of the three (3) Qualified Appraisers agree on a single value, these two (2) Qualified Appraisers shall issue a joint report, and the dissenting Qualified Appraiser may (but need not) issue a separate report, and the value determined by agreement of the two (2) Qualified Appraisers who shall agree shall be the Appraised Value. If none of the Qualified Appraisers are able to agree on a single value, each Qualified Appraiser shall issue a report setting forth the value determined by him or her, and the average of the two values that are closest to each other shall be the Appraised Value. Before the issuance of a report by any Qualified Appraiser, each Qualified Appraiser shall advise the others of the value that will appear in his or her report to ensure that the determination of value made by any Qualified Appraiser is made with knowledge of the values determined by the other Qualified Appraisers. If there shall be only a single Qualified Appraiser (because you or we failed to appoint a Qualified Appraiser within the time provided), then the Appraised Value shall be the value determined by the single Qualified Appraiser.

(e) Cost of Appraisal. You and we shall equally bear the cost of the appraisal.

(f) Closing. Once the Appraised Value has been determined, we will have at least 60 days to prepare for the closing. We will be entitled to receive from you all customary representations and warranties given by you as the seller of the Acquired Assets and you must transfer good and clean title to the Acquired Assets, subject to any exceptions agreed to by us. We may deduct from the Appraised Value all amounts owed to us and our affiliates under this Agreement, any promissory note, and any other agreement between you and us or between you and our affiliates.

24. DISPUTE RESOLUTION. The parties agree to submit any claim, dispute or disagreement, including any matter pertaining to the interpretation of this Agreement or issues relating to the offer and sale of the franchise

or the relationship between the parties (a “Dispute”) to mediation before a mutually-agreeable mediator prior to arbitration. If the Dispute is not resolved by mediation within 30 days after either party makes a demand for mediation, the parties will submit the dispute to mandatory and binding arbitration conducted pursuant to the Commercial Arbitration Rules of the American Arbitration Association. The party filing the arbitration must initially bear the cost of any arbitration fees or costs. The arbitrators will not have authority to award exemplary or punitive damages. Notwithstanding the foregoing, any Dispute that involves an alleged breach of Section 16 or Section 19 will not be subject to mediation or arbitration unless otherwise agreed to by both parties, and either party may immediately file a lawsuit in accordance with this Section with respect to any alleged breach of Section 16 or Section 19. All mediation, arbitration and litigation shall take place in the county in which we maintain our principal place of business at the time the Dispute arises (currently, Maricopa County, Arizona) and the parties irrevocably waive any objection to such venue. If we or you must enforce this Agreement in a judicial or arbitration proceeding, the substantially prevailing party will be entitled to reimbursement of its costs and expenses, including reasonable accounting and legal fees. In addition, if you breach any term of this Agreement or any other agreement with us or an affiliate of ours, you agree to reimburse us for all reasonable legal fees and other expenses we incur relating to such breach, regardless of whether the breach is cured prior to the commencement of any dispute resolution proceedings. UNLESS PROHIBITED BY APPLICABLE LAW, ANY DISPUTE (OTHER THAN FOR PAYMENT OF MONIES OWED OR A VIOLATION OF SECTION 16 OR SECTION 19) MUST BE BROUGHT BY FILING A WRITTEN DEMAND FOR ARBITRATION (OR IF PERMITTED, LITIGATION) WITHIN ONE (1) YEAR FOLLOWING THE CONDUCT, ACT OR OTHER EVENT OR OCCURRENCE GIVING RISE TO THE CLAIM, OR THE RIGHT TO ANY REMEDY WILL BE DEEMED FOREVER WAIVED AND BARRED. WE AND YOU IRREVOCABLY WAIVE: (I) TRIAL BY JURY; AND (II) THE RIGHT TO ARBITRATE OR LITIGATE ON A CLASS ACTION BASIS, IN ANY ACTION, PROCEEDING OR COUNTERCLAIM, WHETHER AT LAW OR IN EQUITY, BROUGHT BY EITHER OF THE PARTIES.

25. YOUR REPRESENTATIONS. YOU ARE AWARE OF THE FACT THAT: (a) OTHER PRESENT OR FUTURE FRANCHISEES OF OURS MAY OPERATE UNDER DIFFERENT FORMS OF AGREEMENT AND CONSEQUENTLY THAT OUR OBLIGATIONS AND RIGHTS WITH RESPECT TO OUR VARIOUS FRANCHISEES MAY DIFFER MATERIALLY IN CERTAIN CIRCUMSTANCES; AND (b) WE MAY NEGOTIATE TERMS OR OFFER CONCESSIONS TO OTHER FRANCHISEES AND WE HAVE NO OBLIGATION TO OFFER YOU THE SAME OR SIMILAR NEGOTIATED TERMS OR CONCESSIONS EXCEPT TO THE EXTENT REQUIRED BY APPLICABLE LAW.

26. GENERAL PROVISIONS

26.1. Governing Law. Except as governed by the United States Trademark Act of 1946 (Lanham Act, 15 U.S.C. §§ 1051, et seq.), this Agreement and the franchise relationship shall be governed by the laws of the State of Arizona (without reference to its principles of conflicts of law), but any law of the State of Arizona that regulates the offer and sale of franchises or business opportunities or governs the relationship of a franchisor and its franchisee will not apply unless its jurisdictional requirements are met independently without reference to this Section.

26.2. English Language. All notices, written materials (including written materials provided electronically) and other materials that we provide will be in English, and all oral and written communications between the parties must be in the English. Any dispute proceedings, whether through mediation, arbitration or litigation, shall be conducted exclusively in the English language. In any such proceeding, the English version of this Agreement and all related agreements and documents shall control in determining the parties’ respective rights and obligations. All notices, written materials and other materials that you provide to us must be furnished in the English language and you are solely responsible for all costs of translation, including the Manual. All training, manuals, written materials and other information that we provide will be in English. If you have reason to translate such materials for your personal use, you are solely responsible for all costs related to such translation. During all training sessions, meetings, conferences and consultations between the parties, you are responsible for providing qualified interpreters, as needed.

26.3. Relationship of the Parties. You understand and agree that nothing in this Agreement creates a fiduciary relationship between you and us or is intended to make either party a general or special agent, legal

representative, subsidiary, joint venture, partner, employee or servant of the other for any purpose. During the Term, you must conspicuously identify yourself at your base of operations, and in all dealings with third parties, as a franchisee of ours and the independent owner of your Business. You agree to place such other notices of independent ownership on such forms, stationery, advertising, business cards and other materials as we may require from time to time. Neither we nor you are permitted to make any express or implied agreement, warranty or representation, or incur any debt, in the name of or on behalf of the other, or represent that our relationship is other than franchisor and franchisee. In addition, neither we nor you will be obligated by or have any liability under any agreements or representations made by the other that are not expressly authorized by this Agreement.

26.4. Severability and Substitution. Each section, subsection, term and provision of this Agreement, and any portion thereof, shall be considered severable. If any applicable and binding law imposes mandatory, non-waivable terms or conditions that conflict with a provision of this Agreement, the terms or conditions required by such law shall govern to the extent of the inconsistency and supersede the conflicting provision of this Agreement. If a court concludes that any promise or covenant in this Agreement is unreasonable and unenforceable: (i) the court may modify such promise or covenant to the minimum extent necessary to make such promise or covenant enforceable; or (ii) we may unilaterally modify such promise or covenant to the minimum extent necessary to make such promise or covenant enforceable.

26.5. Waivers. We and you may by written instrument unilaterally waive or reduce any obligation of or restriction upon the other. Any waiver granted by us shall be without prejudice to any other rights we may have. We and you shall not be deemed to have waived or impaired any right, power or option reserved by this Agreement (including the right to demand exact compliance with every term, condition and covenant in this Agreement or to declare any breach of this Agreement to be a default and to terminate the franchise before the expiration of its term) by virtue of: (i) any custom or practice of the parties at variance with the terms of this Agreement; (ii) any failure, refusal or neglect of us or you to exercise any right under this Agreement or to insist upon exact compliance by the other with its obligations under this Agreement, including any mandatory specification, standard, or operating procedure; (iii) any waiver, forbearance, delay, failure or omission by us to exercise any right, power or option, whether of the same, similar or different nature, relating to other CERESSET[®] franchisees; or (iv) the acceptance by us of any payments due from you after breach of this Agreement.

26.6. Approvals. Whenever this Agreement requires our approval, you must make a timely written request for approval, and the approval must be in writing in order to bind us. Except as otherwise expressly provided in this Agreement, if we fail to approve any request for approval within the required period of time, we shall be deemed to have disapproved your request.

26.7. Force Majeure. Neither we nor you shall be liable for loss or damage or deemed to be in breach of this Agreement if our or your failure to perform our or your obligations results from any event of force majeure. Any delay resulting from an event of force majeure will extend performance accordingly or excuse performance, in whole or in part, as may be reasonable under the circumstances.

26.8. Binding Effect. This Agreement is binding upon the parties to this Agreement and their respective executors, administrators, heirs, assigns and successors in interest. Nothing in this Agreement is intended, nor shall be deemed, to confer any rights or remedies upon any person or legal entity not a party to this Agreement; provided, however, that the additional insureds listed in Section 17.1 and the Indemnified Parties are intended third party beneficiaries under this Agreement with respect to Section 17.1 and Section 20, respectively.

26.9. Integration. THIS AGREEMENT CONSTITUTES THE ENTIRE AGREEMENT BETWEEN THE PARTIES AND MAY NOT, EXCEPT AS PERMITTED BY SECTION 12.2 AND SECTION 26.4, BE CHANGED EXCEPT BY A WRITTEN DOCUMENT SIGNED BY BOTH PARTIES. In addition, our issuance of the Site Approval Notice attached hereto as ATTACHMENT "B" shall be deemed to amend this Agreement to identify the approved site and Territory for your Salon, regardless of whether you countersign and/or return the Site Approval Notice. Any email or other informal electronic communication shall not be deemed to modify this Agreement unless it is signed by both parties and specifically states it is intended to modify this Agreement. The attachment(s) are part of this Agreement, which, together with any Amendments or Addenda executed on or after the Effective Date, constitutes the entire understanding and agreement of the parties, and there are no other oral

or written understandings or agreements between us and you about the subject matter of this Agreement. As referenced above, all mandatory provisions of the Manual are part of this Agreement. Any representations not specifically contained in this Agreement made before entering into this Agreement do not survive after the signing of this Agreement. Nothing in this Agreement is intended to disclaim any of the representations we made in the Franchise Disclosure Document. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (a) waiving any claims under any applicable state franchise law, including fraud in the inducement or (b) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

26.10. Covenant of Good Faith. If applicable law implies a covenant of good faith and fair dealing in this Agreement, the parties agree that the covenant shall not imply any rights or obligations that are inconsistent with a fair construction of the terms of this Agreement. Additionally, if applicable law shall imply the covenant, you agree that: (i) this Agreement (and the relationship of the parties that is inherent in this Agreement) grants us the discretion to make decisions, take actions and/or refrain from taking actions not inconsistent with our explicit rights and obligations under this Agreement that may affect favorably or adversely your interests; (ii) we will use our judgment in exercising the discretion based on our assessment of our own interests and balancing those interests against the interests of our franchisees generally (including ourselves and our affiliates if applicable), and specifically without considering your individual interests or the individual interests of any other particular franchisee; (iii) we will have no liability to you for the exercise of our discretion in this manner, so long as the discretion is not exercised in bad faith; and (iv) in the absence of bad faith, no trier of fact in any arbitration or litigation shall substitute its judgment for our judgment so exercised.

26.11. Rights of Parties are Cumulative. The rights of the parties under this Agreement are cumulative and no exercise or enforcement by either party of any right or remedy under this Agreement will preclude any other right or remedy available under this Agreement or by law.

26.12. Survival. All provisions that expressly or by their nature survive the termination, expiration or Transfer of this Agreement (or the Transfer of an ownership interest in the franchise) shall continue in full force and effect subsequent to and notwithstanding its termination, expiration or Transfer and until they are satisfied in full or by their nature expire, including, without limitation, Section 15, Section 16, Section 18, Section 20, Section 23, Section 24 and Section 26.

26.13. Construction. The headings in this Agreement are for convenience only and do not define, limit or construe the contents of the sections or subsections. All references to Sections refer to the Sections contained in this Agreement unless otherwise specified. All references to days in this Agreement refer to calendar days unless otherwise specified. The term “you” as used in this Agreement is applicable to one or more persons or an Entity, and the singular usage includes the plural and the masculine and neuter usages include the other and the feminine and the possessive.

26.14. Time of Essence. Time is of the essence in this Agreement and every term thereof.

26.15. Counterparts. This Agreement may be signed in multiple counterparts, each of which shall be deemed an original and all of which together shall constitute but one and the same document.

26.16. Notice. All notices given under this Agreement must be in writing, delivered by: (a) hand delivery; (b) registered or certified air mail, postage prepaid, return receipt requested; (c) special delivery service (e.g., Federal Express, DHL, UPS, *etc.*); or (d) email, in each case to the following addresses (which may be changed upon 10 business days’ prior written notice):

YOU:	As set forth below your signature on this Agreement
US:	Cereset, LLC 15150 N. Hayden Road Scottsdale, Arizona 85260

WITH A COPY TO: Daniel Warshawsky
Warshawsky Law Group, PLLC
14362 N Frank Lloyd Wright Blvd, Suite 1000
Scottsdale, AZ 85260

Notice is deemed given on the earliest to occur of: (i) the date delivered by hand; (ii) the third (3rd) business day after placed in the mail or provided to special delivery services in accordance with clause (b) or (c) above; or (iii) the first (1st) calendar day after sent by email.

* * *

The parties to this Agreement have executed this Agreement effective as of the Effective Date first above written.

FRANCHISOR:

Cereset, LLC, an Arizona limited liability
company

By: _____
Name: _____
Its: _____

YOU (If you are an entity):

_____,
a(n) _____
By: _____
Name: _____
Its: _____

YOU (If you are not an entity):

Name: _____

Name: _____

Name: _____

Name: _____

Franchisee's Principal Business Address:

ATTACHMENT "A"
TO FRANCHISE AGREEMENT

DEFINITIONS

“*Account*” is defined in Section 15.5.

“*Acquired Assets*” is defined in Section 23.2.

“*Agencies*” is defined in Section 23.1(ix).

“*Agreement*” is defined in the Introductory Paragraph.

“*Alternative Channels of Distribution*” means all channels of distribution other than retail sales made to clients from a CERESSET[®] facility, including, but not limited to: (i) sales through direct marketing, such as over the Internet or through catalogs or telemarketing; (ii) sales through retail stores, medical offices, hospitals and other facilities that do not operate under the Marks; and (iii) sales made at wholesale.

“*Appraisal Date*” is defined in Section 23.2.

“*Appraised Value*” is defined in Section 23.2.

“*Brand Protection Agreement*” means our form of Brand Protection Agreement, the most current form of which is attached to this Agreement as ATTACHMENT "E".

“*Business*” is defined in Section 2.

“*Captive Venues*” means non-traditional outlets for the sale of CERESSET[®] products or services that are located within, or are a part of, another establishment or facility that consumers may visit for a purpose other than purchasing the CERESSET[®] products or services. Examples of Captive Venues include hotels, college campuses or universities, airports, rehab centers, medical offices, hospitals and other similar types of establishments.

“*Claim*” or “*Claims*” means any and all claims, actions, demands, assessments, litigation, or other form of regulatory or adjudicatory procedures, claims, demands, assessments, investigations, or formal or informal inquiries.

“*Competitive Business*” means any business that: (i) uses brain waves and/or brain rhythms to train, change, intervene and/or enhance brain performance and/or relaxation and/or (ii) directly stimulates or relaxes the brain in any manner.

“*Confidentiality Agreement*” means our form of Confidentiality Agreement, the most current form of which is attached to this Agreement as ATTACHMENT "F".

“*Copyrights*” means all works and materials for which we or our affiliate has secured common law or registered copyright protection and that we allow CERESSET[®] franchisees to use, sell or display in connection with the marketing and/or operation of a CERESSET[®] business, whether now in existence or created in the future.

“*Dispute*” is defined in Section 24.

“*Effective Date*” is defined in the Introductory Paragraph.

“*Entity*” means a corporation, partnership, limited liability company or other form of association.

“*General Release*” means our current form of general release of all claims against us and our affiliates and subsidiaries, and our and their respective members, officers, directors, agents and employees, in both their corporate and individual capacities.

