

FRANCHISE DISCLOSURE DOCUMENT

INS ICE BEER

Wevelopment USA, Inc.
3435 Wilshire Blvd., Suite 460,
Los Angeles, CA 90010
(657) 620-0113
www.insicebeer.com

We offer franchises for the operation of a themed restaurant and bar offering frosty beer menu items served in thin ice glasses, Korean street food and snack menu items, and a variety of other related food products, side dishes, and other alcoholic and non-alcoholic beverages for both on-premises and off-premises consumption. An INS Ice Beer Restaurant is decorated with a theme of *Hanok* (a traditional Korean house developed and used during Joseon dynasty), featuring retro décor and visual accents.

The total investment necessary to begin operation of a single-unit INS Ice Beer Restaurant ranges from \$640,000-\$1,125,000. This includes \$104,000 to \$110,600 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 governmental 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 Wevelopment USA, Inc. at the address and telephone number provided in this page.

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 and thoroughly. Show your contract and this disclosure document to an advisor, like a lawyer or an 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. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 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.

Date of Issuance: March 5, 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 Exhibits F and G.
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 G 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 INS Ice Beer 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 INS Ice Beer franchisee?	Item 20 or Exhibits E and F list 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.

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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 us by arbitration only in California. Out-of-state arbitration may force you to accept a less favorable settlement for disputes. It may also cost you more to arbitrate with us in California than in your own state.
2. **Spousal Liability.** Your spouse must sign a document that makes your spouse liable for all financial obligation 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.
3. **Short Operating History.** The franchisor is at an early stage of development and has a limited operating history. This franchise is likely to be a riskier investment than a franchise in a system with a longer operating history.
4. **Unregistered Trademark.** We do not have a federal registration for our principal trademark. Therefore, our trademark does not have as many legal benefits and rights as a federally registered trademark. If our right to use the trademark is challenged, you may have to change to an alternative trademark which may increase your expenses.

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.

**(THE FOLLOWING APPLIES TO TRANSACTIONS GOVERNED BY THE
MICHIGAN FRANCHISE INVESTMENT LAW)**

**THE STATE OF MICHIGAN PROHIBITS CERTAIN PROVISIONS THAT ARE SOME
TIMES IN FRANCHISE DISCLOSURE DOCUMENT. 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 documents related to a franchise:

- 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 the Michigan Franchise Investment 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 this 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 and a reasonable opportunity, which will not 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. The 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 a 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 franchisor shall, at the request of a franchisee, arrange for the escrow of initial investment and other funds paid by the franchisee until the obligations 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 ENFORCEMENT BY THE ATTORNEY GENERAL.

Any questions regarding this notice should be direct to:

Michigan Department of Attorney General
G. Mennen Williams Building
525 West Ottawa
Lansing, MI 48909
(517) 335-7567

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Exhibit G – Financial Statements

RECEIPT

ITEM 1

THE FRANCHISOR AND ANY PARENTS PREDECESSORS AND AFFILIATES

A. Terms

To simplify the language in this Disclosure Document, “we” or “us” means Wevelopment USA, Inc., the Franchisor. “You” means the person that buys the franchise. If a corporation, partnership or other entity buys the franchise, “you” refers collectively to all persons who own an interest in the entity. “INS Ice Beer Restaurant” means the Restaurant we license you to operate. “Single unit franchise” means the right to own and operate one INS Ice Beer Restaurant.

B. Our Business

This Disclosure Document is for the franchise offering of INS Ice Beer Restaurants. We are in the business of selling franchises for the operation of INS Ice Beer Restaurants (“Restaurant”) under the name of “INS ICE BEER” and other related trademarks, service marks, logos and commercial symbols (collectively, the “Marks”). We refer to this business as the “Franchised Business” in this disclosure document.

An INS Ice Beer Restaurant (“Restaurant”) is a themed restaurant and bar operation offering frosty beer menu items served in thin ice glasses, Korean street food and snack menu items accompanied by our proprietary sauces, and a variety of other related food products, side dishes and alcoholic and non-alcoholic beverages (collectively, “Menu Items”) for both on-premises and off-premises consumption. An INS Ice Beer Restaurant is decorated with a theme of *Hanok* (a traditional Korean house developed and used during Joseon dynasty), featuring retro décor and visual accents. We refer to this business as the “Franchised Business” in this disclosure document.

If you acquire an INS Ice Beer Restaurant, you must operate your Restaurant according to our business formats, methods, procedures, designs, layouts, standards and specifications (the “System”). You must sign our standard Franchise Agreement (the “Franchise Agreement”) in the form attached as Exhibit “C” to this disclosure document to operate a single INS Ice Beer Restaurant at a location that you choose and that we approve. INS Ice Beer Restaurants will generally be in leased spaces of approximately 1,500-3,500 square feet in a shopping center, shopping mall, or free-standing unit. Our Menu Items are prepared according to proprietary recipes and procedures and use high quality ingredients, some of which are branded, trademarked, and/or packaged exclusively for our system and our franchise owners.

C. We, Our Parents Predecessors and Affiliates

We are a California corporation formed on January 4, 2024, with our principal place of business located at 3435 Wilshire Blvd., Suite 460, Los Angeles, CA 90010. We do business under our corporate name “Wevelopment” and our brand names “INS Ice Beer,” “1943 Classic Wevelopment” and “Izakaya Sea-Sun.” We do not do business under any other name. We began offering the INS Ice Beer franchise since April 2024. We are a franchising company which promotes and sells franchises for the operation of INS Ice Beer Restaurants, 1943 Classic Wevelopment restaurants and Izakaya SeaSun restaurants. Except as disclosed in this Item 1, we have not offered franchises in any other line of business and have not conducted any other business activity. As of the date of this Disclosure Document, there is one (1) franchised INS Ice Beer Restaurant and one (1) affiliate-owned INS Ice Beer Restaurant, the business of

the type being franchised, in Buena Park, California. This affiliate does not offer franchises in this or any other line of businesses nor is an approved supplier of any product or service that you must purchase.