“*Gross Sales*” means the total revenue generated from all sales and services you provide at, or in connection with, the Business, including the full value—as measured by our suggested retail price—of all services performed, merchandise sold, and any other transactions or activities, without any deductions or exclusions, regardless of whether such sums are collected or not. Gross Sales includes all amounts received or earned, whether in cash, credit,

or any other form of payment, and regardless of any discounts, refunds, returns, or allowances provided to customers. Gross Sales also includes the gross proceeds of any business interruption insurance as well as any advertising revenues and sponsorship fees that you receive. Gross Sales does not include: (a) any federal, state, or local sales, use, or excise taxes that are collected from customers and remitted to the appropriate taxing authorities; (b) the proceeds from the sale or redemption of gift certificates, gift cards, or other prepaid sales instruments until such instruments are redeemed for goods or services; (c) discounts that are approved by us in our sole discretion; or (d) your providing of up to five free sessions per calendar month. In addition, after providing your fifth free session per month, any additional free sessions you provide are subject to a \$25 supplement royalty fee, and the value of such additional free sessions are not included in the calculation of the royalty fee. From time to time, we may establish policies governing the manner in which the proceeds from the sale of gift cards are treated for purposes of calculating Gross Sales. Similarly, if we implement a membership model that allows clients to redeem goods or services associated with the membership from multiple CERESSET[®] facilities, we may establish policies governing the manner in which the monthly membership dues are allocated between the CERESSET[®] facility that sold the membership and the CERESSET[®] facility where the goods or services are redeemed.

“Improvements” is defined in Section 19.5.

“Indemnified Party” or *“Indemnified Parties”* means us and each of our past, present and future owners, members, officers, directors, employees and agents, as well as our parent companies, subsidiaries and affiliates, and each of their past, present and future owners, members, officers, directors, employees and agents.

“Intellectual Property” means, collectively or individually, our Marks, Copyrights, Know-how, System and Improvements.

“Interim Manager” is defined in Section 8.4.

“Interim Term” is defined in Section 4.3.

“Know-how” means all of our trade secrets and other proprietary information relating to the development, construction, marketing and/or operation of a CERESSET[®] business, including, but not limited to, methods, techniques, specifications, procedures, policies, marketing strategies and information comprising the System and the Manual.

“Losses and Expenses” means all compensatory, exemplary, and punitive damages; fines and penalties; attorneys’ fees; experts’ fees; court costs; costs associated with investigating and defending against Claims; settlement amounts; judgments; compensation for damages to our reputation and goodwill; and all other costs, damages, liabilities and expenses associated with any of the foregoing losses and expenses or incurred by an Indemnified Party as a result of a Claim.

“Managing Owner” means the Owner that you designate and we approve who is primarily responsible for the daily on-premises management and supervision of the Business. The initial Managing Owner shall be _____.

“Manual” is defined in Section 6.1.

“Marks” means the logotypes, service marks, and trademarks now or hereafter involved in the operation of a CERESSET[®] business, including CERESSET[®] and any other trademarks, service marks or trade names that we designate for use in a CERESSET[®] business. The term “Marks” also includes any distinctive trade dress used to identify a CERESSET[®] business, whether now in existence or hereafter created.

“Marketing Campaign” is defined in Section 11.1(a).

“MSA” is defined in Section 3.

“Owner” or *“Owners”* means any individual who owns a direct or indirect ownership interest in the franchise or the Entity that is the franchisee under this Agreement. “Owner” includes both passive and active owners.

“Permitted Transfer” means: (i) a Transfer from one Owner to another Owner who was an approved Owner prior to such Transfer, other than a Transfer by an Owner who is the Managing Owner; (ii) a Transfer to a newly established Entity for which the Owners collectively own and control 100% of the ownership interests and voting

power; (iii) a Transfer of an ownership interest from an Owner to an immediate family member (i.e., spouse, parent, sibling, child, or grandchild) of the Owner, provided that any such Transfer resulting in a new Managing Owner must be approved by us (we will not unreasonably withhold, delay or condition our approval) and the conditions listed in Section 21.2(i), (ii) and (iii) are satisfied; and/or (iv) a Transfer to a trust for estate planning purposes so long as at least one (1) approved Owner is a trustee and beneficiary of such trust.

“Post-Term Restricted Period” means, with respect to you, a period of two (2) years after the termination, expiration or Transfer of this Agreement; provided, however, that if a court of competent jurisdiction determines that the two-year Post-Term Restricted Period is too long to be enforceable, then the *“Post-Term Restricted Period”* means, with respect to you, a period of one (1) year after the termination, expiration or Transfer of this Agreement. *“Post-Term Restricted Period”* means, with respect to an Owner, a period of two (2) years after the earlier to occur of (i) the termination, expiration or Transfer of this Agreement or (ii) the Owner’s Transfer of his or her entire ownership interest in the franchise or the Entity that is the franchisee, as applicable; provided, however, that if a court of competent jurisdiction determines that the two-year Post-Term Restricted Period is too long to be enforceable, then the *“Post-Term Restricted Period”* means, with respect to an Owner, a period of one (1) year after the earlier to occur of (i) the termination, expiration or Transfer of this Agreement or (ii) the Owner’s Transfer of his or her entire ownership interest in the franchise or the Entity that is the franchisee, as applicable.

“Prohibited Activities” is defined in Section 16.3.

“Qualified Appraiser” is defined in Section 23.2.

“Restricted Territory” means the geographic area within: (i) your Territory; and (ii) a five (5) mile radius from all other CERESSET[®] facilities that are operating or under construction as of the Effective Date and remain in operation or under construction during all or any part of the Post-Term Restricted Period; provided, however, that if a court of competent jurisdiction determines that the foregoing Restricted Territory is too broad to be enforceable, then the *“Restricted Territory”* means the geographic area within your Territory.

“Successor Agreement” is defined in Section 4.1.

“System” means our system for the operation of a business that utilizes neuro-technology to support the brain to relax itself for wellbeing, self-improvement and restful sleep, the distinctive characteristics of which include proprietary technology and patented software, logo, trade secrets, concept, confidential brand Standards manual and operating system.

“Technology Systems” is defined in Section 12.7(a).

“Term” is defined in Section 4.1.

“Territory” is defined in Section 3.

“Transfer” means any direct or indirect, voluntary or involuntary (including by judicial award, order or decree), assignment, sale, conveyance, subdivision, sublicense or other transfer or disposition of the franchise (or any interest therein), the Business (or any portion thereof) or an ownership interest in an Entity that is the franchisee, including by merger or consolidation, by issuance of additional securities representing an ownership interest in the Entity that is the franchisee, or by operation of law, will or a trust upon the death of an Owner (including the laws of intestate succession).

“We” or “us” is defined in the Introductory Paragraph.

“You” is defined in the Introductory Paragraph.

ATTACHMENT "B"
TO FRANCHISE AGREEMENT
APPROVED SITE AND TERRITORY

A. Approved Site.

Pursuant to Section 7.1 of the Franchise Agreement, we hereby approve the site listed below for the operation of your CERESSET[®] business.

Approved address:

By signing below, you and we agree that the address identified in Part A above shall be deemed your approved site for your CERESSET[®] business established and operated pursuant to the Franchise Agreement.

Franchisor

Franchisee

Cereset, LLC

By: _____

By: _____

Name: _____

Name: _____

Its: _____

Its: _____

Date: _____

Date: _____

B. Territory.

The Territory referenced in the Franchise Agreement shall consist of the following metropolitan statistical area or other municipal boundary:

[_____]

*** If there are any changes to the zip codes or other boundaries that define your Territory during the term of the Franchise Agreement or any renewal term, then, unless otherwise agreed to by you and us in writing, the boundaries of your Territory shall remain defined by the zip codes or other boundaries in effect as of the Effective Date.

ATTACHMENT "C"
TO FRANCHISE AGREEMENT
FRANCHISE OWNER AGREEMENT

[See Attached]

FRANCHISE OWNER AGREEMENT

This Franchise Owner Agreement (this “Agreement”) is entered into by: (i) each of the undersigned owners of Franchisee (defined below); and (ii) the spouse of each such owner, in favor of Cereset, LLC, an Arizona limited liability company, and its successors and assigns (“us”), upon the terms and conditions set forth in this Agreement. Each signatory to this Agreement is referred to as “you”.

1. Definitions. For purposes of this Agreement, the following terms have the meanings given to them below:

“*Competitive Business*” means any business that: (i) uses brain waves and/or brain rhythms to train, change, intervene and/or enhance brain performance and/or relaxation and/or (ii) directly stimulates or relaxes the brain in any manner.

“*Copyrights*” means all works and materials for which we or our affiliate has secured common law or registered copyright protection and that we allow CERESSET® franchisees to use, sell or display in connection with the marketing and/or operation of a CERESSET® business, whether now in existence or created in the future.

“*Franchise Agreement*” means the Cereset Franchise Agreement executed by Franchisee with an effective date of _____.

“*Franchised Business*” means the CERESSET® business operated by Franchisee pursuant to the Franchise Agreement.

“*Franchisee*” means _____.

“*Improvements*” means any additions, modifications or improvements to (i) the goods or services offered at a CERESSET® business, (ii) the method of operation of a CERESSET® business or (iii) any marketing or promotional ideas relating to a CERESSET® business, whether developed by you, Franchisee or any other person.

“*Intellectual Property*” means, collectively or individually, our Marks, Copyrights, Know-how, System and Improvements.

“*Know-how*” means all of our trade secrets and other proprietary information relating to the development, construction, marketing and/or operation of a CERESSET® business, including, but not limited to, methods, techniques, specifications, procedures, policies, marketing strategies and information comprising the System and the Manual.

“*Manual*” means our confidential brand standards manual for the operation of a CERESSET® business.

“*Marks*” means the logotypes, service marks, and trademarks now or hereafter involved in the operation of a CERESSET® business, including CERESSET® and any other trademarks, service marks or trade names that we designate for use in a CERESSET® business. The term “Marks” also includes any distinctive trade dress used to identify a CERESSET® business, whether now in existence or hereafter created.

“*Prohibited Activities*” means any or all of the following: (i) owning, operating or having any other interest (as an owner, partner, director, officer, employee, manager, consultant, shareholder, creditor, representative, agent or in any similar capacity) in a Competitive Business (other than owning an interest of five percent (5%) or less in a publicly traded company that is a Competitive Business); (ii) disparaging or otherwise making negative comments about us, any of our affiliates, the System and/or any CERESSET® business; (iii) diverting or attempting to divert any business from us (or one of our affiliates or franchisees); and/or (iv) inducing any client of ours (or of one of our affiliates or franchisees) to transfer their business to a competitor.

“*Restricted Period*” means the two (2) year period after the earliest to occur of the following: (i) the termination or expiration of the Franchise Agreement; (ii) the date on which Franchisee assigns the Franchise Agreement to another person with respect to whom neither you nor your spouse holds any direct or indirect ownership interest; or (iii) the date on which you cease to be an owner of Franchisee or your spouse ceases to be an owner of Franchisee, as applicable; provided however, that if a court of competent jurisdiction determines that this period of time is too long to be enforceable, then the “Restricted Period” means the one (1) year period after the earliest to occur of the following: (i) the termination or expiration of the Franchise Agreement; (ii) the date on

which Franchisee assigns the Franchise Agreement to another person with respect to whom neither you nor your spouse holds any direct or indirect ownership interest; or (iii) the date on which you cease to be an owner of Franchisee or your spouse ceases to be an owner of Franchisee, as applicable.

“*Restricted Territory*” means the geographic area within: (i) Franchisee’s Territory; and (ii) a five (5) mile radius from all CERESSET[®] facilities that are operating or under construction as of the date of this Agreement and remain in operation or under construction during all or any part of the Restricted Period; provided, however, that if a court of competent jurisdiction determines that the foregoing Restricted Territory is too broad to be enforceable, then the “Restricted Territory” means the geographic area within Franchisee’s Territory.

“*System*” means our system for the operation of a business that utilizes neuro-technology to support the brain to relax itself for wellbeing, self-improvement and restful sleep, the distinctive characteristics of which include proprietary technology and patented software, logo, trade secrets, concept, confidential brand Standards manual and operating system.

2. Background. In your capacity as an owner of Franchisee, or the spouse of an owner of Franchisee, you may gain knowledge of our System and Know-how. You understand that protecting the Intellectual Property is vital to our success and that of our franchisees and that you could seriously jeopardize our entire franchise system if you were to unfairly compete with us. In addition, you understand that certain terms of the Franchise Agreement apply to “owners” and not just Franchisee. You agree to comply with the terms of this Agreement In order to: (i) avoid damaging our System by engaging in unfair competition; and (ii) bind yourself to the terms of the Franchise Agreement applicable to owners.

3. Brand Protection Covenants.

(a) Intellectual Property. You agree: (i) you will not use the Know-how in any business or capacity other than the Franchised Business operated by Franchisee; (ii) you will maintain the confidentiality of the Know-how at all times; (iii) you will not make unauthorized copies of documents containing any Know-how; (iv) you will take such reasonable steps as we may ask of you from time to time to prevent unauthorized use or disclosure of the Know-how; and (v) you will stop using the Know-how immediately if you are no longer an owner of Franchisee or your spouse is an owner of Franchisee, as applicable. You further agree that you will not use the Intellectual Property for any purpose other than the development and operation of the Franchised Business pursuant to the terms of the Franchise Agreement and Manual. You agree to assign to us or our designee, without charge, all rights to any Improvement developed by you, including the right to grant sublicenses. If applicable law precludes you from assigning ownership of any Improvement to us, then such Improvement shall be perpetually licensed by you to us free of charge, with full rights to use, commercialize, and sublicense the same.

(b) Unfair Competition During Relationship. You agree not to unfairly compete with us at any time while you are an owner of Franchisee or while your spouse is an owner of Franchisee, as applicable, by engaging in any Prohibited Activities.

(c) Unfair Competition After Relationship. You agree not to unfairly compete with us during the Restricted Period by engaging in any Prohibited Activities; provided, however, that the Prohibited Activity relating to having an interest in a Competitive Business will only apply with respect to a Competitive Business that is located within or provides competitive goods or services to clients who are located within the Restricted Territory. If you engage in any Prohibited Activities during the Restricted Period, then you agree that your Restricted Period will be extended by the period of time during which you were engaging in the prohibited activity (any such extension of time will not be construed as a waiver of your breach or otherwise impair any of our rights or remedies relating to your breach).

(d) Immediate Family Members. You acknowledge that you could circumvent the purpose of this Agreement by disclosing Know-how to an immediate family member (i.e., parent, sibling, child, or grandchild). You also acknowledge that it would be difficult for us to prove whether you disclosed the Know-how to family members. Therefore, you agree that you will be presumed to have violated the terms of this Agreement if any

member of your immediate family (i) engages in any Prohibited Activities during any period of time during which you are prohibited from engaging in the Prohibited Activities or (ii) uses or discloses the Know-how. However, you may rebut this presumption by furnishing evidence conclusively showing that you did not disclose the Know-how to the family member.

(e) **Covenants Reasonable.** You acknowledge and agree that: (i) the terms of this Agreement are reasonable both in time and in scope of geographic area; and (ii) you have sufficient resources and business experience and opportunities to earn an adequate living while complying with the terms of this Agreement. Although you and we both believe that the covenants in this Agreement are reasonable in terms of scope, duration and geographic area, we may at any time unilaterally modify the terms of the system protection covenants in Section 3 of this Agreement, upon written notice to you, by limiting the scope of the Prohibited Activities, narrowing the definition of a Competitive Business, shortening the duration of the Restricted Period, reducing the geographic scope of the Restricted Territory and/or reducing the scope of any other covenant imposed upon you under Section 3 of this Agreement to ensure that the terms and covenants are enforceable under applicable law

(f) **Breach.** You agree that failure to comply with the covenants in this Section 3 will cause substantial and irreparable damage to us and/or other CERESSET[®] franchisees for which there is no adequate remedy at law. Therefore, you agree that any violation of these covenants will entitle us to injunctive relief. You agree that we may apply for such injunctive relief, without bond, but upon due notice, in addition to such further and other relief as may be available at equity or law, and the sole remedy of yours, in the event of the entry of such injunction, will be the dissolution of such injunction, if warranted, upon hearing duly held (all claims for damages by reason of the wrongful issuance of any such injunction being expressly waived hereby). If a court requires the filing of a bond notwithstanding the preceding sentence, the parties agree that the amount of the bond shall not exceed \$1,000. None of the remedies available to us under this Section are exclusive of any other, but may be combined with others under this Agreement, or at law or in equity, including injunctive relief, specific performance and recovery of monetary damages.

4. Transfer Restrictions. If you are an owner of Franchisee, you acknowledge that we must approve all persons who hold a direct or indirect ownership interest in Franchisee. Accordingly, you agree that you will not, directly or indirectly or by operation of law, sell, assign, mortgage, pledge or in any manner transfer any direct or indirect ownership interest in Franchisee except in accordance with the terms and conditions set forth in Section 21 of the Franchise Agreement.

5. Dispute Resolution. Any dispute between the parties relating to this Agreement shall be brought in accordance with the dispute resolution provisions set forth in the Franchise Agreement, which are incorporated into this Agreement by reference as if fully set forth herein. **You acknowledge and agree that a breach of this Agreement by you shall constitute a material event of default under the Franchise Agreement, permitting us to terminate the Franchise Agreement in accordance with the terms thereof.**

6. Miscellaneous.

(a) If either party hires an attorney or files suit against the other party relating to or alleging a breach of this Agreement, the losing party agrees to pay the prevailing party's reasonable attorneys' fees and costs incurred in connection with such breach.

(b) This Agreement will be governed by, construed and enforced under the laws of Arizona and the courts in that state shall have jurisdiction over any legal proceedings arising out of this Agreement.

(c) Any claim, defense or cause of action that you may have against us or against Franchisee, regardless of cause or origin, cannot be used as a defense against our enforcement of this Agreement.

(d) Each section of this Agreement, including each subsection and portion thereof, is severable. In the event that any section, subsection or portion of this Agreement is unenforceable, it shall not affect the

enforceability of any other section, subsection or portion; and each party to this Agreement agrees that the court may impose such limitations on the terms of this Agreement as it deems in its discretion necessary to make such terms reasonable in scope, duration and geographic area.

(e) You agree that we may deliver to you any notice or other communication contemplated by this Agreement in the same manner and to the same address listed in the notice provisions of the Franchise Agreement and any such delivery shall be deemed effective for purposes of this Agreement. You may change the address to which notices must be sent by sending us a written notice requesting such change, which notice shall be delivered in the manner and to the address listed in the Franchise Agreement.

IN WITNESS WHEREOF, each of the undersigned has executed this Agreement as of the date or dates set forth below.

OWNER / SPOUSE

By: _____

Name: _____

Date: _____

OWNER / SPOUSE

By: _____

Name: _____

Date: _____

OWNER / SPOUSE

By: _____

Name: _____

Date: _____

OWNER / SPOUSE

By: _____

Name: _____

Date: _____

ATTACHMENT "D"
TO FRANCHISE AGREEMENT
ACH AUTHORIZATION FORM

[See Attached]

AUTOMATED CLEARING HOUSE PAYMENT AUTHORIZATION FORM

Franchisee Information:

Franchisee Name	Business No.
Franchisee Mailing Address (street)	Franchisee Phone No.
Franchisee Mailing Address (city, state, zip)	
Contact Name, Address and Phone number (if different from above)	
Franchisee Fax No.	Franchisee E-mail Address

Bank Account Information:

Bank Name		
Bank Mailing Address (street, city, state, zip)		
Bank Account No.	<input type="checkbox"/> Checking <input type="checkbox"/> Savings (check one)	Bank Routing No. (9 digits)
Bank Mailing Address (city, state, zip)	Bank Phone No.	

Authorization:

Franchisee hereby authorizes Cereset, LLC ("Franchisor") to initiate debit entries to Franchisee's account with the Bank listed above and Franchisee authorizes the Bank to accept and to debit the amount of such entries to Franchisee's account. Each debit shall be made from time to time in an amount sufficient to cover any fees payable to Franchisor pursuant to any agreement between Franchisor and Franchisee as well as to cover any purchases of goods or services from Franchisor or any affiliate of Franchisor. Franchisee agrees to be bound by the National Automated Clearing House Association (NACHA) rules in the administration of these debit entries. Debit entries will be initiated only as authorized above. This authorization is to remain in full force and effect until Franchisor has received written notification from Franchisee of its termination in such time and in such manner as to afford Franchisor and the Bank a reasonable opportunity to act on it. Franchisee shall notify Franchisor of any changes to any of the information contained in this authorization form at least 30 days before such change becomes effective.

Signature: _____ Date: _____

Name: _____

Its: _____

Federal Tax ID Number: _____

NOTE: FRANCHISEE MUST ATTACH A VOIDED CHECK RELATING TO THE BANK ACCOUNT.

ATTACHMENT "E"
TO FRANCHISE AGREEMENT
BRAND PROTECTION AGREEMENT

[See Attached]

BRAND PROTECTION AGREEMENT

This Agreement (this “Agreement”) is entered into by the undersigned (“you”) in favor of Cereset, LLC, an Arizona limited liability company, and its successors and assigns (“us”), upon the terms and conditions set forth in this Agreement.

1. Definitions. For purposes of this Agreement, the following terms have the meanings given to them below:

“*Competitive Business*” means any business that: (i) uses brain waves and/or brain rhythms to train, change, intervene and/or enhance brain performance and/or relaxation and/or (ii) directly stimulates or relaxes the brain in any manner.

“*Copyrights*” means all works and materials for which we or our affiliate has secured common law or registered copyright protection and that we allow CERESSET® franchisees to use, sell or display in connection with the marketing and/or operation of a CERESSET® business, whether now in existence or created in the future.

“*Franchisee*” means the CERESSET® franchisee for whom you are an officer, director, employee or independent contractor.

“*Improvements*” means any additions, modifications or improvements to (i) the goods or services offered at a CERESSET® business, (ii) the method of operation of a CERESSET® business or (iii) any marketing or promotional ideals relating to a CERESSET® business, whether developed by you, Franchisee or any other person.

“*Intellectual Property*” means, collectively or individually, our Marks, Copyrights, Know-how, System and Improvements.

“*Know-how*” means all of our trade secrets and other proprietary information relating to the development, construction, marketing and/or operation of a CERESSET® business, including, but not limited to, methods, techniques, specifications, procedures, policies, marketing strategies and information comprising the System and the Manual. “*Manual*” means our confidential brand standards manual for the operation of a CERESSET® business.

“*Marks*” means the logotypes, service marks, and trademarks now or hereafter involved in the operation of a CERESSET® business, including CERESSET® and any other trademarks, service marks or trade names that we designate for use in a CERESSET® business. The term “Marks” also includes any distinctive trade dress used to identify a CERESSET® business, whether now in existence or hereafter created.

“*Prohibited Activities*” means any or all of the following: (i) owning, operating or having any other interest (as an owner, partner, director, officer, employee, manager, consultant, shareholder, creditor, representative, agent or in any similar capacity) in a Competitive Business (other than owning an interest of five percent (5%) or less in a publicly traded company that is a Competitive Business); (ii) disparaging or otherwise making negative comments about us, any of our affiliates, the System and/or any CERESSET® business; (iii) diverting or attempting to divert any business from us (or one of our affiliates or franchisees); and/or (iv) inducing any client of ours (or of one of our affiliates or franchisees) to transfer their business to a competitor.

“*Restricted Period*” means the two (2) year period after you cease to be an officer, director, employee or independent contractor of Franchisee; provided, however, that if a court of competent jurisdiction determines that this period of time is too long to be enforceable, then the “Restricted Period” means the one (1) year period after you cease to be an officer, director, employee or independent contractor of Franchisee.

“*Restricted Territory*” means the geographic area described on Attachment A to this Agreement.

“*System*” means our system for the operation of a business that utilizes neuro-technology to support the brain to relax itself for wellbeing, self-improvement and restful sleep, the distinctive characteristics of which include proprietary technology and patented software, logo, trade secrets, concept, confidential brand Standards manual and operating system.

2. Background. You are an officer, director, employee or independent contractor of Franchisee. As a result of this association, you may gain knowledge of our System and Know-how. You understand that protecting the Intellectual Property is vital to our success and that of our franchisees and that you could seriously jeopardize our

entire franchise system if you were to unfairly compete with us. In order to avoid such damage, you agree to comply with the terms of this Agreement.

3. Intellectual Property. You agree: (i) you will not use the Know-how in any business or capacity other than the CERESSET[®] business operated by Franchisee; (ii) you will maintain the confidentiality of the Know-how at all times; (iii) you will not make unauthorized copies of documents containing any Know-how; (iv) you will take such reasonable steps as we may ask of you from time to time to prevent unauthorized use or disclosure of the Know-how; and (v) you will stop using the Know-how immediately if you are no longer an officer, director, employee or independent contractor of Franchisee. You further agree that you will not use the Intellectual Property for any purpose other than the performance of your duties for Franchisee and within the scope of your employment or other engagement with Franchisee.

4. Unfair Competition During Relationship. You agree not to unfairly compete with us at any time while you are an officer, director, employee or independent contractor of Franchisee by engaging in any Prohibited Activities.

5. Unfair Competition After Relationship. You agree not to unfairly compete with us during the Restricted Period by engaging in any Prohibited Activities; provided, however, that the Prohibited Activity relating to having an interest in a Competitive Business will only apply with respect to a Competitive Business that is located within or provides competitive goods or services to clients who are located within the Restricted Territory. If you engage in any Prohibited Activities during the Restricted Period, then you agree that your Restricted Period will be extended by the period of time during which you were engaging in the prohibited activity.

6. Immediate Family Members. You acknowledge that you could circumvent the purpose of this Agreement by disclosing Know-how to an immediate family member (i.e., spouse, parent, sibling, child, or grandchild). You also acknowledge that it would be difficult for us to prove whether you disclosed the Know-how to family members. Therefore, you agree that you will be presumed to have violated the terms of this Agreement if any member of your immediate family (i) engages in any Prohibited Activities during any period of time during which you are prohibited from engaging in the Prohibited Activities or (ii) uses or discloses the Know-how. However, you may rebut this presumption by furnishing evidence conclusively showing that you did not disclose the Know-how to the family member.

7. Covenants Reasonable. You acknowledge and agree that: (i) the terms of this Agreement are reasonable both in time and in scope of geographic area; and (ii) you have sufficient resources and business experience and opportunities to earn an adequate living while complying with the terms of this Agreement.

8. Breach. You agree that failure to comply with the terms of this Agreement will cause substantial and irreparable damage to us and/or other CERESSET[®] franchisees for which there is no adequate remedy at law. Therefore, you agree that any violation of the terms of this Agreement will entitle us to injunctive relief. You agree that we may apply for such injunctive relief, without bond, but upon due notice, in addition to such further and other relief as may be available at equity or law, and the sole remedy of yours, in the event of the entry of such injunction, will be the dissolution of such injunction, if warranted, upon hearing duly held (all claims for damages by reason of the wrongful issuance of any such injunction being expressly waived hereby). If a court requires the filing of a bond notwithstanding the preceding sentence, the parties agree that the amount of the bond shall not exceed \$1,000. None of the remedies available to us under this Agreement are exclusive of any other, but may be combined with others under this Agreement, or at law or in equity, including injunctive relief, specific performance and recovery of monetary damages. Any claim, defense or cause of action that you may have against us or against Franchisee, regardless of cause or origin, cannot be used as a defense against our enforcement of this Agreement.

9. Miscellaneous.

(a) If we hire an attorney or file suit against you because you have breached this Agreement and prevail against you, you agree to pay our reasonable attorneys' fees and costs in doing so.

(b) This Agreement will be governed by, construed and enforced under the laws of Arizona and the courts in that state shall have jurisdiction over any legal proceedings arising out of this Agreement.

(c) Each section of this Agreement, including each subsection and portion thereof, is severable. In the event that any section, subsection or portion of this Agreement is unenforceable, it shall not affect the enforceability of any other section, subsection or portion; and each party to this Agreement agrees that the court may impose such limitations on the terms of this Agreement as it deems in its discretion necessary to make such terms reasonable in scope, duration and geographic area.

(d) You and we both believe that the covenants in this Agreement are reasonable in terms of scope, duration and geographic area. However, we may at any time unilaterally modify the terms of this Agreement upon written notice to you by limiting the scope of the Prohibited Activities, narrowing the definition of a Competitive Business, shortening the duration of the Restricted Period, reducing the geographic scope of the Restricted Territory and/or reducing the scope of any other covenant imposed upon you under this Agreement to ensure that the terms and covenants in this Agreement are enforceable under applicable law.

This Brand Protection Agreement is executed as of the date or dates set forth below.

By: _____

Name: _____

Date: _____

ATTACHMENT A

Restricted Territory

ATTACHMENT "F"
TO FRANCHISE AGREEMENT
CONFIDENTIALITY AGREEMENT

[See Attached]

CONFIDENTIALITY AGREEMENT

This Agreement (this “Agreement”) is entered into by the undersigned (“you”) in favor of Cereset, LLC, an Arizona limited liability company, and its successors and assigns (“us”), upon the terms and conditions set forth in this Agreement.

1. Definitions. For purposes of this Agreement, the following terms have the meanings given to them below:

“*Copyrights*” means all works and materials for which we or our affiliate has secured common law or registered copyright protection and that we allow CERESSET® franchisees to use, sell or display in connection with the marketing and/or operation of a CERESSET® business, whether now in existence or created in the future.

“*Franchisee*” means the CERESSET® franchisee for whom you are an officer, director, employee or independent contractor.

“*Improvements*” means any additions, modifications or improvements to (i) the goods or services offered at a CERESSET® business, (ii) the method of operation of a CERESSET® business or (iii) any marketing or promotional ideals relating to a CERESSET® business, whether developed by you, Franchisee or any other person.

“*Intellectual Property*” means, collectively or individually, our Marks, Copyrights, Know-how, System and Improvements.

“*Know-how*” means all of our trade secrets and other proprietary information relating to the development, construction, marketing and/or operation of a CERESSET® business, including, but not limited to, methods, techniques, specifications, procedures, policies, marketing strategies and information comprising the System and the Manual.

“*Manual*” means our confidential brand standards manual for the operation of a CERESSET® business.

“*Marks*” means the logotypes, service marks, and trademarks now or hereafter involved in the operation of a CERESSET® business, including CERESSET® and any other trademarks, service marks or trade names that we designate for use in a CERESSET® business. The term “Marks” also includes any distinctive trade dress used to identify a CERESSET® business, whether now in existence or hereafter created.

“*System*” means our system for the operation of a business that utilizes neuro-technology to support the brain to relax itself for wellbeing, self-improvement and restful sleep, the distinctive characteristics of which include proprietary technology and patented software, logo, trade secrets, concept, confidential brand Standards manual and operating system.

2. Background. You are an officer, director, employee or independent contractor of Franchisee. As a result of this association, you may gain knowledge of our System and Know-how. You understand that protecting the Intellectual Property is vital to our success and that of our franchisees and that you could seriously jeopardize our entire franchise system if you were to unfairly compete with us. In order to avoid such damage, you agree to comply with the terms of this Agreement.

3. Know-How and Intellectual Property. You agree: (i) you will not use the Know-how in any business or capacity other than the CERESSET® business operated by Franchisee; (ii) you will maintain the confidentiality of the Know-how at all times; (iii) you will not make unauthorized copies of documents containing any Know-how; (iv) you will take such reasonable steps as we may ask of you from time to time to prevent unauthorized use or disclosure of the Know-how; and (v) you will stop using the Know-how immediately if you are no longer an officer, director, employee or independent contractor of Franchisee. You further agree that you will not use the Intellectual Property for any purpose other than the performance of your duties for Franchisee and within the scope of your employment or other engagement with Franchisee.

4. Immediate Family Members. You acknowledge that you could circumvent the purpose of this Agreement by disclosing Know-how to an immediate family member (i.e., spouse, parent, sibling, child, or grandchild). You also acknowledge that it would be difficult for us to prove whether you disclosed the Know-how to family members. Therefore, you agree that you will be presumed to have violated the terms of this Agreement if any

member of your immediate family uses or discloses the Know-how. However, you may rebut this presumption by furnishing evidence conclusively showing that you did not disclose the Know-how to the family member.

5. Covenants Reasonable. You acknowledge and agree that: (i) the terms of this Agreement are reasonable both in time and in scope of geographic area; and (ii) you have sufficient resources and business experience and opportunities to earn an adequate living while complying with the terms of this Agreement.

6. Breach. You agree that failure to comply with the terms of this Agreement will cause substantial and irreparable damage to us and/or other CERESSET[®] franchisees for which there is no adequate remedy at law. Therefore, you agree that any violation of the terms of this Agreement will entitle us to injunctive relief. You agree that we may apply for such injunctive relief, without bond, but upon due notice, in addition to such further and other relief as may be available at equity or law, and the sole remedy of yours, in the event of the entry of such injunction, will be the dissolution of such injunction, if warranted, upon hearing duly held (all claims for damages by reason of the wrongful issuance of any such injunction being expressly waived hereby). If a court requires the filing of a bond notwithstanding the preceding sentence, the parties agree that the amount of the bond shall not exceed \$1,000. None of the remedies available to us under this Agreement are exclusive of any other, but may be combined with others under this Agreement, or at law or in equity, including injunctive relief, specific performance and recovery of monetary damages. Any claim, defense or cause of action that you may have against us or against Franchisee, regardless of cause or origin, cannot be used as a defense against our enforcement of this Agreement.