We offer franchises under the name of “1943 Classic Wevelopment” and related trademarks, service marks, logos and commercial symbols. A 1943 Class Wevelopment restaurant specializes in the sale of Korean food and snack menu items, side dishes, alcoholic and non-alcoholic beverages using our proprietary sauces and recipes and is decorated with a theme of the year 1943 in Korea, featuring elegant and retro décor and visual accents. The “1943 Classic Wevelopment” franchise is offered under a separate disclosure document, on terms which may differ materially from the terms of this Disclosure Document. We began offering the 1943 Classic Wevelopment franchises since April 2024. There is one (1) franchised restaurant and no company-owned restaurant.

We offer franchises under the name of “Izakaya Sea-Sun” and related trademarks, service marks, logos and commercial symbols. An Izakaya Sea-sun restaurant is a Japanese retro-pub style retail food services establishment, selling Japanese izakaya foods, such as *sukiyaki* (Japanese style hot pot dish of beef and vegetables), *yakitori* (Japanese style grilled chicken skewers), and a variety of other related food products. The “Izakaya Sea-Sun” franchise is offered under a separate disclosure document, on terms which may differ materially from the terms of this Disclosure Document. We began offering the Izakaya Sea-Sun franchise since January 2025. There is no Izakaya Sea-Sun restaurant at this time.

Our parent is Wevelopment Co., Ltd. (“Wevelopment Korea”), a South Korea corporation, formed on July 16, 2018, with its principal place of business is located at #601, Gwangdukdae-ro 137, Danwon-gu, Ansan, Gyeonggi-do, Korea. Wevelopment Korea offers franchises and does business under the brand names “INS Ice Beer,” “1943 Classic,” “Izakaya Sea Sun” and “Glo’er” and its corporate name “Wevelopment.” Wevelopment Korea began offering franchises since July 2018. Wevelopment Korea, directly or through licensees, owns and operates over 250 INS Ice Beer restaurants, over one hundred 1943 Classic restaurants and over 50 Izakaya Sea-Sun restaurants in Korea. Wevelopment Korea sells certain required equipment, food products and supplies to all INS Beer franchisees, and you will be required to purchase these equipment and products from Wevelopment Korea. Wevelopment Korea offered a license to operate a 1943 Classic restaurant in Virginia, which is no longer offered. Other than the foregoing, Wevelopment Korea has not offered franchises in any other line of business and has no plans to offer franchises in the United States.

Except as described above, we have no parents, affiliates or predecessors to be disclosed under this Item.

D. Special Industry Regulation

You must comply with laws and regulations that apply to businesses generally, and also specifically to restaurants and businesses serving food and alcoholic beverages. Generally, applicable laws and regulations include tax rules, labor and employment laws, business license requirements, laws on construction of business premises, zoning rules, requirements for parking and access, the Americans with Disabilities Act, export control laws pertaining to technology, and laws on storage, preparation, packaging, labeling and sale of food and alcoholic beverages to the public.

Federal, state and local laws affecting businesses generally include smoking restrictions, public posting of notices re: health hazards (e.g., tobacco smoke or other carcinogens), fire safety and emergency preparedness laws, rules on use, storage and disposal of waste, insecticides and other hazardous materials, environmental laws that may impact the operation of restaurants (like laws on recycling and regulating the use of certain types of containers and materials potentially harmful to the environment), and standards regarding sanitation, employee health and safety. Some areas have or are

considering proposals to regulate indoor air quality. Many places have laws against smoking inside restaurants. Additionally, federal, state and local jurisdictions control the sale of alcoholic beverages and inspect restaurants and other retail food facilities to ensure compliance with safe food handling practices and adequacy of kitchen facilities.

California passed AB 1228 which creates new standards for “national fast food chain” restaurants, defined as limited-service restaurants consisting of more than 60 establishments nationally that share a common brand or that are characterized by standardized options for décor, marketing, packaging, products and services. AB 1228 increases the minimum wage for national fast food chain employees to \$20 per hour effective April 1, 2024 and establishes the Fast Food Council which will set wages for fast food workers, among others. The \$20 per hour minimum wage will have a significant impact for California franchisees and may require adjustments to budgets and staffing levels for our franchisees in California. At this time, AB 1228 and the \$20 per hour minimum wage do not apply to INS Ice Beer as there are less than 60 establishments nationally. However, our franchisees and all franchise owners operating a franchised business should be prepared for this change. Some jurisdictions other than California are also considering proposals that would increase the minimum wage for national fast food or limited-service restaurant chains.

E. Competition and the Market

The market for restaurants and food services is extremely well established. You will be in competition with a variety of quick-service shops, full-service restaurants and other dining establishments. The restaurant business is highly competitive with respect to concept, price, location, quality and service. The business is often affected by economic and real estate conditions, political conditions, consumer tastes, trends, weather, population changes, the cost and availability of products and qualified labor and traffic patterns. Restaurants compete in each market with national and regional restaurant chains and locally-owned restaurants, some of which operate more shops and have longer operating histories than our restaurants. There also is active competition for suitable commercial real estate sites and personnel, including management personnel. We do not believe that the restaurant market is seasonal. You are advised to investigate and research the retail food service market as well as the laws, regulations and ordinances applicable to your franchised business further.

F. Agent for Service of Process

Our agent for service of process in this state is listed in Exhibit A.

ITEM 2

BUSINESS EXPERIENCE

Chief Executive Officer: Taehyun Kim

Mr. Taehyun Kim has been serving as the CEO of our company since its formation in January 2024. Mr. Kim has also been serving as the CEO of our parent Wevelopment Korea since October 2020. Prior to that, Mr. Kim served as the general manager for Wevelopment Korea from July 2018 to October 2020.