7. Miscellaneous.

(a) If we hire an attorney or file suit against you because you have breached this Agreement and prevail against you, you agree to pay our reasonable attorneys' fees and costs in doing so.

(b) This Agreement will be governed by, construed and enforced under the laws of Arizona and the courts in that state shall have jurisdiction over any legal proceedings arising out of this Agreement.

(c) Each section of this Agreement, including each subsection and portion thereof, is severable. In the event that any section, subsection or portion of this Agreement is unenforceable, it shall not affect the enforceability of any other section, subsection or portion; and each party to this Agreement agrees that the court may impose such limitations on the terms of this Agreement as it deems in its discretion necessary to make such terms enforceable.

This Confidentiality Agreement is executed as of the date set forth below.

By: _____

Name: _____

Date: _____

EXHIBIT "D"
TO DISCLOSURE DOCUMENT
TABLE OF CONTENTS OF BRAND STANDARDS MANUAL

[See Attached]



Cereset Operations and Brand Manuals

I. Cereset Operations Manual [648 pages]

Welcome Unit [16 pgs.]
Lvl 1, Unit 1: Orientation to the BrainEcho Process [26 pgs.]
Lvl 1, Unit 2: Client First Contact and Communication [48 pgs.]
Lvl 1, Unit 3: The Jump Start Experience [41 pgs.]
Lvl 1, Unit 4: MindBody and Client Workflow [18 pgs.]
Lvl 1, Unit 5: Expanding Skills – All Montage [18 pgs.]
Lvl 1, Unit 6: Diving Deeper- Understanding the Brain [43 pgs.]
Lvl 1, Unit 7: Software and Hardware [81 pgs.]
Lvl 1, Unit 8: Client Coaching [22 pgs.]
Lvl 1, Unit 9: Working with Clients Start-to-Finish [107 pgs.]
Lvl 1, Unit 10: Wrapping Up Level 1, Preparing for Level 2 [13 pgs.]
Lvl 2, Unit 1: Preparation [14 pgs.]
Lvl 2, Unit 2: Addressing Imbalances with Non-Standard Protocols [32 pgs.]
Lvl 2, Unit 3: Addressing Harmony with 2-Channel Quiets [18 pgs.]
Lvl 2, Unit 4: Utilizing 1 and 2-Channel Support Protocols [12 pgs.]
Lvl 2, Unit 5: A/B Designs for Non-Standard Protocol [22 pgs.]
Lvl 2, Unit 6: High Coherence [17 pgs.]
Lvl 2, Unit 7: FINAL ASSIGNMENT [5 pgs.]
Advanced Design Training: Anti-Aging Design (AAD) [7 pages]
Advanced Design Training: Mental Clarity Design (MCD) [6 pages]
Continuing Education – Mini Lessons [77 pages]
Continuing Education – Grow Your Client Relationships [5 pages]

II. Cereset Brand Standards – Manual & General Messaging Guide [43 pages]

A. Branding – what is it, why is it important to the franchise model [3p]
B. The Franchise Brand – who we are, why we matter, purpose, difference, values, perceptions, promise [8p]
C. Logo – symbol, wordmark proper usage [7p]
D. Look-and-Feel – typography, color palates [5p]
E. Words –voice/tone, writing style [2p]
F. Pictures – visual imagery, infographics [4p]
G. Video – explainer reel, b-roll footage [1p]
H. Marketing Collateral – brochures, business cards, folders, campaigns [1p]
I. Internet presence – location pages, referral pages & links [1p]

- J. Social Media Presence – approved channels [1p]
- K. Messaging – general, credibility & acceptance, topic-specific example, pitch [6p]
- L. Key Benefits & Taglines – health & wellness [1p]
- M. Trademarks – official usage & legacy marks [3p]

III. Cereset Brand Marketing – Franchise Resources [16 pages]

- A. Marketing Resource Center – customized brochures, business cards, folders, event materials, standard signage [1p]
- B. Required signage – signature logo lobby sign, branded image acrylic panels, vinyl logo graphics, branded nature image acrylic panels [1p]
- C. Branded Custom Items – indoor, outdoor, and roadside signage; branded clothing, name tags, event materials, and promotional items; custom design/production assistance [1p]
- D. Websites & Email –location map, custom top-level domain, location landing page, online purchasing/scheduling, client video testimonials, internet citation directory listings, custom video testimonial showcase hosting, landing pages [1p]
- E. Ad Content Marketing – print ad library, digital ad library, custom ads, content specific campaigns, custom ad design/production [1p]
- F. Email Content Marketing – standard email templates, custom email design [1p]
- G. Social Media Marketing – Facebook, Instagram, LinkedIn, Twitter, other [1p]
- H. A/V Media – video streaming, video/radio/tv ads, custom avenues [1p]
- I. Self-generated Custom Content – requirements [1p]
- J. Content Topic Reference – general benefits, specific issue examples [1p]
- K. Custom Franchise Integration Platform – general overview, client acquisition via wellness app & listings, intro offers), client retention, secure online client forms, online client portal, integrated email marketing [2p]
- L. Advanced Marketing Features – automated email/text message marketing, drip campaigns, capture customer feedback, ratings, & reviews, advanced customer referral program, advanced automated messaging system [1p]
- M. Extended Internet and Website Marketing Activities with Approval – Backlinks, Location Landing Pages, Marketing Funnel Pages, Lead-gen Pages [3p]

EXHIBIT "E"
TO DISCLOSURE DOCUMENT

LIST OF FRANCHISEES

Part A (Current Franchisees)

The following table lists our franchisees that were open as of December 31, 2024.

FRANCHISEES OPEN AS OF DECEMBER 31, 2024				
State	City	Address	Phone	Owner Name(s)
Alaska	Anchorage	207 E Northern Lights Blvd., Suite 120 Anchorage, Alaska 99503	907-310-0755	Patricia Bastani
Arkansas	Fayetteville	12 Colt Square Dr. Fayetteville, Arkansas 72703	479-249-6573	Dr. Katinka van der Merwe
California	Costa Mesa	950 South Coast Drive Costa Mesa, California 92626	714-549-2969	Christopher Tansey
California	Dublin	580 Executive Center 11501 Dublin Blvd., Suite 200 Dublin, California 94568	925-587-8038	Stuart Wright
California	Encinitas	169 Saxony Rd, Suite 202 Encinitas, California 92024	760-642-5884	Jason Prall
California	Fair Oaks	9801 Fair Oaks Blvd. Fair Oaks, California 95628	916-534-7577	Venice Sullivan
California	Irvine	9891 Irvine Center Drive, Suite 130 Irvine, California 92618	949-407-9020	Virginia Dixon
California	Mission Viejo	27281 Las Rambles, Suite 200 Mission Viejo, California 92691	949-257-3578	Christine Lee
California	Westlake Village	201 Main St. Suite 712 Lafayette, Indiana 47901	818-792-7183	Marshall McVeigh
Colorado	Avon	48 E. Beaver Creek Blvd, Unit 201D Avon, CO 81620	970-420-6850	Courtney Devereaux
Colorado	Cherry Creek	950 S Cherry Street, Suite 912 Cherry Creek, Colorado 80246	303-954-8834	Jeff Hawks
Colorado	Colorado Springs	7660 Goddard Street, Suite 120 Colorado Springs, Colorado 80920	719-249-3663	Julia Murphy
Colorado	Colorado Springs	720 Elkton Drive Colorado Springs, Colorado 80907	719-644-5778	Lisa Weiss
Connecticut	Westport	18 Kings Hwy N Westport, Connecticut 06880-3001	203-557-3299	Crista Mathew
Florida	Ocala	2100 SE 17th Street, Suite 201 Ocala, Florida 34471	352-691-8100	Richard Greete
Florida	Ponte Vedra Beach	822 A1A N #204 Ponte Vedra Beach, Florida 32082	904-315-1118	Joni Zwick
Florida	Santa Rosa Beach	24696 US Hwy 331, Suite 108 Santa Rosa Beach, Florida 32459	850-842-8777	Marcia Butcher
Florida	Winter Park	1971 Lee Rd Ste 100 Winter Park, Florida 32789-187	407-775-2600	Bart Johnson
Georgia	Atlanta	675 N Highland Ave NE Suite 400 Atlanta, Georgia 30306	404-907-4254	Ruthie Emrick
Georgia	Buford	1400 Buford Hwy, Suite G1 Buford, Georgia 30518-8727	770-881-8808	Stacy Hodges
Idaho	Boise	6933 W. Emerald Street, Suite C Boise, Idaho 83704	208-779-1040	Maralee Hubble

FRANCHISEES OPEN AS OF DECEMBER 31, 2024				
Idaho	Nampa	1014 W. Hemingway Blvd. Nampa, Idaho 83651	208-219-5004	Stephen Ammann
Illinois	Naperville	616B W 5th Ave. Naperville, Illinois 60563	630-799-0181	Jeff Lucas
Indiana	Bluffton	1169 N Main Street, Suite 4B Bluffton, Indiana 46714-1362	260-353-1598	Susan Clouser
Indiana	Carmel	160 W Carmel Drive, Suite 186 Carmel, Indiana 46032	317-922-7588	Brenda Hanning
Indiana	Lafayette	201 Main St. Suite 712 Lafayette, Indiana 47901	765-588-6031	Matthew Jones
Indiana ¹	Fort Wayne	7635 W Jefferson Blvd Fort Wayne, Indiana 46804	260-353-1598	Susan Clouser
Kansas	Overland Park	8600 W 110th Street, Suite 201 Overland Park, Kansas 66210	913-369-7111	Kay Smith
Louisiana	Metairie	3501 N Causeway Blvd, Suite 440 Metairie, Louisiana 70002	504-533-9229	Elizabeth Collins
Michigan	Ann Arbor	1601 Briarwood Circle, Suite 475 Ann Arbor, Michigan 48108	855-942-7246	Dr. Tony Boggess
Minnesota	Plymouth	3655 Plymouth Blvd., Suite 103 Plymouth, Minnesota 55446	763-225-1299	Dr. Ala Lysyk
Missouri	Joplin	3010 Connecticut Ave Suite 3 Joplin, Missouri 64804	417-438-9884	Nathan Stokes
Missouri	Springfield	2049 S Brentwood Blvd Springfield, Missouri 65804	406-208-4084	Diane Eul
Montana	Billings	520 Wicks Ln., Suite 8C Billings, Montana 59105	406-860-3161	Virginia Pierce
Nebraska	Omaha	17825 Pierce Plaza Omaha, Nebraska 68130-1035	402-939-8777	Debra Gray
Nevada	Las Vegas	6376 W Sahara Ave Las Vegas, Nevada 89146	702-268-8786	Brent Bargamento
New Jersey	Rosemont	99 Kingwood-Stockton Road Rosemont, New Jersey 08556	609-483-2143	Dr. Michael Frick
North Carolina	Davidson	709 Northeast Drive, Suite 19 Davidson, North Carolina 28036	704-533-2035	Curtis Martin
North Carolina ²	Flat Rock	2686B Greenville Hwy Flat Rock, North Carolina 28731	828-348-1144	Hunter Mahon
North Dakota	Fargo	5622 34 th Avenue S., Suite 102 Fargo, North Dakota 58104	701-566-5231	Dr. Ala Lysyk
Ohio	Powell	3769 Attucks Drive Powell, Ohio 43065	614-467-0770	Florence Hardjono
Pennsylvania	Murrysville	3122 Carson Ave Suite100 Murrysville, Pennsylvania 15668	724-519-7371	Ginna Bartlett
Tennessee	Chattanooga	The James Building 735 Broad Street, Suite 701 Chattanooga, Tennessee 37402	423-654-7310	Chase Whitmire
Tennessee	Chattanooga	The James Building 735 Broad Street, Suite 701 Chattanooga, Tennessee 37402	423-654-7310	Chase Whitmire
Tennessee	Nashville	2021 Richard Jones Road, Suite 310B Nashville, Tennessee 37215	615-626-0001	Dr Kaylene Logan
Texas	Abilene	3300 S 14th Street, Suite 318 Abilene, Texas 79605	325-665-7330	Daniel Dukes
Texas	Dripping Springs	701 W Highway 290 Unit 101 Dripping Springs Texas 78620	512-894-2283	Scott Krippel
Texas	El Paso	1280 Hawkins Blvd., Suite 100 El Paso, Texas 79925	915-996-2776	Alyssa Gary

FRANCHISEES OPEN AS OF DECEMBER 31, 2024				
Texas	Houston	5721 Winsome Ln. Houston, Texas 77057	713-800-9222	Paul Wells
Texas	Nacogdoches	207 Blount Street, Suite A Nacogdoches, TX 75965	936-234-7881	Jennifer Klingenberg
Texas	Plano	1033 E 15th Street Plano, Texas 75074	214-892-2273	Sonya Howeth
Utah	Lehi	3082 Maple Loop Drive Lehi, Utah 84043	801-857-6580	Kathy Kinghorn
Utah	Ogden	150 S 600 E, Suite 2D Salt Lake City, Utah 84102-1961	385-289-2794	Dr. Jack Wahlen
Utah	Orem	53 W. University Pkwy Orem, Utah 84058	801-709-1997	Carl Bowcut
Utah	St. George	165 N 100 E #1 St. George, Utah 84770	435-599-2552	Jamie Albrecht
Virginia	Vienna	404 Pine St SE, Suite 206 Vienna Virginia 22180	703-517-7776	Kris Tschetter
Wisconsin	Middleton	7780 Elmwood Ave, Suite 207 Middleton, Wisconsin 53562	608-217-0603	Dr. Iliya Amaza Dr. Hannatu Amaza
Wisconsin	Oshkosh	100 City Center, Suite 100E Oshkosh, Wisconsin 54901	920-479-1107	Mackenzie Weber

Notes:

1. During 2024, this outlet was transferred and subsequently relocated from Michigan to Indiana.
2. During 2024, this outlet was relocated from South Carolina to North Carolina.

The following table lists our franchisees with signed franchise agreements that were not open as of December 31, 2024.

FRANCHISEES NOT OPEN AS OF DECEMBER 31, 2024				
State	City	Address	Phone	Owner Name(s)
Georgia ¹	Norcross	4140 Steve Reynolds Blvd Norcross, Georgia 30093	770-299-8460	Michele Perry

Notes:

1. During 2024, this outlet was transferred and subsequently relocated.

Part B (Former Franchisees Who Left System During Prior Fiscal Year)

State	City	Current Business Phone or Last Known Home Phone	Owner Name(s)
Idaho ¹	Coeur d'Alene	208-457-8397	Linda Agostinelli and Gino Agostinelli
Idaho ²	Meridian	402-350-5679	Brody Puckett
Georgia	Sandy Springs	770-299-8460	Marilyn Witbeck
Michigan	Clarkston	248-470-0333	Carrie Weidenbach

Notes:

1. This outlet was opened and closed during 2024, and erroneously disclosed as a 2023 closure in the franchisor's prior FDD.
2. This outlet was closed in 2023, and the closure was not disclosed in the franchisor's prior FDD due to an inadvertent error.

If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

EXHIBIT "F"
TO DISCLOSURE DOCUMENT
FINANCIAL STATEMENTS

[See Attached]

CERESET, LLC
FINANCIAL STATEMENTS
FOR THE YEARS ENDED
DECEMBER 31, 2024, 2023 AND 2022

CERESSET, LLC
FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2024, 2023 AND 2022

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PARTNERS
Certified Public Accountants

15800 Pines Blvd. Suite 3002
Pembroke Pines, FL 33027
Telephone: 954-362-5195
Fax: 954-430-8776

Independent Auditors' Report

To the Board of Directors and Members
Cereset, LLC

Report on the Audit of the Financial Statements

Opinion

We have audited the accompanying financial statements of Cereset, LLC., which comprise the balance sheets as of December 31, 2024, 2023 and 2022, and the related statements of operation and stockholder's equity, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of Cereset, LLC as of December 31, 2024, 2023 and 2022, and the results of its operations and its cashflow for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Cereset, LLC and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Cereset, LLC's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.



PARTNERS
Certified Public Accountants

15800 Pines Blvd. Suite 3002
Pembroke Pines, FL 33027
Telephone: 954-362-5195
Fax: 954-430-8776

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Cereset, LLC's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt Cereset, LLC's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

BAS Partners LLC

Pembroke Pines, Florida
April 22, 2025

CERESET, LLC
BALANCE SHEETS
DECEMBER 31, 2024, 2023 AND 2022

	<u>2024</u>	<u>2023</u>	<u>2022</u>
ASSETS			
CURRENT ASSETS			
Cash and Cash Equivalents	\$ 184,537	\$ 402,598	\$ 699,324
Accounts Receivables	65,460	56,225	51,216
Total Current Assets	<u>249,997</u>	<u>458,823</u>	<u>750,540</u>
Note receivable	465,000	400,000	200,000
Prepaid Management Fees	-	-	26,400
Total Assets	<u>\$ 714,997</u>	<u>\$ 858,823</u>	<u>\$ 976,940</u>
LIABILITIES AND MEMBER'S EQUITY			
LIABILITIES			
Accounts Payables and Accruals	\$ 3,549	\$ 24,566	\$ -
Deferred revenue - short term	238,000	258,000	266,000
Total Current Liabilities	<u>241,549</u>	<u>282,566</u>	<u>266,000</u>
Deferred revenue - long term	266,000	392,000	559,000
Total Liabilities	<u>507,549</u>	<u>674,566</u>	<u>825,000</u>
Member's Equity	207,448	184,257	151,940
	<u>207,448</u>	<u>184,257</u>	<u>151,940</u>
Total Liabilities and Stockholder's Equity	<u>\$ 714,997</u>	<u>\$ 858,823</u>	<u>\$ 976,940</u>

The accompanying notes are an integral part of these financial statements.

CERESET, LLC
STATEMENT OF OPERATIONS AND MEMBER'S EQUITY
FOR THE YEARS ENDED DECEMBER 31, 2024, 2023 AND 2022

	2024	2023	2022
REVENUE			
Royalties	\$ 535,748	\$ 439,126	\$ 366,572
Franchise Fees	286,000	350,000	191,000
Corporate Brand	109,766	95,632	88,512
Training Fees	37,500	36,500	101,500
Other income	173,772	160,100	74,516
Total Revenue	1,142,786	1,081,358	822,100
EXPENSES			
Operating Expenses	1,119,595	1,049,041	801,521
Total Expenses	1,119,595	1,049,041	801,521
NET INCOME	23,191	32,317	20,579
Member's Equity - Beginning of Year	184,257	151,940	112,185
Contributions	-	-	19,176
Distributions	-	-	-
Member's Equity - End of Year	<u>\$ 207,448</u>	<u>\$ 184,257</u>	<u>\$ 151,940</u>

The accompanying notes are an integral part of these financial statements.

CERESET, LLC
STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED DECEMBER 31, 2024, 2023 AND 2022

	<u>2024</u>	<u>2023</u>	<u>2022</u>
CASH FLOWS FROM OPERATING ACTIVITIES			
Net Income (Loss)	\$ 23,191	\$ 32,317	\$ 20,579
Adjustments to Reconcile Net Income (Loss) to Net Cash Provided (Used) by Operating Activities:			
Amortization	-	-	-
(Increase) Decrease in Assets			
Account Receivables	(9,235)	(5,189)	10,553
Prepaid Management Fees	-	26,400	26,400
Increase (Decrease) in Liabilities			
Accounts Payables and Accrued Liabilities	(21,017)	24,566	-
Deferred Revenues	(146,000)	(175,000)	266,000
Due from Related Party	-	-	-
Due to Related Party	-	-	-
Advertising Fund	-	-	-
Net Cash Provided (Used) by Operating Activities	<u>(153,061)</u>	<u>(96,906)</u>	<u>323,532</u>
CASH FLOWS FROM FINANCING ACTIVITIES			
Note receivables	(65,000)	(200,000)	102,936
Member Contributions	-	-	-
Member Distributions	-	-	-
Net Cash Provided (Used) by Financing Activities	<u>(65,000)</u>	<u>(200,000)</u>	<u>102,936</u>
CHANGE IN CASH AND CASH EQUIVALENTS	<u>(218,061)</u>	<u>(296,906)</u>	<u>426,468</u>
Cash and Cash Equivalents - Beginning of Year	<u>402,598</u>	<u>699,324</u>	<u>253,500</u>
CASH AND CASH EQUIVALENTS - END OF YEAR	<u><u>\$ 184,537</u></u>	<u><u>\$ 402,598</u></u>	<u><u>\$ 699,324</u></u>

The accompanying notes are an integral part of these financial statements

CERESET, LLC
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2024, 2023 AND 2022

Note 1 - Summary of Significant Accounting Policies

Nature of Operations. Cereset, LLC (the Company) is a Arizona Limited Liability Company, located in Scottsdale, Arizona. It was established on July 1, 2018, to offer franchise opportunities to entrepreneurs who want to own and operate their own Brain State operation as a franchise.

Basis of Accounting – The Company's financial statements have been prepared on the accrual basis of accounting and are prepared in accordance with the accounting principles generally accepted in the United States of America.

Cash and Cash Equivalents – For purposes of the financial statements, The Company considers all assets with a maturity of three months or less to be cash equivalents.

Use of Estimates - The preparation of financial statements in conformity with the Generally Accepted Accounting Principles (GAAP) which requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Depreciation – Fixed Assets are stated at cost. Depreciation is computed using the accelerated cost recovery and modified cost recovery methods allowable under the Internal Revenue Code. The recovery periods being used are 5 and 7 years for furniture, fixtures and equipment and 39 years for non-residential real estate.

Income Taxes – The Company has elected to be treated as a Limited Liability Company for federal tax purposes. All income or loss flows through to the individual stockholder who reports the income or loss on his individual tax returns. Therefore, no provision or liability for income taxes has been included in the financial statements.

The Company follows the income tax standards for uncertain tax positions. The Company recognized no liability for uncertain tax positions for the years ended December 31, 2024, 2023 and 2022.

Revenue recognition

The Company has adopted Financial Accounting Standards Board (FASB), Accounting Standards Update (ASU) No. 2014-09, *Revenue from Contracts with Customers (Topic 606)* on January 1, 2019. The standard allows entities to recognize revenue to reflect the transfer of goods and services to customers in an amount equal to the consideration the entity receives or expects to receive. The adoption of the standard did not have a material effect on the financials.

Franchise fee revenue is recognized when all material services or conditions relating to the sale of the franchise have been substantially performed or satisfied. The Company has substantially satisfied all of these conditions at the beginning of franchise operations. When franchise fees have been received but not all conditions have been substantially satisfied to be recognized as revenue, the franchise fee amount is included in deferred revenue. Continuing franchise royalties are based on a defined percentage of franchise revenues and are recognized when earned.

CERESET, LLC
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2024, 2023 AND 2022

Note 1 - Summary of Significant Accounting Policies (Continued)

Revenue recognition (Continued)

The Company determines revenue recognition through the following steps:

- *Identification of the contract or contracts with a customer;*
- *Identification of the performance obligations in the contract;*
- *Determination of the transaction price;*
- *Allocation of the transaction price to the performance obligations in the contract, and*
- *Recognition of revenue when or as the Company satisfies the performance obligations.*

The Company has the following distinct revenue streams:

- Initial franchise fees
- Royalties
- Corporate Branding
- Training Fees

Note 2 – Fair Value Measurements

The Company reports its fair value measures using a three-level hierarchy that prioritizes the inputs used to measure fair value. This hierarchy, established by GAAP, requires that entities maximize the use of observable inputs and minimize the use of unobservable inputs when measuring fair value. The three levels of inputs used to measure fair value are as follows:

- Level 1. Quoted prices for identical assets or liabilities in active markets to which the Company has access at measurement date.
- Level 2. Inputs other than quoted prices included in level 1 that are observable for the asset or liability, either directly or indirectly. Level 2 inputs include:
 - I. quoted prices for similar assets or liabilities in active markets;
 - II. quoted prices for identical or similar assets in markets that are not active;
 - III. observable inputs other than quoted prices for asset or liability (for example, interest rates and yield curves); and
 - IV. inputs derived principally from, or corroborated by, observable market data by correlation or by other means.

Level 3. Unobservable inputs for asset or liability. Unobservable inputs should be used to measure the fair value to the extent that observable inputs are not available. When available the Company measures fair value using level 1 inputs because they generally provide the most reliable evidence of fair value. The primary use of fair value measures in the Company's financial statements is the initial measurement of cash and cash equivalents.

CERESSET, LLC
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2024, 2023 AND 2022

Note 3 - Commitments and Contingencies

The Company records accruals for contingencies when it is possible that a liability will be incurred and the amount of loss can be reasonably estimated based on historical claim activity and loss development factors. There can be no assurance there will not be an increase in the scope of these matters or that any future or pending lawsuits, claims, proceedings, or investigations will not be material.

Note 5 - Subsequent Events

The Company did not have any other subsequent events through April 22, 2025, which is the date the financial statements were available to be issued for events requiring recording or disclosure in the financial statements for the year ended December 31, 2024.

EXHIBIT "G"
TO DISCLOSURE DOCUMENT
FRANCHISEE DISCLOSURE QUESTIONNAIRE

[See Attached]

MAY NOT BE SIGNED OR USED IF FRANCHISEE RESIDES WITHIN, OR THE FRANCHISED BUSINESS WILL BE LOCATED WITHIN, A FRANCHISE REGISTRATION STATE¹

FRANCHISEE DISCLOSURE QUESTIONNAIRE

As you know Cereset, LLC (“we” or “us”), and you are preparing to enter into a Franchise Agreement for the operation of a CERESSET® franchise. We require that you complete this Questionnaire (a) so that we can determine whether our franchise sales team followed proper sales procedures and (b) to provide us with reasonable assurance that, prior to signing the Franchise Agreement, you have had an adequate opportunity to review the Franchise Disclosure Document and its attachments, consult with legal and/or business advisors of your choosing, and ask us questions about any disclosures or terms that you do not understand. **You cannot sign or date this Questionnaire the same day as the Receipt for the Franchise Disclosure Document but you must sign and date it the same day you sign the Franchise Agreement and pay your franchise fee.** Please review each of the following questions carefully and provide honest responses to each question.

- | | | | |
|-------|------|-----|---|
| Yes__ | No__ | 1. | Have you received from us and personally reviewed the Franchise Agreement together with all attachments to the Franchise Agreement?
<i>[If you answer “no,” please explain in Explanation Section]</i> |
| Yes__ | No__ | 2. | Have you received from us and personally reviewed a Franchise Disclosure Document (“FDD”)?
<i>[If you answer “no,” please explain in Explanation Section]</i> |
| Yes__ | No__ | 3. | Did you sign a receipt for the FDD indicating the date you received it? |
| Yes__ | No__ | 4. | Do you understand all the information contained in the FDD and Franchise Agreement?
<i>[If you answer “no,” please identify any information you don’t understand in Explanation Section]</i> |
| Yes__ | No__ | 5. | Did you receive the FDD at least 14 calendar days before signing any agreement relating to the franchise (other than an NDA) or paying any money? |
| Yes__ | No__ | 6. | Did you receive a complete execution copy of the Franchise Agreement at least seven (7) calendar days before you signed it? |
| Yes__ | No__ | 7. | Have you reviewed the FDD and Franchise Agreement with a lawyer, accountant or other professional advisor? |
| Yes__ | No__ | 8. | Have you discussed the benefits and risks of developing and operating a CERESSET® franchise with an existing CERESSET® franchisee? |
| Yes__ | No__ | 9. | Do you understand the risks of developing and operating a CERESSET® franchise? |
| Yes__ | No__ | 10. | Do you understand the success or failure of your franchise will depend in large part upon your skills, abilities and efforts and those of the persons you employ as well as many factors beyond your control such as competition, interest rates, the economy, inflation, labor and supply costs and other relevant factors? |
| Yes__ | No__ | 11. | Do you understand all disputes or claims you may have arising out of or relating to the Franchise Agreement or ADA (if applicable) must be arbitrated in Arizona if not resolved informally or by mediation? |
| Yes__ | No__ | 12. | Do you understand that the Franchise Agreement and the attachments to the Franchise Agreement contain the entire agreement between us and you concerning the franchise for the CERESSET® franchise, meaning any prior oral or written statements not set out in the Franchise Agreement or the attachments will not be binding? |

¹ Registration states include California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.

- Yes__ No__ 13. Did any of our employees or representatives, or any person speaking on our behalf, make any statement or promise regarding the costs involved in operating a CERESSET® franchise that is not contained in the FDD or that is contrary to, or different from, the information contained in the FDD?
- [If you answer "yes," please describe the statement or promise in Explanation Section]*
- Yes__ No__ 14. Did any of our employees or representatives, or any person speaking on our behalf, make any statement or promise regarding the training, assistance or support that will be provided to you that is not contained in the FDD or that is contrary to, or different from, the information in the FDD?
- [If you answer "yes," please describe the statement or promise in Explanation Section]*
- Yes__ No__ 15. Did any of our employees or representatives, or any person speaking on our behalf, make any statement or promise regarding the actual, average, projected or hypothetical profits or earnings, the likelihood of success, the amount of money you may earn, or the total amount of revenue a CERESSET® business may generate, other than any information included in Item 19 of the FDD?
- [If you answer "yes," please describe the statement or promise in Explanation Section]*

YOU UNDERSTAND THAT YOUR ANSWERS ARE IMPORTANT TO US AND THAT WE WILL RELY ON THEM. BY SIGNING THIS QUESTIONNAIRE, YOU ARE REPRESENTING THAT YOU HAVE CONSIDERED EACH QUESTION CAREFULLY AND RESPONDED TRUTHFULLY TO THE ABOVE QUESTIONS.

This Questionnaire does not apply with respect to claims arising under the Washington Franchise Investment Protection Act, RCW 19.100, and the rules adopted thereunder.

Signature of Franchise Applicant

Signature of Franchise Applicant

Name (please print)

Name (please print)

Dated _____

Dated _____

Signature of Franchise Applicant

Signature of Franchise Applicant

Name (please print)

Name (please print)

Dated _____

Dated _____

EXPLANATION SECTION

Please include any explanations below and refer to the applicable question number.

EXHIBIT "H"
TO DISCLOSURE DOCUMENT
GENERAL RELEASE

[See Attached]

WAIVER AND RELEASE OF CLAIMS

This Waiver and Release of Claims (this “Agreement”) is made as of _____, 202__ (the “Effective Date”) by _____, a(n) _____ (“you”) and each individual holding a direct or indirect ownership interest in you (collectively “Owner”) in favor of Cereset, LLC, an Arizona limited liability company (“us,” and together with you and Owner, the “Parties”).

WHEREAS, we signed a Franchise Agreement with you, dated _____, 202__ (the “Franchise Agreement”) pursuant to which we granted you the right to own and operate a CERESSET® business;

WHEREAS, you have notified us of your desire to transfer the Franchise Agreement and all rights related thereto, or an ownership interest in the franchisee entity, to a transferee, **[enter into a successor franchise agreement]** and we have consented to such transfer **[agreed to enter into a successor franchise agreement]**; and

WHEREAS, as a condition to our consent to the transfer **[your ability to enter into a successor franchise agreement]**, you and Owner have agreed to execute this Agreement upon the terms and conditions stated below.

NOW, THEREFORE, in consideration of our consent to the transfer **[our entering into a successor franchise agreement]**, and for other good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, and intending to be legally bound, you and Owner hereby agree as follows:

1. Release. Owner, you, and each of your officers, directors, shareholders, members, owners, employees, agents, representatives, affiliates, parents, divisions, successors and assigns, and all persons or firms claiming by, through, under, or on behalf of any or all of them (the “Franchisee Parties”), hereby release, acquit and forever discharge us, any and all of our past and present affiliates, parents, subsidiaries and related companies, divisions and partnerships, consultants, advisors and franchise sellers and its and their respective past and present officers, directors, shareholders, members, owners, employees, agents, representatives, affiliates, parents, divisions, successors and assigns, and the spouses of such individuals (collectively, the “Franchisor Parties”), from any and all claims, liabilities, damages, expenses, actions or causes of action which any of the Franchisee Parties may now have or has ever had, whether known or unknown, past or present, absolute or contingent, suspected or unsuspected, of any nature whatsoever, directly or indirectly arising out of or relating to the execution and performance (or lack thereof) of the Franchise Agreement or the offer, sale or acceptance of the franchise related thereto (including, but not limited to any disclosures and representations made in connection therewith). The foregoing release shall not be construed to apply with respect to any obligations contained within this Agreement.

2. California Law. You and Owner hereby express your intention to release all existing claims, whether known or unknown, against the Franchisor Parties. Accordingly, you and Owner hereby waive Section 1542 of the California Civil Code, which provides the following:

“A general release does not extend to claims which the creditor does not know or suspect to exist in his or her favor at the time of executing the release, which if known by him or her must have materially affected his or her settlement with the debtor.”