ITEM 3

LITIGATION

Virginia: Our parent Wevelopment Korea has a pending administrative case with the State of Virginia, the Division of Securities and Retail Franchising (the “Division”). The Division alleges that Wevelopment Korea offered and/or sold one (1) 1943 Classic franchise in Virginia without first registering or relying on an exemption from registration and failed to furnish a copy of the current franchise disclosure document in violation of the Virginia Retail Franchising Act (the “Act”). The Division and Wevelopment Korea are currently discussing settlement terms, which include the following: (i) without admitting or denying the Division’s allegations, Wevelopment Korea to be permanently enjoined from violating the Act, (ii) pay \$5,000 in penalty, and (iii) pay \$500 in costs.

Except as disclosed above, no litigation is required to be disclosed in this Item.

ITEM 4

BANKRUPTCY

No bankruptcies are required to be disclosed in this Item.

ITEM 5

INITIAL FEES

A. Franchise Fee

The initial franchisee fee for a single Franchised Business is \$100,000 (“Initial Franchise Fee”) payable at the time you sign the Franchise Agreement (see Exhibit C). The Initial Franchise Fee must be paid in a lump sum when you sign the Franchise Agreement and is non-refundable, except as provided herein. The Initial Franchise Fee is payable by all franchisees who buy an INS Ice Beer franchise. We use the Initial Franchise Fee to cover the costs of evaluating your proposed site, training you and your employees, administrative overhead, enforcement and protection of our Marks and the System, and helping you to develop and open your INS Ice Beer Restaurant.

We may offer to waive the Franchise Fee or reduce it under certain circumstances. We also may offer to waive or reduce the Franchise Fee, for any of the following reasons: (i) as an inducement for existing franchisees to open additional Restaurants, (ii) as an inducement for someone to take over an operating franchised Restaurant; (iii) as an inducement for a franchisee to open several Restaurants; or (iv) to allow a franchisee to have additional money to spend on store development, improvements and/or marketing during the first 12 months of operation. We will make the decision on the amount of any waiver or reduction on an individual basis depending on the condition of the premises, the need for upgrades and remodeling, the need for special incentives and/or other considerations.

B. Initial Training Expenses

While there is no separate initial training fee, you must pay to us any expenses incurred by us to travel to and provide the initial training at your Franchised Restaurant, including transportation, lodging, meals and other expenses associated with the initial training incurred by us, if the initial training is provided at your

Restaurant. The initial training program will take place at our corporate Restaurant and/or your Franchised Restaurant prior to the opening of your Franchised Restaurant. The initial training program will require you to have one to two of our representatives determined in our discretion to provide the training for approximately one week (but in no event longer than 14 days) of training and assistance. We expect the initial training expenses in most cases to be approximately between \$0 and \$3,600 but the actual amount may vary depending on the location, the actual length of the initial training by us, and your skills, experience and business acumen.

C. Opening Inventory

Prior to opening your Restaurant, you must purchase certain proprietary food products, branded supplies, and equipment, fixtures and furniture from us and/or third party suppliers. Certain proprietary food products, such as our proprietary sauces, and branded supplies, including beer mugs, dishes, cups, boxes and small wares must be purchased from us. We expect the opening inventory to be purchased from us to be between \$4,000 and \$7,000 but the actual amount may vary depending on the location and size of your Restaurant. This fee is non-refundable.

Except as provided above or in this Disclosure Document, we will not refund any part of the initial fees paid under the Franchise Agreement.

ITEM 6

OTHER FEES¹

Type of fee	Amount	Due Date	Remarks
Royalty Fee	5% of Gross Sales	Payable on or before 7th day of each month based on Gross Sales during the prior calendar month. We require payment by electronic funds transfer ("EFT").	See Note 2 for the definition of Gross Sales.
Marketing Fee	1% of Gross Sales.	Same as Royalty Fee	This fee is due and payable at the same time and in the same manner as Royalty Fee. We may change at any time at our discretion the amount of the Marketing Fee on 30 days written notice.
Grand Opening Fee	Based on our actual cost	On receipt of invoice	You must pay to us an amount to be incurred by us to assist the opening of your INS Ice Beer Restaurant in accordance with the

			Grand Opening Plan you and we develop. See Note 3.
Local Advertising Fee	Up to 1% of Gross Sales (currently not assessed)	As incurred	If we institute this advertising program, you must spend the Local Advertising Fee on approved marketing material in your Territory every month. This fee is currently not assessed.
Additional Training	Currently \$100 per hour per instructor, plus travel and lodging expenses; amount is based on current rate and subject to change (up to 25% increase annually)	Before start of training.	You must pay training fees for any additional training requested by you or training for Replacement Managers. Also see Note 4.
Transfer Review Fee	\$2,500	When you submit your transfer request to us	Franchise Agreement defines what events constitute “transfer” requiring payment of a fee. This fee is to reimburse us for our legal and accounting fees, credit investigation, and other charges and expenses in connection with such transfer whether or not the transfer is consummated.
Transfer Fee (subject to state law)	\$20,000	Upon our approval of your transfer request	Franchise Agreement defines what events constitute “transfer” requiring payment of a fee. This fee is a non-refundable training and transfer fee to reimburse us for our training expenses, legal and accounting fees, and other charges and expenses in connection with such transfer.
Renewal Fee	\$25,000	Within 30 days of the date when you give notice of your exercise	You will only need to pay this fee if you renew the Franchise Agreement.