[Section 2 only applies for California franchisees; otherwise it is omitted]

3. Washington Law. This general release does not apply with respect to claims arising under the Washington Franchise Investment Protection Act, RCW 19.100, and the rules adopted thereunder.

[Section 3 only applies for Washington franchisees; otherwise it is omitted]

4. Nondisparagement. Each of the Franchisee Parties expressly covenant and agree not to make any false representation of facts, or to defame, disparage, discredit or deprecate any of the Franchisor Parties or otherwise communicate with any person or entity in a manner intending to damage any of the Franchisor Parties, the business conducted by any of the Franchisor Parties or the reputation of any of the Franchisor Parties. For purposes of clarity, the obligations in this Section apply to all methods of communications, including the making of statements or representations through direct verbal or written communication as well as the making of statements or representations on the Internet, through social media sites or through any other verbal, digital or electronic method of communication. The obligations in this Section also prohibit the Franchisee Parties from indirectly violating this Section by influencing or encouraging third parties to engage in activities that would constitute a violation of this Section if conducted directly by a Franchisee Party.

5. Representations and Warranties. You and Owner each represent and warrant that: (i) [Insert franchisee entity name] is duly authorized to execute this Agreement and perform its obligations hereunder; (ii) neither you nor Owner has assigned, transferred or conveyed, either voluntarily or by operation of law, any of their rights or claims against any of the Franchisor Parties or any of the rights, claims or obligations being terminated or released hereunder; (iii) you and Owner have not and shall not (a) institute or cause to be instituted against any of the Franchisor Parties any legal proceeding of any kind, including the filing of any claim or complaint with any state or federal court or regulatory agency, alleging any violation of common law, statute, regulation or public policy premised upon any legal theory or claim whatsoever relating to the matters released in this Agreement or (b) make any verbal, written or other communication that could reasonably be expected to damage or adversely impact any Franchisor Party's reputation or goodwill; and (iv) the individuals identified as Owners on the signature pages hereto together hold 100% of the legal and beneficial ownership interests in [Insert franchisee entity name].

6. Miscellaneous.

(a) The Parties agree that each has read and fully understands this Agreement and that the opportunity has been afforded to each Party to discuss the terms and contents of said Agreement with legal counsel and/or that such a discussion with legal counsel has occurred.

(b) This Agreement shall be construed and governed by the laws of the State of Arizona.

(c) In the event that it shall be necessary for any Party to institute legal action to enforce, or for the breach of, any of the terms and conditions or provisions of this Agreement, the prevailing Party in such action shall be entitled to recover all of its reasonable costs and attorneys' fees.

(d) All of the provisions of this Agreement shall be binding upon and inure to the benefit of the Parties and their respective current and future directors, officers, partners, attorneys, agents, employees, shareholders and the spouses of such individuals, successors, affiliates, and assigns.

(e) This Agreement contains the entire agreement and understanding between the Parties with respect to the subject matter hereof and supersedes and is in lieu of all prior and contemporaneous agreements, understandings, inducements and conditions, expressed or implied, oral or written, of any nature whatsoever with respect to the subject matter hereof. This Agreement may not be modified except in a writing signed by each of the Parties.

(f) If one or more of the provisions of this Agreement shall for any reason be held invalid, illegal or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect or impair any other provision of this Agreement, but this Agreement shall be construed as if such invalid, illegal or unenforceable provision had not been contained herein.

(g) The Parties agree to do such further acts and things and to execute and deliver such additional agreements and instruments as any Party may reasonably require to consummate, evidence, or confirm the transactions contemplated hereby.

(h) This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute but one document.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first written above.

FRANCHISEE:

By: _____

Name: _____

Its: _____

FRANCHISE OWNERS:

Name: _____

Name: _____

Name: _____

EXHIBIT "I"
TO DISCLOSURE DOCUMENT
STATE ADDENDA
AND AGREEMENT RIDERS

[See Attached]

STATE ADDENDA AND AGREEMENT RIDERS

ADDENDUM TO FRANCHISE AGREEMENT, SUPPLEMENTAL AGREEMENTS,

AND FRANCHISE DISCLOSURE DOCUMENT FOR CERTAIN STATES FOR

Cereset, LLC

BACKGROUND AND PURPOSE

The following modifications are made to the Cereset Franchise Disclosure Document (“FDD” or “Disclosure Document”) issued by Cereset, LLC, an Arizona limited liability company (“we” or “us” or “franchisor”) to franchisee (“you” or “franchisee”) and may supersede, to the extent required by applicable state law, certain portions of the Franchise Agreement between you and us dated _____, 202__ (the “Franchise Agreement”). When the term “Supplemental Agreements” is used, it means any area development agreement, area representative agreement, master franchise agreement, or similar agreement entered into between us and you, if applicable.

Certain states have laws governing the franchise relationship and franchise documents. Certain states require modifications to the FDD, Franchise Agreement, Supplemental Agreements and other documents related to the sale of a franchise. This State-Specific Addendum (“State Addendum”) will modify these agreements to comply with the applicable state’s laws. The terms of this State Addendum will only apply if you meet the requirements of the applicable state independently of your signing of this State Addendum. The terms of this State Addendum (but only the State Addendum for the applicable State) will override any inconsistent provision of the FDD, Franchise Agreement or any Supplemental Documents. This State Addendum only applies to the following states: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin.

If your state requires these modifications, you will sign this State Addendum along with the Franchise Agreement and any Supplemental Agreements. If you sign this State Addendum, only the terms applicable to the state or states whose franchise laws apply to your transaction will govern. If you sign this State Addendum, but none of the state franchise laws listed above applies because their jurisdictional requirements have not been met, then this State Addendum will be void and inapplicable to you.

CALIFORNIA STATE ADDENDUM TO FRANCHISE DISCLOSURE DOCUMENT

The registration of this franchise offering by the California Department of Financial Protection and Innovation does not constitute approval, recommendation, or endorsement by the commissioner.

1. The California Franchise Investment Law requires a copy of all proposed agreements relating to the sale of the Franchise be delivered together with the Disclosure Document at least 14 DAYS PRIOR TO EXECUTION OF AGREEMENT.
2. Section 31125 of the California Corporations Code requires us to give you a disclosure document, in a form containing the information that the Commissioner may by rule or order require, before a solicitation of a proposed material modification of an existing franchise.
3. Neither the franchisor nor any person or franchise broker in Item 2 of the FDD is subject to any currently effective order of any national securities association or national securities exchange, as defined in the Securities Exchange Act of 1934, 15 U.S.C.A. 78a et seq., suspending or expelling such persons from membership in such association or exchange.
4. The Franchise Agreement and Supplemental Agreements require binding arbitration. The arbitration will occur in Maricopa County, Arizona with the costs being borne initially by the filing party.
5. Prospective franchisees are encouraged to consult private legal counsel to determine the applicability of California and federal laws (such as Business and Professions Code Section 20040.5, Code of Civil Procedure Section 1281, and the Federal Arbitration Act) to any provisions of a Franchise Agreement or Supplemental Agreement restricting venue to a forum outside the State of California.
6. The Franchise Agreement and Supplemental Agreements require application of the laws of Arizona. In accordance with Section 310.114.1, this provision may not be enforceable under California law.
7. The Franchise Agreement and Supplemental Agreements may provide for termination upon bankruptcy. Any such provision may not be enforceable under federal bankruptcy law (11 U.S.C.A. Sec. 101 et seq.).
8. The Franchise Agreement and Supplemental Agreements may contain a covenant not to compete which extends beyond the termination of the franchise. This provision may not be enforceable under California law.
9. Under California Civil Code Section 1671, certain liquidated damages clauses are unenforceable. Any such provisions contained in the Franchise Agreement or Supplemental Agreements may not be enforceable.
10. California Business and Professions Code Sections 20000 through 20043 provide rights to you concerning termination, transfer, or non-renewal of a franchise. If the Franchise Agreement or Supplemental Agreements contain a provision that is inconsistent with the California Franchise Investment Law, the California Franchise Investment Law will control.
11. You must sign a general release of claims if you renew or transfer your Franchise. California Corporations Code Section 31512 voids a waiver of your rights under the Franchise Investment Law (California Corporations Code Sections 31000 through 31516). Business and Professions Code Section 20010 voids a waiver of your rights under the Franchise Relations Act (Business and Professions Code Sections 20000 through 20043).
12. OUR WEBSITE (www.brainstatetech.com) HAS NOT BEEN REVIEWED OR APPROVED BY THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION & INNOVATION. ANY COMPLAINTS CONCERNING THE CONTENT OF THIS WEBSITE MAY BE DIRECTED TO THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION & INNOVATION AT <https://dfpi.ca.gov/>.

13. Any provision of a franchise agreement, franchise disclosure document, acknowledgement, questionnaire, or other writing, including any exhibit thereto, disclaiming or denying any of the following shall be deemed contrary to public policy and shall be void and unenforceable:
- (a) Representations made by the franchisor or its personnel or agents to a prospective franchisee.
 - (b) Reliance by a franchisee on any representations made by the franchisor or its personnel or agents.
 - (c) Reliance by a franchisee on the franchise disclosure document, including any exhibit thereto.
 - (d) Violations of any provision of this division.

CALIFORNIA STATE ADDENDUM TO FRANCHISE AGREEMENT

1. The California Franchise Investment Law requires a copy of all proposed agreements relating to the sale of the Franchise be delivered together with the Disclosure Document.
2. Section 31125 of the California Corporations Code requires us to give you a disclosure document, in a form containing the information that the Commissioner may by rule or order require, before a solicitation of a proposed material modification of an existing franchise.
3. Neither the franchisor nor any person or franchise broker in Item 2 of the FDD is subject to any currently effective order of any national securities association or national securities exchange, as defined in the Securities Exchange Act of 1934, 15 U.S.C.A. 78a et seq., suspending or expelling such persons from membership in such association or exchange.
4. The Franchise Agreement and Supplemental Agreements require binding arbitration. The arbitration will occur in Maricopa County, Arizona with the costs being borne initially by the filing party.
5. Prospective franchisees are encouraged to consult private legal counsel to determine the applicability of California and federal laws (such as Business and Professions Code Section 20040.5, Code of Civil Procedure Section 1281, and the Federal Arbitration Act) to any provisions of a Franchise Agreement or Supplemental Agreement restricting venue to a forum outside the State of California.
6. The Franchise Agreement and Supplemental Agreements require application of the laws of Arizona. In accordance with Section 310.114.1, this provision may not be enforceable under California law.
7. The Franchise Agreement and Supplemental Agreements may provide for termination upon bankruptcy. Any such provision may not be enforceable under federal bankruptcy law (11 U.S.C.A. Sec. 101 et seq.).
8. The Franchise Agreement and Supplemental Agreements may contain a covenant not to compete which extends beyond the termination of the franchise. This provision may not be enforceable under California law.
9. Under California Civil Code Section 1671, certain liquidated damages clauses are unenforceable. Any such provisions contained in the Franchise Agreement or Supplemental Agreements may not be enforceable.
10. California Business and Professions Code Sections 20000 through 20043 provide rights to you concerning termination, transfer, or non-renewal of a franchise. If the Franchise Agreement or Supplemental Agreements contain a provision that is inconsistent with the California Franchise Investment Law, the California Franchise Investment Law will control.
11. You must sign a general release of claims if you renew or transfer your Franchise. California Corporations Code Section 31512 voids a waiver of your rights under the Franchise Investment Law (California Corporations Code Sections 31000 through 31516). Business and Professions Code Section 20010 voids a waiver of your rights under the Franchise Relations Act (Business and Professions Code Sections 20000 through 20043).
12. OUR WEBSITE (www.brainstatetech.com) HAS NOT BEEN REVIEWED OR APPROVED BY THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION & INNOVATION. ANY COMPLAINTS CONCERNING THE CONTENT OF THIS WEBSITE MAY BE DIRECTED TO THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION & INNOVATION AT <https://dfpi.ca.gov/>.
13. No disclaimer, questionnaire, clause, or statement signed by a franchisee in connection with the commencement of the franchise relationship shall be construed or interpreted as waiving any claim of fraud in the inducement, whether common law or statutory, or as disclaiming reliance on or the right to rely upon any statement made or information provided by any franchisor, broker or other person acting on behalf of the

franchisor that was a material inducement to a franchisee’s investment. This provision supersedes any other or inconsistent term of any document executed in connection with the franchise.

FRANCHISOR

Cereset, LLC, an Arizona limited liability company

By: _____

Name: _____

Title: _____

[Date]

FRANCHISEE

[Signature]

[Print Name]

[Date]

HAWAII

1. The following is added to the Cover Page:

THIS FRANCHISE WILL BE/HAS BEEN FILED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF HAWAII. FILING DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE DIRECTOR OF COMMERCE AND CONSUMER AFFAIRS OR A FINDING BY THE DIRECTOR OF COMMERCE AND CONSUMER AFFAIRS THAT THE INFORMATION PROVIDED IN THIS FRANCHISE DISCLOSURE DOCUMENT IS TRUE, COMPLETE AND NOT MISLEADING.

THE FRANCHISE INVESTMENT LAW MAKES IT UNLAWFUL TO OFFER OR SELL ANY FRANCHISE IN THIS STATE WITHOUT FIRST PROVIDING TO YOU OR SUBFRANCHISOR AT LEAST SEVEN DAYS PRIOR TO THE EXECUTION BY YOU OR SUBFRANCHISOR OF ANY BINDING FRANCHISE OR OTHER AGREEMENT, OR AT LEAST SEVEN DAYS PRIOR TO THE PAYMENT OF ANY CONSIDERATION BY YOU, WHICHEVER OCCURS FIRST, A COPY OF THE FRANCHISE DISCLOSURE DOCUMENT, TOGETHER WITH A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE.

THIS FRANCHISE DISCLOSURE DOCUMENT CONTAINS A SUMMARY ONLY OF CERTAIN MATERIAL PROVISIONS OF THE FRANCHISE AGREEMENT. THE CONTRACT OR AGREEMENT SHOULD BE REFERRED TO FOR A STATEMENT OF ALL RIGHTS, CONDITIONS, RESTRICTIONS AND OBLIGATIONS OF BOTH US AND YOU.

2. Our registered agent in the state authorized to receive service of process:

Commissioner of Securities of the State of Hawaii
Department of Commerce and Consumer Affairs
Business Registration Division
335 Merchant Street, Room 203
Honolulu, Hawaii 96813

3. The states in which this filing is effective are listed on the Exhibit to the FDD titled "State Effective Dates".
4. The states in which this filing is or will be shortly on file include the following: California, Hawaii, Illinois, Minnesota, Virginia, Washington and Wisconsin.
5. The states, if any, which have refused, by order or otherwise, to register these franchises include the following: None.
6. The states, if any, which have revoked or suspended the right to offer these franchises include the following: None.
7. The states, if any, in which the filing of these franchises has been withdrawn include the following: None.

ILLINOIS

In recognition of the requirements of the Illinois Franchise Disclosure Act, 815 ILCS 705, the Disclosure Document and the Franchise Agreement and Supplemental Agreements are amended as follows:

1. Illinois law shall apply to and govern the Franchise Agreement and Supplemental Agreements.
2. In accordance with Section 4 of the Illinois Franchise Disclosure Act, any provision in the Franchise Agreement and Supplemental Agreements that designated jurisdiction and venue in a forum outside of the State of Illinois is void. However, the Franchise Agreement and Supplemental Agreements may provide for arbitration to take place outside of Illinois. Therefore, any arbitration proceeding may be brought in Maricopa County, Arizona in accordance with the dispute resolution provision set forth in the Franchise Agreement and Supplemental Agreements.
3. Your rights upon Termination and Non-Renewal are set forth in sections 19 and 20 of the Illinois Franchise Disclosure Act.
4. In conformance with Section 41 of the Illinois Franchise Disclosure Act, any condition, stipulation, or provision purporting to bind any person acquiring any franchise to waive compliance with the Illinois Franchise Disclosure Act or any other law of Illinois is void.
5. The Franchise Agreement and Supplemental Agreements are amended to state the following:

To the extent that any provision in the Illinois State Addendum is inconsistent with any provision in this Agreement, the provision in the Illinois State Addendum shall control.

6. All fees referenced in the Franchise Agreement are subject to deferral pursuant to order of the Illinois Attorney General's Office based upon their review of our financial condition as reflected in our financial statements. Accordingly, you will pay no fees to us until we have completed all of our material pre-opening responsibilities to you and you commence operating the franchised business.
7. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

FRANCHISOR

Cereset, LLC, an Arizona limited liability company

By: _____

Name: _____

Title: _____

[Date]

FRANCHISEE

[Signature]

[Print Name]

[Date]

INDIANA

In recognition of the requirements of the Indiana Franchise Disclosure Law, IC 23-2-2-2.5, the Franchise Agreement and Supplemental Agreements are amended as follows:

1. The laws of the State of Indiana supersede any provisions of the Disclosure Document, Franchise Agreement and Supplemental Agreements if such provisions are in conflict with Indiana law.
2. The Franchise Agreement and Supplemental Agreements are amended to provide that such agreements will be construed in accordance with the laws of the State of Indiana.
3. Any provision in the Franchise Agreement which designates jurisdiction or venue, or requires the franchisee to agree to jurisdiction or venue, in a forum outside of Indiana, is deleted from any Franchise Agreement and Supplemental Agreement issued in the State of Indiana.
4. The prohibition by Indiana Code § 23-2-2.7-1(7) against unilateral termination of the franchise without good cause or in bad faith, good cause being defined therein as material breach of the Franchise Agreement or Supplemental Agreement (as applicable), shall supersede the provisions of the Franchise Agreement or Supplemental Agreement (as applicable) in the State of Indiana to the extent they may be inconsistent with such prohibition.
5. Liquidated damages and termination penalties are prohibited by law in the State of Indiana and, therefore, the Disclosure Document, the Franchise Agreement and Supplemental Agreements are amended by the deletion of all references to liquidated damages and termination penalties and the addition of the following language to the original language that appears therein:

Notwithstanding any such termination, and in addition to the obligations of the franchisee as otherwise provided, or in the event of termination or cancellation of the Franchise Agreement under any of the other provisions therein, the franchisee nevertheless shall be, continue and remain liable to franchisor for any and all damages which franchisor has sustained or may sustain by reason of such default or defaults and the breach of the Franchise Agreement on the part of the franchisee for the unexpired Term of the Franchise Agreement.

At the time of such termination of the Franchise Agreement, the franchisee covenants to pay to franchisor within 10 days after demand as compensation all damages, losses, costs and expenses (including reasonable attorney's fees) incurred by franchisor, and/or amounts which would otherwise be payable thereunder but for such termination for and during the remainder of the unexpired Term of the Franchise Agreement. This Agreement does not constitute a waiver of the franchisee's right to a trial on any of the above matters.

6. No release language set forth in the Disclosure Document or Franchise Agreement or Supplemental Agreement shall relieve franchisor or any other person, directly or indirectly, from liability imposed by the laws concerning franchising of the State of Indiana. Any provision in the Franchise Agreement or Supplemental Agreement that would require you to prospectively assent to a release, assignment, novation, waiver or estoppel which purports to relieve any person from liability imposed by the Indiana Deceptive Franchise Practices Law is void to the extent that such provision violates such law.

MARYLAND

In recognition of the requirements of the Maryland Franchise Registration and Disclosure Law (the “Maryland Franchise Law”), the Disclosure Document is amended as follows:

1. Item 5 of the Disclosure Document is amended to add the following:

Based upon the franchisor's financial condition, the Maryland Securities Commissioner has required a financial assurance. Therefore, all initial fees and payments owed by franchisees shall be deferred until the franchisor completes its pre-opening obligations under the franchise agreement.

2. Item 17 of the Disclosure Document is amended to add the following:

- a. The general release required as a condition of renewal, sale and/or assignment/transfer shall not apply any liability under the Maryland Franchise Registration and Disclosure Law.
- b. A franchisee may bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.
- c. Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.
- d. In the event of a conflict of laws to the extent required by the Maryland Franchise Registration and Disclosure Law, Maryland law shall prevail.
- e. The Franchise Agreement and Supplemental Agreements provide for termination upon bankruptcy. This provision may not be enforceable under federal bankruptcy law (11 U.S.C. Section 101, et seq.).

3. The Franchise Disclosure Questionnaire, which is attached as an Exhibit to the Disclosure Document, is amended as follows:

All representations requiring prospective franchisees to assent to the release, estoppel or waiver of liability are not intended to nor shall they act as a release, estoppel, or waiver of any liability incurred under the Maryland Franchise Registration and Disclosure Law.

In recognition of the requirements of the Maryland Franchise Law, the Franchise Agreement and Supplemental Agreements are amended to add the following:

1. Any claims arising under the Maryland Franchise Law must be brought within three (3) years after the grant of the franchise.
2. Pursuant to COMAR 02.02.08.16L, the general release required as a condition of renewal, sale, and/or assignment/transfer shall not apply to any liability under the Maryland Franchise Law.
3. You may bring a lawsuit in Maryland for claims arising under the Maryland Franchise Law.
4. The Franchise Questionnaire that you completed in connection with your application for the franchise requires you, as a prospective franchisee, to disclaim the occurrence and/or acknowledge the non-occurrence of acts that would constitute a violation of the Maryland Franchise Law as a condition to your purchase of the franchise. Any such representations are not intended to nor shall they act as a release, estoppel or waiver of any liability incurred under the Maryland Franchise Law.

5. Any acknowledgements or representations by you that disclaim the occurrence and/or acknowledge the non-occurrence of acts that would constitute a violation of the Maryland Law are not intended to nor shall they act as a release, estoppel or waiver of any liability incurred under the Maryland Law.
6. Nothing in the Franchise Agreement, Supplemental Agreement or in any related agreement is intended to disclaim the representations made in the Franchise Disclosure Document.
7. Based upon the franchisor's financial condition, the Maryland Securities Commissioner has required a financial assurance. Therefore, all initial fees and payments owed by franchisees shall be deferred until the franchisor completes its pre-opening obligations under the franchise agreement.

MICHIGAN

THE STATE OF MICHIGAN PROHIBITS CERTAIN UNFAIR PROVISIONS THAT ARE SOMETIMES IN FRANCHISE DOCUMENTS. IF ANY OF THE FOLLOWING PROVISIONS ARE IN THESE FRANCHISE DOCUMENTS, THE PROVISIONS ARE VOID AND CANNOT BE ENFORCED AGAINST YOU.

Each of the following provisions is void and unenforceable if contained in any document relating to a franchise:

- (a) A prohibition on the right of a franchisee to join an association of franchisees.
- (b) A requirement that a franchisee assent to a release, assignment, novation, waiver, or estoppel which deprives a franchisee of rights and protections provided in this act. This shall not preclude a franchisee, after entering into a franchise agreement, from settling any and all claims.
- (c) A provision that permits a franchisor to terminate a franchise prior to the expiration of its term except for good cause. Good cause shall include the failure of the franchisee to comply with any lawful provision of the franchise agreement and to cure such failure after being given written notice thereof and a reasonable opportunity, which in no event need be more than 30 days, to cure such failure.
- (d) A provision that permits a franchisor to refuse to renew a franchise without fairly compensating the franchisee by repurchase or other means for the fair market value at the time of expiration of the franchisee's inventory, supplies, equipment, fixtures, and furnishings. Personalized materials which have no value to the franchisor and inventory, supplies, equipment, fixtures, and furnishings not reasonably required in the conduct of the franchise business are not subject to compensation. This subsection applies only if: (i) The term of the franchise is less than 5 years and (ii) the franchisee is prohibited by the franchise or other agreement from continuing to conduct substantially the same business under another trademark, service mark, trade name, logotype, advertising, or other commercial symbol in the same area subsequent to the expiration of the franchise or the franchisee does not receive at least 6 months advance notice of franchisor's intent not to renew the franchise.
- (e) A provision that permits the franchisor to refuse to renew a franchise on terms generally available to other franchisees of the same class or type under similar circumstances. This section does not require a renewal provision.
- (f) A provision requiring that arbitration or litigation be conducted outside this state. This shall not preclude the franchisee from entering into an agreement, at the time of arbitration, to conduct arbitration at a location outside this state.
- (g) A provision which permits a franchisor to refuse to permit a transfer of ownership of a franchise, except for good cause. This subdivision does not prevent a franchisor from exercising a right of first refusal to purchase the franchise. Good cause shall include, but is not limited to:
 - (i) The failure of the proposed transferee to meet the franchisor's then current reasonable qualifications or standards.
 - (ii) The fact that the proposed transferee is a competitor of the franchisor or subfranchisor.
 - (iii) The unwillingness of the proposed transferee to agree in writing to comply with all lawful obligations.

(iv) The failure of the franchisee or proposed transferee to pay any sums owing to the franchisor or to cure any default in the franchise agreement existing at the time of the proposed transfer.

(h) A provision that requires the franchisee to resell to the franchisor items that are not uniquely identified with the franchisor. This subdivision does not prohibit a provision that grants to a franchisor a right of first refusal to purchase the assets of a franchise on the same terms and conditions as a bona fide third party willing and able to purchase those assets, nor does this subdivision prohibit a provision that grants the franchisor the right to acquire the assets of a franchise for the market or appraised value of such assets if the franchisee has breached the lawful provisions of the franchise agreement and has failed to cure the breach in the manner provided in subdivision (c).

(i) A provision which permits the franchisor to directly or indirectly convey, assign, or otherwise transfer its obligations to fulfill contractual obligations to the franchisee unless provision has been made for providing the required contractual services.

If the franchisor's most recent financial statements are unaudited and show a net worth of less than \$100,000.00, the franchisee may request the franchisor to arrange for the escrow of initial investment and other funds paid by the franchisee until the obligations, if any, of the franchisor to provide real estate, improvements, equipment, inventory, training or other items included in the franchise offering are fulfilled. At the option of the franchisor, a surety bond may be provided in place of escrow.

THE FACT THAT THERE IS A NOTICE OF THIS OFFERING ON FILE WITH THE ATTORNEY GENERAL DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION, OR ENDORSEMENT BY THE ATTORNEY GENERAL.

Any questions regarding this notice should be directed to:

State of Michigan
Department of Attorney General
CONSUMER PROTECTION DIVISION
Attention: Franchise Section
G. Mennen Williams Building, 1st Floor
525 West Ottawa Street
Lansing, Michigan 48913
Telephone Number: (517) 373-7117

MINNESOTA

In recognition of the Minnesota Franchise Law, Minn. Stat., Chapter 80C, Sections 80C.01 through 80C.22, and the Rules and Regulations promulgated pursuant thereto by the Minnesota Commission of Securities, Minnesota Rule 2860.4400, et. seq., the Disclosure Document, Franchise Agreement and Supplemental Agreements are amended as follows:

1. Minnesota Rule 2860.4400(D) prohibits us from requiring you to assent to a general release.
2. We will comply with Minnesota Statute Section 80C.14, Subds. 3, 4 and 5 which require, except in certain specified cases, that you be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice for non-renewal of the Franchise Agreement or Supplemental Agreement; and that consent to the transfer of the franchise will not be unreasonably withheld.
3. Minnesota Statute Section 80C.21 and Minnesota Rule 2860.4400(J) prohibit us from requiring litigation to be conducted outside Minnesota, requiring waiver of a jury trial, or requiring you to consent to liquidated damages, termination penalties or judgment notes. In addition, nothing in the Franchise Disclosure Document or agreement(s) can abrogate or reduce any of your rights as provided for in Minnesota Statutes, chapter 80C, or your rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction. In addition, we will comply with the provisions of Minnesota Rule 2860.4400(J), which state that you cannot waive any rights, you cannot consent to our obtaining injunctive relief, we may seek injunctive relief, and a court will determine if a bond is required.
4. We will comply with Minnesota Statute Section 80C.12, Subd. 1(g), which requires that we protect your right to use the trademarks, service marks, trade names, logotypes or other commercial symbols or indemnify you from any loss, costs or expenses arising out of any claim, suit or demand regarding the use of the name.
5. We will comply with Minnesota Statute Section 80C.17, Subd. 5 regarding limitation of claims.

NEW YORK

In recognition of the requirements of the General Business Laws of the State of New York, Article 33, §§680 through 695, the Disclosure Document, Franchise Agreement and Supplemental Agreements are amended as follows:

1. The following information is added to the cover page of the Franchise Disclosure Document:

INFORMATION COMPARING FRANCHISORS IS AVAILABLE. CALL THE STATE ADMINISTRATORS LISTED IN EXHIBIT A OR YOUR PUBLIC LIBRARY FOR SERVICES OR INFORMATION. REGISTRATION OF THIS FRANCHISE BY NEW YORK STATE DOES NOT MEAN THAT NEW YORK STATE RECOMMENDS IT OR HAS VERIFIED THE INFORMATION IN THIS FRANCHISE DISCLOSURE DOCUMENT. IF YOU LEARN THAT ANYTHING IN THIS FRANCHISE DISCLOSURE DOCUMENT IS UNTRUE, CONTACT THE FEDERAL TRADE COMMISSION AND THE APPROPRIATE STATE OR PROVINCIAL AUTHORITY. THE FRANCHISOR MAY, IF IT CHOOSES, NEGOTIATE WITH YOU ABOUT ITEMS COVERED IN THE FRANCHISE DISCLOSURE DOCUMENT. HOWEVER, THE FRANCHISOR CANNOT USE THE NEGOTIATING PROCESS TO PREVAIL UPON A PROSPECTIVE FRANCHISEE TO ACCEPT TERMS WHICH ARE LESS FAVORABLE THAN THOSE SET FORTH IN THIS FRANCHISE DISCLOSURE DOCUMENT.

2. The following is to be added at the end of Item 3:

Except as provided above, with regard to the franchisor, its predecessor, a person identified in Item 2, or an affiliate offering franchises under the franchisor's principal trademark:

A. No such party has an administrative, criminal or civil action pending against that person alleging: a felony, a violation of a franchise, antitrust, or securities law, fraud, embezzlement, fraudulent conversion, misappropriation of property, unfair or deceptive practices, or comparable civil or misdemeanor allegations.

B. No such party has pending actions, other than routine litigation incidental to the business, which are significant in the context of the number of franchisees and the size, nature or financial condition of the franchise system or its business operations.

C. No such party has been convicted of a felony or pleaded nolo contendere to a felony charge or, within the 10-year period immediately preceding the application for registration, has been convicted of or pleaded nolo contendere to a misdemeanor charge or has been the subject of a civil action alleging: violation of a franchise, antifraud, or securities law; fraud; embezzlement; fraudulent conversion or misappropriation of property; or unfair or deceptive practices or comparable allegations.

D. No such party is subject to a currently effective injunctive or restrictive order or decree relating to the franchise, or under a Federal, State, or Canadian franchise, securities, antitrust, trade regulation or trade practice law, resulting from a concluded or pending action or proceeding brought by a public agency; or is subject to any currently effective order of any national securities association or national securities exchange, as defined in the Securities and Exchange Act of 1934, suspending or expelling such person from membership in such association or exchange; or is subject to a currently effective

injunctive or restrictive order relating to any other business activity as a result of an action brought by a public agency or department, including, without limitation, actions affecting a license as a real estate broker or sales agent.

3. The following is added to the end of the “Summary” sections of Item 17(c), titled “**Requirements for franchisee to renew or extend**,” and Item 17(m), entitled “**Conditions for franchisor approval of transfer**”:

However, to the extent required by applicable law, all rights you enjoy and any causes of action arising in your favor from the provisions of Article 33 of the General Business Law of the State of New York and the regulations issued thereunder shall remain in force; it being the intent of this proviso that the non-waiver provisions of General Business Law Sections 687(4) and 687(5) be satisfied.

4. The following language replaces the “Summary” section of Item 17(d), titled “**Termination by franchisee**”: You may terminate the agreement on any grounds available by law.
5. The following is added to the end of the “Summary” sections of Item 17(v), titled “**Choice of forum**”, and Item 17(w), titled “**Choice of law**”:

The foregoing choice of law should not be considered a waiver of any right conferred upon the franchisor or upon the franchisee by Article 33 of the General Business Law of the State of New York

NORTH DAKOTA

In recognition of the requirements of the North Dakota Franchise Investment Law (the “North Dakota Franchise Law”), the Disclosure Document, Franchise Agreement and Supplemental Agreements are amended as follows:

1. Covenants not to compete are generally considered unenforceable in the State of North Dakota, pursuant to Section 51-19-09 of the North Dakota Franchise Law. Item 17(r) of the Disclosure Document and certain provisions in the Franchise Agreement and Supplemental Agreements include certain covenants restricting competition to which you must agree. The Commissioner has held that covenants restricting competition contrary to Section 9-08-06 of the North Dakota Century Code, without further disclosing that such covenants may be subject to this statute, are unfair, unjust, or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Law. The Disclosure Document, Franchise Agreement and Supplemental Agreements are amended accordingly to the extent required by law.
2. Provisions requiring arbitration or mediation to be held at a location that is remote from the site of the franchisee’s business are generally considered unenforceable in the State of North Dakota, pursuant to Section 51-19-09 of the North Dakota Franchise Investment Law. Accordingly, the parties must agree on the site where arbitration or mediation will be held.
3. Provisions requiring jurisdiction in a state other than North Dakota are generally considered unenforceable in the State of North Dakota, pursuant to Section 51-19-09 of the North Dakota Franchise Investment Law.
4. Provisions requiring that agreements be governed by the laws of a state other than North Dakota are generally considered unenforceable in the State of North Dakota, pursuant to Section 51-19-09 of the North Dakota Franchise Investment Law.
5. Provisions requiring your consent to liquidated or termination damages are generally considered unenforceable in the State of North Dakota, pursuant to Section 51-19-09 of the North Dakota Franchise Investment Law.
6. Provisions requiring you to sign a general release upon renewal of the franchise agreement have been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.
7. Provisions requiring you to pay all costs and expenses incurred by us in enforcing the franchise agreement have been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law. Accordingly, any such provision is modified to read that the prevailing party in any enforcement action is entitled to recover all costs and expenses including attorney’s fees.
8. Provisions requiring you to consent to a waiver of trial by jury have been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.
9. Provisions requiring you to consent to a limitation of claims within one year have been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law. Accordingly, any such provision is modified to read that the statute of limitations under North Dakota Law will apply.
10. Provisions requiring you to consent to a waiver of exemplary and punitive damages have been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.