		or renewal option, which must be at least 12 months before expiration of the current term.	
Advertising Cooperatives Contribution	An amount set by your advertising cooperative (not to exceed 1.5% of Gross Sales) (currently not assessed)	Payment due date by your advertising cooperative	All members of an advertising cooperative, whether a franchisee-owned, company-owned or affiliate-owned Outlet, have voting rights on matters brought before the advertising cooperative for a vote, including matters relating to the amount of the contribution (see Item 11 for more details). At this time, there is no advertising cooperative.
Alternative Supplier Testing Fee	Based on our actual cost	When approval of an alternate supplier is requested by you.	This covers the costs of testing new products or inspecting new suppliers you propose.
Audit	Cost of inspection or audit	On receipt of invoice	You reimburse us for the full cost of the audit if audit discloses understating Restaurant Gross Sales by 2% or more.
Late Payment	Late charge equal to 5% of payment due, together with interest at 2% per month (not to exceed highest legal rate)	On receipt of invoice	Interest is payable on entire overdue amount beginning with the date payment is due until payment, late charge and interest is paid in full. Also see Note 4.
Dishonored Item Fee	\$100 plus reimbursement of charge a financial or other institution imposes on us, for each dishonored or unsuccessful check, ACH debit, electronic funds transfer, credit or wire transfer or other form of payment that in any	On notice following a dishonor or other incompleteness of a payment instrument or debit or other payment procedure	You reimburse the amount we are charged by our financial institution, and you pay us \$75 to compensate our time and administrative attention to the dishonored item.

	way is not honored or completed.		
POS, Computer or Information Systems Fee	Up to \$250 per month (currently not assessed)	If incurred, on demand	If we institute this, you must pay this fee to us or our affiliate (or a third-party vendor approved by us) for license, modification, maintenance or support of software, hardware or any other goods that we furnish to you in connection with any of the systems.
Re-inspection Fee	\$500 per re-inspection, plus out of pocket expenses	As incurred	If any inspection indicates any deficiency or unsatisfactory condition which requires a re-inspection, you shall pay us, upon demand, the sum of \$500 for each re-inspection of the Franchised Restaurant and shall, in addition, reimburse us for out of pocket expenses for the re-inspection, including for transportation costs, food, lodging and similar costs.
Indemnification	Actual costs	As incurred	You reimburse losses we suffer from the operation of your business.
Remodeling for Renewal of Franchise Agreement	Costs as incurred to purchase and install any required fixtures, furniture, equipment, banners, and/or signs from us or our affiliates (not to exceed \$250,000)	If incurred, on demand	You may be periodically required (including as a condition for renewing the franchise agreement) to undertake remodeling and updating your Restaurant, including decoration and structural changes, to meet with our then-current standards. Notwithstanding the foregoing, we will not require you to remodel your Restaurant more than once every 5 years, except that if the Restaurant is transferred in which case we may request that the transferee remodel and/or redecorate. If we require you to remodel, repair or improve your

			Restaurant under the Franchise Agreement, we may require you to purchase some of these remodeling and improvement items from us and/or our affiliates. The costs will vary depending on the location, condition and size of your Restaurant and the scope of the repair, improvements and remodeling. For all other items, you will pay directly the third party vendors and suppliers on terms negotiated by you.
Non-Compliance of Covenant Not to Compete (subject to state law)	\$1,000 per week	On demand	We may require you to pay us this amount in the event you fail to comply with the non-competition covenants by diverting business, soliciting employment of our or our franchisees' employees, or operating a competing business during the term of the Franchise Agreement or by operating a competing business within 10 miles of any INS Ice Beer Restaurant, soliciting our or our franchisees' employees or former suppliers, vendors or customers for two years after termination (subject to state law).
Management Fee	20% of Gross Sales	As incurred	We may (but are not required to) step in and manage your Restaurant in certain circumstances, such as if you are absent for any reason or are incapacitated to operate the Restaurant; upon your failure to cure any default within the applicable time period; or in the event you or your representative fails to transfer or sell the Restaurant, to a party acceptable to us, within 12 months from your death or permanent incapacity or disability.

Liquidated Damages	Actual costs	Within 10 days from receipt of notice, if incurred	If we terminate your franchise agreement for cause, you must pay us liquidated damages equal to the average monthly Royalty Fee multiplied by (i) 24 or (ii) if less than 24 months remain in the term, then the number of remaining months.
Costs and Attorneys' Fees	Actual costs	As incurred	Awarded to prevailing party if you and we are involved in any legal claim.

NOTE 1: All fees are payable to us and are non-refundable. Unless otherwise noted, all fees are uniformly imposed by and payable to us by electronic fund transfer or other automatic payment mechanism we designate. However, we retain discretion to reduce fees in individual cases in our discretion.

NOTE 2: "Gross Sales" means all sales you make from the operation of your INS Ice Beer Restaurant, including but not limited to, sales from delivery/catering services and other third party companies and the retail value of all food and other merchandise of any kind sold through coupon redemption or otherwise given away for which reduced or no cash is received except sales taxes. Unless we specify otherwise in writing, Gross Sales shall include all ancillary charges or fees, including delivery fees and other service charges, that are paid to you by a customer or by a third-party delivery or catering service (e.g., Uber Eats, Postmates, Grubhub, Eat24, ezCater, or DoorDash) (a "TPS") in connection with delivery or catering services related to your Restaurant (recognizing that though the TPS may pay you an amount equal to the purchase price less a commission, other fees, and any discounts, credits, or coupons applied to that order, such commission, fees, discounts, credits, and coupons will not be deducted from your Gross Sales. Gross Sales also includes any amount received from business insurance proceeds. The Franchise Agreements requires payment by electronic funds transfer ("EFT").

NOTE 3: If you request for our onsite grand opening assistance, you must pay to us an amount to be incurred by us to assist the opening of your Restaurant in accordance with the Grand Opening Plan you and we develop (the "Grand Opening Fee"). The Grand Opening Plan will require you to have one to two of our representatives to support your Restaurant opening for approximately one week of onsite opening assistance. Currently, the Grand Opening Fee consists of our travel expenses (including transportation, lodging, meal, rental car and other expenses associated with the Grand Opening assistance incurred by us) and an administrative allowance for our planning and operation of the Grand Opening Plan in an amount equal to 10% of the total travel expenses incurred by us, payable upon receipt of our invoice. We expect the Grand Opening Fee in most cases to be between \$5,000 and \$6,000 per week but the actual amount may vary depending on the location, the actual length of the Grand Opening assistance by us, and the actual Grand Opening Plan of your Franchised Business.