RHODE ISLAND

In recognition of the requirements of the Rhode Island Franchise Investment Act (the “Rhode Island Franchise Law”), the Disclosure Document, Franchise Agreement and Supplemental Agreements are amended as follows:

1. We will not require that you prospectively assent to a waiver, condition, stipulation, or provision that purports to relieve any person from liability imposed by the Rhode Island Franchise Law. This provision does not apply to the settlement of disputes, claims, or civil lawsuits brought under the Rhode Island Franchise Law.
2. Section 19-28.1-14 of the Rhode Island Franchise Law provides that "A provision in a franchise agreement restricting jurisdiction or venue to a forum outside this state or requiring the application of the laws of another state is void with respect to a claim otherwise enforceable under this Act." If a claim is enforceable under the Rhode Island Franchise Law, we will not restrict jurisdiction or venue to a forum outside the State of Rhode Island or require the application of the laws of another state.
3. We will not prohibit you from joining a trade association or association of franchisees. We will not retaliate against you for engaging in these activities.
4. Any provision in the Franchise Agreement that limits the time period in which you may assert a legal claim against us under the Rhode Island Franchise Law is amended to provide for a four (4) year statute of limitations for purposes of bringing a claim arising under the Rhode Island Franchise Law. Notwithstanding the foregoing, if a rescission offer has been approved by the Rhode Island director of business registration, then the statute of limitations is ninety (90) days after your receipt of the rescission offer.

VIRGINIA

In recognition of the requirements of the Virginia Retail Franchising Act, the Disclosure Document, Franchise Agreement and Supplemental Agreements are amended as follows:

1. Item 17 of the Disclosure Document is amended to add the following:

Pursuant to Section 13.1-564 of the Virginia Retail Franchising Act, it is unlawful for a franchisor to cancel a franchise without reasonable cause. If any grounds for default or termination stated in the Franchise Agreement or Supplemental Agreement does not constitute “reasonable cause,” as that term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, that provision may not be enforceable.

Pursuant to Section 13.1-564 of the Virginia Retail Franchising Act, it is unlawful for a franchisor to use undue influence to induce a franchisee/area developer to surrender any right given to him under the applicable agreement.

2. If any provision of the Franchise Agreement or any Supplemental Agreement involves the use of undue influence by the franchisor to induce a franchisee/area developer to surrender any rights given to him under the applicable agreement, that provision may not be enforceable.
3. We will not require that you prospectively assent to a waiver, condition, stipulation, or provision that purports to relieve any person from liability imposed by the Virginia Retail Franchising Act. This provision does not prohibit you and us from entering into binding arbitration consistent with the Virginia Retail Franchising Act.
4. Any provision in the Franchise Agreement or Supplemental Agreement that limits the time period in which you may assert a legal claim against us under the Virginia Retail Franchising Act is amended to provide for a four (4) year statute of limitations for purposes of bringing a claim arising under the Virginia Retail Franchising Act.
5. Pursuant to Section 13.1-564 of the Virginia Retail Franchising Act, it shall be unlawful for a franchisor to cancel a franchise without reasonable cause. If any grounds for default or termination stated in the Franchise Agreement or Supplemental Agreement does not constitute “reasonable cause,” as that term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, that provision may not be enforceable.

WASHINGTON ADDENDUM TO THE FRANCHISE DISCLOSURE DOCUMENT, THE FRANCHISE AGREEMENT, AND ALL RELATED AGREEMENTS

The provisions of this Addendum form an integral part of, are incorporated into, and modify the Franchise Disclosure Document, the franchise agreement, and all related agreements regardless of anything to the contrary contained therein. This Addendum applies if: (a) the offer to sell a franchise is accepted in Washington; (b) the purchaser of the franchise is a resident of Washington; and/or (c) the franchised business that is the subject of the sale is to be located or operated, wholly or partly, in Washington.

1. **Conflict of Laws.** In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, chapter 19.100 RCW will prevail.
2. **Franchisee Bill of Rights.** RCW 19.100.180 may supersede provisions in the franchise agreement or related agreements concerning your relationship with the franchisor, including in the areas of termination and renewal of your franchise. There may also be court decisions that supersede the franchise agreement or related agreements concerning your relationship with the franchisor. Franchise agreement provisions, including those summarized in Item 17 of the Franchise Disclosure Document, are subject to state law.
3. **Site of Arbitration, Mediation, and/or Litigation.** In any arbitration or mediation involving a franchise purchased in Washington, the arbitration or mediation site will be either in the state of Washington, or in a place mutually agreed upon at the time of the arbitration or mediation, or as determined by the arbitrator or mediator at the time of arbitration or mediation. In addition, if litigation is not precluded by the franchise agreement, a franchisee may bring an action or proceeding arising out of or in connection with the sale of franchises, or a violation of the Washington Franchise Investment Protection Act, in Washington.
4. **General Release.** A release or waiver of rights in the franchise agreement or related agreements purporting to bind the franchisee to waive compliance with any provision under the Washington Franchise Investment Protection Act or any rules or orders thereunder is void except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2). In addition, any such release or waiver executed in connection with a renewal or transfer of a franchise is likewise void except as provided for in RCW 19.100.220(2).
5. **Statute of Limitations and Waiver of Jury Trial.** Provisions contained in the franchise agreement or related agreements that unreasonably restrict or limit the statute of limitations period for claims under the Washington Franchise Investment Protection Act, or rights or remedies under the Act such as a right to a jury trial, may not be enforceable.
6. **Transfer Fees.** Transfer fees are collectable only to the extent that they reflect the franchisor's reasonable estimated or actual costs in effecting a transfer.
7. **Termination by Franchisee.** The franchisee may terminate the franchise agreement under any grounds permitted under state law.
8. **Certain Buy-Back Provisions.** Provisions in franchise agreements or related agreements that permit the franchisor to repurchase the franchisee's business for any reason during the term of the franchise agreement without the franchisee's consent are unlawful pursuant to RCW 19.100.180(2)(j), unless the franchise is terminated for good cause.

9. **Fair and Reasonable Pricing.** Any provision in the franchise agreement or related agreements that requires the franchisee to purchase or rent any product or service for more than a fair and reasonable price is unlawful under RCW 19.100.180(2)(d).
10. **Waiver of Exemplary & Punitive Damages.** RCW 19.100.190 permits franchisees to seek treble damages under certain circumstances. Accordingly, provisions contained in the franchise agreement or elsewhere requiring franchisees to waive exemplary, punitive, or similar damages are void, except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2).
11. **Franchisor's Business Judgement.** Provisions in the franchise agreement or related agreements stating that the franchisor may exercise its discretion on the basis of its reasonable business judgment may be limited or superseded by RCW 19.100.180(1), which requires the parties to deal with each other in good faith.
12. **Indemnification.** Any provision in the franchise agreement or related agreements requiring the franchisee to indemnify, reimburse, defend, or hold harmless the franchisor or other parties is hereby modified such that the franchisee has no obligation to indemnify, reimburse, defend, or hold harmless the franchisor or any other indemnified party for losses or liabilities to the extent that they are caused by the indemnified party's negligence, willful misconduct, strict liability, or fraud.
13. **Attorneys' Fees.** If the franchise agreement or related agreements require a franchisee to reimburse the franchisor for court costs or expenses, including attorneys' fees, such provision applies only if the franchisor is the prevailing party in any judicial or arbitration proceeding.
14. **Noncompetition Covenants.** Pursuant to RCW 49.62.020, a noncompetition covenant is void and unenforceable against an employee, including an employee of a franchisee, unless the employee's earnings from the party seeking enforcement, when annualized, exceed \$100,000 per year (an amount that will be adjusted annually for inflation). In addition, a noncompetition covenant is void and unenforceable against an independent contractor of a franchisee under RCW 49.62.030 unless the independent contractor's earnings from the party seeking enforcement, when annualized, exceed \$250,000 per year (an amount that will be adjusted annually for inflation). As a result, any provision contained in the franchise agreement or elsewhere that conflicts with these limitations is void and unenforceable in Washington.
15. **Nonsolicitation Agreements.** RCW 49.62.060 prohibits a franchisor from restricting, restraining, or prohibiting a franchisee from (i) soliciting or hiring any employee of a franchisee of the same franchisor or (ii) soliciting or hiring any employee of the franchisor. As a result, any such provisions contained in the franchise agreement or elsewhere are void and unenforceable in Washington.
16. **Questionnaires and Acknowledgments.** No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.
17. **Prohibitions on Communicating with Regulators.** Any provision in the franchise agreement or related agreements that prohibits the franchisee from communicating with or complaining to regulators is inconsistent with the express instructions in the Franchise Disclosure Document and is unlawful under RCW 19.100.180(2)(h).

18. **Advisory Regarding Franchise Brokers.** Under the Washington Franchise Investment Protection Act, a “franchise broker” is defined as a person that engages in the business of the offer or sale of franchises. A franchise broker represents the franchisor and is paid a fee for referring prospects to the franchisor and/or selling the franchise. If a franchisee is working with a franchise broker, franchisees are advised to carefully evaluate any information provided by the franchise broker about a franchise.
19. The State of Washington has imposed a financial condition under which the initial franchise fees due will be deferred until the franchisor has fulfilled its initial pre-opening obligations under the Franchise Agreement and Supplemental Agreement (if applicable) and the franchise is open for business.
20. Section 20 of the Franchise Agreement is amended to include the following language:
- “Franchisees have no obligation to indemnify or hold harmless an indemnified party for losses to the extent that they are determined to have been caused solely and directly by the indemnified party’s gross negligence, willful misconduct, strict liability, or fraud.”
21. Section 3.(e) of the Franchise Owner Agreement attached to the Franchise Agreement as Attachment C is amended to delete the following language in its entirety:
- “YOU HEREBY WAIVE ANY RIGHT TO CHALLENGE THE TERMS OF THIS AGREEMENT AS BEING OVERLY BROAD, UNREASONABLE OR OTHERWISE UNENFORCEABLE.”**
22. Section 7 of the Brand Protection Agreement attached to the Franchise Agreement as Attachment E is amended to delete the following language in its entirety:
- “YOU HEREBY WAIVE ANY RIGHT TO CHALLENGE THE TERMS OF THIS AGREEMENT AS BEING OVERLY BROAD, UNREASONABLE OR OTHERWISE UNENFORCEABLE.”**
23. Section 5 of the Confidentiality Agreement attached to the Franchise Agreement as Attachment F is amended to delete the following language:
- “YOU HEREBY WAIVE ANY RIGHT TO CHALLENGE THE TERMS OF THIS AGREEMENT AS BEING OVERLY BROAD, UNREASONABLE OR OTHERWISE UNENFORCEABLE.”**

WISCONSIN

The Wisconsin Fair Dealership Law, Chapter 135 of the Wisconsin Statutes supersedes any provision of the Franchise Agreement and Supplement Agreements (if applicable) if such provision is in conflict with that law. The Franchise Disclosure Document, the Franchise Agreement and the Supplemental Agreements are amended accordingly.

(Signatures on following page)

APPLICABLE ADDENDA

If any one of the preceding Addenda for specific states (“**Addenda**”) is checked as an “Applicable Addenda” below, then that Applicable Addenda shall be incorporated into the Franchise Disclosure Document, Franchise Agreement, Supplemental Agreements (if applicable) and any other specified agreement(s) entered into by us and the undersigned franchisee. To the extent any terms of an applicable Addenda conflict with the terms of the Franchise Disclosure Document, Franchise Agreement, Supplemental Agreement (if applicable) and other specified agreement(s), the terms of the Applicable Addenda shall supersede the terms of the Franchise Agreement.

- | | | |
|-------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> California | <input type="checkbox"/> Michigan | <input type="checkbox"/> South Dakota |
| <input type="checkbox"/> Hawaii | <input type="checkbox"/> Minnesota | <input type="checkbox"/> Virginia |
| <input type="checkbox"/> Illinois | <input type="checkbox"/> New York | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Indiana | <input type="checkbox"/> North Dakota | <input type="checkbox"/> Wisconsin |
| <input type="checkbox"/> Maryland | <input type="checkbox"/> Rhode Island | |

Dated: _____, 202____

FRANCHISOR:

Cereset, LLC, an Arizona limited liability company

By: _____

Title: _____

FRANCHISEE:

By: _____

Title: _____

EXHIBIT "J"
TO DISCLOSURE DOCUMENT
STATE EFFECTIVE DATES

State Effective Dates

The following states have franchise laws that require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin.

This document is effective and may be used in the following states, where the document is filed, registered or exempt from registration, as of the Effective Date stated below:

State	Effective Date
California	
Hawaii	
Illinois	
Indiana	
Maryland	
Michigan	
Minnesota	
New York	
North Dakota	
Rhode Island	
South Dakota	
Virginia	
Washington	
Wisconsin	

Other states may require registration, filing, or exemption of a franchise under other laws, such as those that regulate the offer and sale of business opportunities or seller-assisted marketing plans.

EXHIBIT "K"
TO DISCLOSURE DOCUMENT

RECEIPTS

[See Attached]

RECEIPT

This Disclosure Document summarizes certain provisions of the franchise agreement and other information in plain language. Read this Disclosure Document and all agreements carefully.

If Cereset, LLC offers you a franchise, it must provide this Disclosure Document to you 14 days before you sign a binding agreement or make a payment with the franchisor or an affiliate in connection with the proposed franchise sale. New York requires that we give you this Disclosure Document at the earlier of the first personal meeting or 10 business days before the execution of the franchise or other agreement or the payment of any consideration that relates to the franchise relationship.

If Cereset, LLC does not deliver this Disclosure Document on time, or if it contains a false or misleading statement or a material omission, a violation of federal and state law may have occurred and should be reported to the Federal Trade Commission, Washington, DC 20580, and the appropriate state agency listed in EXHIBIT "A" to this Disclosure Document.

The franchise seller(s) involved with the sale of this franchise is/are:

_____ Russell Scholl; 15150 N. Hayden Road, Scottsdale, Arizona 85260; (480) 265-8800

_____ ; _____ ; _____

Issuance Date: April 23, 2025

Cereset, LLC's agent to receive service of process is listed in EXHIBIT "A" to this Disclosure Document.

I received a Franchise Disclosure Document that included the following Exhibits:

EXHIBIT "A"	State Agencies and Administrators
EXHIBIT "B"	Agent for Service of Process
EXHIBIT "C"	Franchise Agreement
EXHIBIT "D"	Table of Contents of the confidential Brand Standards Manual
EXHIBIT "E"	List of Franchisees
EXHIBIT "F"	Financial Statements of Cereset, LLC
EXHIBIT "G"	Franchisee Disclosure Questionnaire
EXHIBIT "H"	General Release
EXHIBIT "I"	State Addenda and Agreement Riders
EXHIBIT "J"	State Effective Dates
EXHIBIT "K"	Receipts

Print Name

Date

(Signature) Prospective Franchise Owner

(This Receipt should be executed in duplicate. One Receipt must be signed and remains in the Franchise Disclosure Document as the prospective franchise owner's copy. The other Receipt must be signed and returned to Cereset, LLC.)

RECEIPT

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If Cereset, LLC offers you a franchise, it must provide this Disclosure Document to you 14 days before you sign a binding agreement or make a payment with the franchisor or an affiliate in connection with the proposed franchise sale. New York requires that we give you this Disclosure Document at the earlier of the first personal meeting or 10 business days before the execution of the franchise or other agreement or the payment of any consideration that relates to the franchise relationship.

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Print Name

Date

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