NOTE 4: We conduct initial training at your Franchised Restaurant and/or our corporate restaurant in Buena Park, California or at an alternate location in the United States that we specify from time to time. We reserve the right to require you to attend additional training for changes in laws affecting our System, including, AB 1228 and other laws which would increase the minimum wage for national fast food or limited-service restaurant chains.

ITEM 7

ESTIMATED INITIAL INVESTMENT

YOUR ESTIMATED INITIAL INVESTMENT

Type of Expenditure	Amount of Expenditure		Method of Payment	When Due	To Whom Payment Made
	Low	High			
Initial Franchise Fee	\$100,000	\$100,000	Lump sum	At signing of Franchise Agreement	Franchisor
Real Property/Site Lease ¹	\$12,000	\$70,000	As arranged	When Incurred	Lessors
Leasehold Improvements ²	\$350,000	\$550,000	As arranged	When Incurred	Suppliers
Equipment & Furniture ³	\$75,000	\$150,000	As arranged	When Incurred	Approved Suppliers
Opening Inventory ⁴	\$10,000	\$30,000	As arranged	When Incurred	Suppliers and Franchisor
Insurance ⁵	\$10,000	\$15,000	As arranged	When Incurred	Insurance Provider
Signage, Menu Board ⁶	\$15,000	\$28,000	As arranged	When Incurred	Approved Suppliers
Grand Opening Promotion ⁷	\$5,000	\$10,000	As arranged	When Incurred	Suppliers
Cash Registers (POS) /Other Office Equipment ⁸	\$5,000	\$15,000	As arranged	When Incurred	Approved Suppliers and Suppliers
Initial Training Expenses ⁹	\$3,000	\$7,000	As arranged	When Incurred	Suppliers and Franchisor
Additional Funds – 3 months ¹⁰	\$55,000	\$150,000	As arranged	When Incurred	Employees and Suppliers
TOTAL BASIC PACKAGE ¹¹	\$640,000	\$1,125,000			

The amounts shown for the Initial Franchise Fee are actual; all other amounts represent estimates,

based on our and our experience as the franchisor of the System and in the restaurant industry. These costs vary significantly from locale to locale, and your initial cash outlay will depend on whether you choose to purchase or lease the site for your Restaurant, whether you choose to do an inline, endcap or free standing Restaurant and whether you use one of our standard designs or choose to build a larger or smaller Restaurant. The amounts shown in the above chart are estimates only.

None of these fees or payments are refundable unless otherwise noted below.

NOTES:

1. The total estimated initial investment relates to leasing a location and not purchasing. If you purchase the land and the building, your cost will be substantially higher and will vary depending on the market for real estate in your area.
2. The cost of leasehold improvements depends on the type and size of Restaurant you will operate, the condition and size of the site, the local cost of contract work, and the geographic location of the Restaurant. Restaurants are typically inline, end cap or free standing locations ranging in size from 1,500 square feet to 3,500 square feet. Factors that may reduce your costs within or outside of the estimated ranges include your ability to negotiate higher landlord improvement allowances or the location is already in suitable operating condition immediately on your taking possession. Except for certain non-traditional venues, we do not generally recommend building a Restaurant smaller than 1,500 square feet. Factors that may increase your costs within or outside of the estimated range include building a larger Restaurant where the square footage is more than 3,000, lower landlord improvement allowances, straight ground lease acquisition and buildout and/or the need to do extensive remodeling to walls, ceilings, floors, HVAC and plumbing and other additional construction, including electrical and carpentry work and site work.
3. The equipment and furniture will vary, depending on the size and seating capacity of the Restaurant and the products you offer at the Restaurant, within the range provided. The equipment and furniture needed to operate your Restaurant includes (without limitation) refrigerators, freezers, fryer, sinks, ranges, ice maker, smallwares, kitchen tools, uniforms, menu boards, tables and chairs. You must purchase the equipment, furnishings and other items from our designated suppliers (which may be us or our affiliates) before your Restaurant opens. You must use a standard interior decor style and standard equipment, fixtures and furniture (including standard point-of-sale system, computer hardware and software).
4. This includes food and beverage products, paper products, utensils, cleaning supplies, and printing and other supplies, including without limitation uniforms.
5. You must obtain and maintain certain types and amounts of insurance. Insurance costs depend on policy limits, type of policies, nature and value of physical assets, gross revenue, the number of employees, square footage, location, business contents, and other factors bearing on risk exposure.
6. The costs for these items will vary, within the range provided, depending on whether you build an inline, endcap or stand-alone and whether you have architectural, municipal or lease restrictions on the signs you can use at your Restaurant building and premises. You must use the menu board that meets with our specifications.
7. This money covers your Grand Opening promotion and first 3 months of marketing. Your expenditures will be in the areas of newspaper, direct mail advertising as well as in promotional items and food, such as menu brochures, coupons and promotional flyers.

8. This includes POS system, printer, computer, and other office equipment.
9. You must pay travel expenses (including transportation, lodging, meal and other expenses associated with the initial training) incurred by us to travel to your Franchised Restaurant to provide the initial training, payable upon your receipt of our invoice, if the initial training is provided at your Restaurant. The initial training will require you to have one to two of our representatives determined in our discretion to provide the initial training for approximately one week (but in no event longer than 14 days) of training and assistance. You must also pay travel and payroll expenses incurred by your personnel to receive and complete the initial training program. The lower figure contemplates the circumstances in which the initial training occurs at our corporate headquarters and/or corporate restaurant only with no initial travel expenses incurred by us, and the higher figure contemplates the circumstances in which the initial training takes place at your Franchised Outlet as well as at an alternate location such as our corporate headquarters, assuming the initial training expenses incurred by us with two trainers, plus the travel and other expenses incurred by you and your personnel.
10. This item estimates funds that may be required during the first 3 months of operation to cover Restaurant operating expenses, including wages and benefits, inventory, initial setup and monthly bookkeeper costs, Advertising Contributions, royalty payments, controllable expenses, computer hardware and software maintenance contracts and support services payments and facility expenses not expressly covered elsewhere in this chart. These expenses include payroll costs of \$18,000 to \$24,000 per month or a staffing level of six to eight staffs but not any draw or salary for you.
11. We have relied on our experiences in developing and operating the Restaurants to compile these estimates. The range provided for Additional Funds are estimates, and the amount of cash reserves you will need will depend on factors such as your management skill, how well you follow our System, your experience and business expertise, economic conditions, the local market for your business, competition and the performance of your Restaurant. We do not provide direct or indirect financing to our franchisees.

ITEM 8

RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES

A. Specifications and Operations

The goal of uniform operations is part of the INS Ice Beer System. To achieve this, our Operations Manuals contain mandatory and recommended specifications pertaining to all aspects of Restaurant operations.

We have specifications for all food and beverage products sold at INS Ice Beer Restaurants, cooking equipment, food preparation methods, recipes and ingredients. We state all specifications, and we will identify designated suppliers in the Operations Manuals, where applicable. To make sure that the highest degree of quality and service is maintained, you must operate the Restaurant in strict conformity with the methods, standards and specifications that we prescribe in the Manuals or otherwise in writing. You must maintain in sufficient supply and use and sell at all times only those food and beverage items, ingredients, toppings, products, materials, supplies and paper goods that meet our standards and specifications. All menu items must be prepared according to the recipes and procedures specified in the Manuals or other written materials. You must not deviate from these standards and specifications by us, use or offer of non-conforming items or use or offer toppings or other items, or different amounts of any items, without

obtaining our written consent first. We can, and expect to, modify our standards and specifications as we deem necessary. We will provide you notice in the Manuals or other methods (such as by e-mail) of any changes in the standards and specifications. We may revise the specifications and designated suppliers through written bulletins or supplements to the Operations Manuals at any time.

You must permit us or our agents, at any reasonable time, to remove a reasonable number of samples of food or non-food items from your inventory or from the Franchised Restaurant free of charge for testing by us or by an independent laboratory to determine whether the samples meet our then-current standards and specifications. In addition to any other remedies we may have, we may require you to pay for the testing if we have not previously approved the supplier of the item or if the sample fails to conform to our specifications.

After you sign the Franchise Agreement, we will furnish you a list of designated and recommended suppliers. Except for items we identify by designated supplier, you may purchase all goods, services, equipment, supplies, fixtures, furnishings and inventory that we require you to have to operate your INS Ice Beer Restaurant from any supplier we recommend or from any alternative supplier whom you propose and which we approve in writing following the procedures we specify below.

B. Obligations to Purchase Items and Services from Designated Suppliers

You must operate the Restaurant according to our System Standards, which regulates, among other things, the types, models and brands of fixtures, furniture, and equipment, which are proprietary in nature and unique to the Restaurant (“Proprietary System Assets”), furnishings and signs, and the types, models and brands of equipment (including a required or recommended computer and point of sale information system), fixtures and furniture, which are not specified as Proprietary System Assets (“System Items”), trade secret and proprietary food products (“Trade Secret Food Products”), and certain packaging supplies, paper goods and other product and service items for the preparation and service of INS Ice Beer products which bear any of the Marks (“Branded Products”), and other non-proprietary food products and supplies required for the Restaurant. Proprietary System Assets and Trade Secret Food Products are collectively referred to as “Proprietary Products.”

In the case of Proprietary Products and Branded Products, which include items and materials that utilize our proprietary sauces and recipes and other intellectual property belonging to us or our affiliates and that are packaged under the Marks, suppliers will be limited to us, our affiliates and/or other specified exclusive sources designated by us (collectively “Designated Suppliers”), and you must buy those products and services only from the Designated Suppliers. We restrict your sources of Proprietary Products and Branded Products and related services in order to protect our trade secrets and know-how, assure a reliable supply of products that meet our standards, achieve better terms of purchase and delivery service, control usage of the Marks by third parties, and monitor the manufacture, packaging, processing, and sale of these items. In the case of System Assets items other than Proprietary Products and Branded Products, suppliers could, at our option, be limited to Designated Suppliers or from our list of specified exclusive suppliers, in which you would have to buy such other items only from those sources. We have the absolute right to limit the suppliers with whom you may deal. We will identify all Designated Suppliers and respective products and services in the Operations Manuals or other written communications. In addition to the Proprietary Products and Branded Products, you currently must buy all of your Restaurant’s equipment requirements from our Designated Suppliers to maintain the quality of the goods, products and services that INS Ice Beer Restaurants sell to the customers. We currently have no plans to sell required items to our franchisees, but our parent Wevelopment Korea will be the Designated Supplier for certain Proprietary Products (including our proprietary sauces) and Branded Products that you must purchase for your Restaurant. We had no revenue from required purchases by our franchisees during 2024.

The source for almost all of your purchases is restricted in some way. We also negotiate purchase agreements with suppliers for the benefit of our franchisees. We estimate that your purchases from us or Designated Suppliers, or that must conform to our specifications, will represent approximately 60% of your total purchases in establishing the Restaurant and approximately 75% to 85% of your total purchases in the continuing operation of the Restaurant.

C. Procedure for Approving Alternate Suppliers

If we institute any type of restrictive sourcing program (which, as noted above, we will do for Proprietary Products, Branded Products, and the Restaurant's equipment and may do for other items), and you want to use any item or service that we have not yet evaluated or to buy or lease from a supplier that we have not yet approved or designated, you first must send us sufficient information, specifications, and samples so that we can determine whether the item or service complies with System Standards or the supplier meets approved supplier criteria. We may charge you or the supplier a reasonable fee for the evaluation and will notify you of decision to approve or deny the proposed supplier within 30 days after we receive all requested information and complete the required testing. We periodically will establish procedures for your requests and may limit the number of approved items, services, and/or suppliers as we think appropriate.

Supplier approval will depend on product quality, delivery frequency and reliability, service standards, financial capability, customer relations, concentration of purchases with limited suppliers to obtain better prices and service, and/or a supplier's willingness to pay us and/or our system for the right to do business with our system. Supplier approval may be temporary until we evaluate the supplier in more detail. We may inspect a proposed supplier's facilities during and after the approval process to make sure that the supplier meets our standards. If it does not, we may revoke our approval by notifying the supplier and you in writing. We have no obligation to approve any request for a new supplier, product or service.

D. Payments and Other Consideration from Approved or Designated Supplies

We and our affiliates have the right to receive payments or other considerations from our approved suppliers on account of their dealings with you and other franchise owners and to use all amounts that we and our affiliates receive without restrictions (unless we and our affiliates agree otherwise with the supplier) for any purposes we and our affiliates deem appropriate. You will not be entitled to receive any portion of these payments.

We and our affiliates may also receive revenue from certain third party suppliers we designate or from those we approve as optional suppliers on account of the suppliers' transactions with our franchisees or affiliates that own INS Ice Beer Restaurants. We also may receive revenue on account of our direct sales transactions with franchisees.

We and our affiliates may receive rebates from suppliers from whom we or you make purchases for our or your operation of INS Ice Beer Restaurants. We retain these benefits. Likewise, if you receive a rebate directly from a designated, recommended or approved supplier, you may retain it. Our rebate or purchase programs may vary depending on the supplier and the nature of the product or service.

We have the right to collect and retain any and all promotional allowances, rebates, incentive payments or material non-cash benefits ("Allowances") offered by manufacturers, suppliers, and distributors to you, to us, or to our affiliates, on account of transactions with INS Ice Beer franchisees. We or our affiliates will have all of your right, title, and interest in and to any and all of these Allowances. We or our affiliates may collect and retain any or all of these Allowances without restriction. If we contribute any such

Allowances from approved suppliers to the advertising and marketing fund, it does not reduce or eliminate your obligation to pay the Marketing Fee.

We do not provide material benefits to you based on your purchase of particular products or services or use of particular suppliers. No other purchasing arrangements or distribution cooperatives exist at this time. We will notify you of changes we make to our purchasing programs and any new purchasing arrangements that we offer franchisees by written bulletins or supplements to the Operations Manuals. Except for our parent Wevelopment Korea, none of our officers currently own an interest in any approved supplier, but may in the future.

Currently, there are no payments or considerations paid to us from any Designated Suppliers of services or products, and we have no revenues derived from such payments or from any sale or lease of any products and services directly to franchisees. Except for Wevelopment Korea, we are not affiliated with any currently approved or Designated Suppliers.

G. Certain Purchases According to Standards and Specifications

Construction and Opening: You are responsible for developing the Franchised Restaurant in compliance with our standards and specifications. We will furnish you with mandatory and suggested specifications and layouts for a Restaurant, including requirements for dimensions, design, color scheme, image, interior layout, décor, fixtures, equipment, signs, and furnishings. Our specifications and layouts are not intended to contain, address or comply with the requirements of any federal, state or local law, code or regulation, including those concerning the Americans with Disabilities Act or similar rules governing public accommodations for persons with disabilities. You are obligated, at your expense, to have an approved, licensed architect prepare all required construction plans and specifications to suit the shape and dimensions of the accepted site and to ensure that the plans and specifications comply with applicable ordinances, building codes, permit requirements, lease requirements and restrictions, and the mandatory specifications and layout provided by us. You must use an approved, licensed architect or obtain our prior written approval of your licensed architect. Design quality is important to us, and we have the right to review and accept all plans and specifications and to confirm that construction is completed in conformance with our architectural and design standards and specifications for an INS Ice Beer Restaurant. Our review is not designed to assess potential for success or compliance with federal, state, or local laws or regulations and is limited to assessing compliance with our standards and specifications for a Restaurant. You may not open the Franchised Restaurant to the public until you have received our approval.

Computer Hardware and Software: You are required to purchase or lease the computer system, including among other things, the POS System, cash register(s), hardware, software, and peripheral devices in compliance with our standards and specifications.

Insurance: Before opening your Restaurant, you must purchase and throughout the term maintain insurance policies meeting our specifications which we provide to you after you sign the Franchise Agreement. At this time, we require at a minimum: (i) comprehensive general liability insurance with a limit of Two Million Dollars (\$2,000,000) per person or event (including broad form contractual liability); (ii) fire and extended coverage insurance of your Restaurant and property in an amount adequate to replace them in case of a loss; (iii) business interruption insurance in an amount sufficient to cover your average profit margins and fixed expenses for six months; (iv) workers compensation insurance, employer's liability insurance, unemployment compensation insurance, and state disability insurance, as required by law; and (v) any additional insurance required by law. We recommend (not require) that you carry employment practices liability insurance with limits not less than \$100,000 per occurrence/aggregate throughout the term of the Franchise Agreement. We may modify our minimum insurance requirements, establish and change deductible

limits, and require you to carry additional forms of insurance on reasonable written notice. Premiums depend on the insurance carrier's charges, terms of payment and your history. All insurance policies must name us as additional insured party and must be issued by an insurance carrier rated "A" or better.

ITEM 9

FRANCHISEE'S OBLIGATIONS

This table lists your principal obligations under the franchise and other agreements. It will help you find more detailed information about your obligations in these agreements and in other items of this disclosure document.

Obligation	Article/Section in Franchise Agreement	Item(s) in Disclosure Document
a. Site selection and acquisition/lease	Sections II and VII	6, 7, 11
b. Pre-opening purchases/ leases	Sections II, VII, VIII and IX	7, 8, 11
c. Site development and other pre-opening requirements	Sections II, VII, VIII and IX	7, 8, 11
d. Initial and ongoing training	Sections II, IV, VI, VIII and XX	7, 11
e. Opening	Sections II, VI and VII	11
f. Fees	Sections V, VIII, IX, XI and XX	5, 6, 7, 11
g. Compliance with standards and policies/Operating Manuals	Sections IV, VIII, XI and XV	8, 11, 16
h. Trademarks and proprietary information	Sections III, VIII and XI	13, 14
i. Restrictions on products/ services offered	Sections VIII	8, 16
j. Warranty and customer service requirements	None	None
k. Territorial development and sales quotas	None	None
l. Ongoing product/service purchases	Section VIII	8, 16
m. Maintenance, appearance and remodeling requirements	Sections II, VIII and XV	7, 8, 11
n. Insurance	Section XII	7
o. Advertising	Section IX	6, 7, 11

Obligation	Article/Section in Franchise Agreement	Item(s) in Disclosure Document
p. Indemnification	Section XIII	6
q. Owner's participation/management/staffing	Sections VIII and XIX	15
r. Records/reports	Section X	6
s. Inspection/audits	Sections VIII and X	6, 11
t. Transfer	Section XX	6, 17
u. Renewal	Section IV	6, 17
v. Post-termination obligations	Section XVIII	17
w. Non-competition covenants	Section XIV	17
x. Dispute resolution	Section XXX	17
y. Guarantee	Section 14.2, Exhibit B	15

ITEM 10

FINANCING

We do not provide, directly or indirectly, any financing to you. We do not guarantee your notes, leases or other obligations.

ITEM 11

FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS AND TRAINING

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

A. Pre-Opening

1. Give you our site selection criteria for the Restaurant. The site must meet our criteria for demographic characteristics, traffic patterns, parking, character of neighborhood, competition from and proximity to other businesses, the nature of other businesses in proximity to the site and other commercial characteristics, and the size, appearance and other physical characteristics of the proposed site. We will accept or deny a location you propose for the Restaurant within 30 days after we receive the complete site report and other materials we request. We do not guarantee the success of any site or any lease. We will generally not own or lease the location. You will be responsible for complying with all local ordinances and obtaining any permits required for your Restaurant. We do not assist you in hiring employees. (Sections 2.1, 2.2, 7.1, and 7.9 of the Franchise Agreement)

2. Our representative will assist you with the purchase of equipment, signs, fixtures and opening

inventory and supplies, but we will not install these items. We will assist you in setting up accounts with approved suppliers who are familiar with our specifications and will provide you a copy of such specifications. (Sections 7.1, and 7.2 of the Franchise Agreement)

3. Give you mandatory and suggested specifications and layouts for your Restaurant, including requirements for dimensions, design, image, interior layout, decor, fixtures, equipment, signs, furnishings and color scheme. (Sections 7.1, and 7.2 of the Franchise Agreement)

4. Train you and your manager. This training is described in detail below in this Item. (Section 6.1 of the Franchise Agreement)

5. We will loan you a copy of (or provide you electronic access to) our Confidential Operations Manuals, which may consist of one or more manuals (collectively, the “Manuals”), to use during the term of your Franchise Agreement, containing the uniformed standards, specifications and other requirements for operation of your Restaurant. Franchisor reserves the right to modify the Confidential Operations Manuals from time to time to reflect changes that it may implement in the mandatory and recommended specifications, standards and operating procedures of the System. (Sections 7.3 and 11.1 of the Franchise Agreement)

6. We will provide assistance and guidance on your initial opening of the Restaurant, including dispatching of our representative to help with the opening. (Sections 7.3 and 7.4 of the Franchise Agreement)

7. We may as necessary assist you with obtaining the governmental approvals, licenses, permits and other permissions necessary to operate your Restaurant. You will ultimately be solely responsible for complying with all applicable laws and obtaining the necessary approvals, licenses, and permits. We do not assist you in hiring employees. (Sections 2.1, 2.2 and 2.4 of the Franchise Agreement)

B. After Opening

1. We will provide guidance and advice to you regarding operating issues concerning the Restaurant disclosed by reports you submit or inspections we make. (Sections 7.5 and 7.6 of the Franchise Agreement)

2. We will give you guidance on standards, specifications and operating procedures and methods used by other INS Ice Beer Restaurants in the System; new recipe items, menu variations, food preparation and display methods; purchasing required fixtures, furnishings, equipment, signs, products, materials and supplies; advertising and marketing programs; employee training; and administrative, bookkeeping and accounting procedures. This guidance will, at our discretion, be furnished in our Operations Manuals, bulletins or other written materials and/or during telephone and electronic consultations. (Sections 7.5 and 7.6 of the Franchise Agreement)

3. We will review and approve or disapprove of proposed advertising materials prepared by you for use in local advertising. (Sections 7.10 and 9.4 of the Franchise Agreement)

4. We will inspect and observe the operations of the Restaurant from time to time to determine whether you and the Restaurant are complying with the Franchise Agreement and all INS Ice Beer System standards. The details of inspections will be furnished in our Operations Manuals. (Section 7.6 of the Franchise Agreement)

5. Administer the Marketing Fund in the manner described in the Franchise Agreement. (Sections 7.10 and 9.2 of the Franchise Agreement)

6. We will provide ongoing initial training program, and we will also offer advanced and refresher training for managers. (Sections 6.1 and 6.2 of the Franchise Agreement)

7. We will update periodically the Operations Manuals, as needed, in our sole discretion, to incorporate new developments and changes in the INS Ice Beer System. We will provide you with a copy of all updates or an access to such updates via inter/intranet. (Sections 7.5 and 11.3 of the Franchise Agreement)

8. In our discretion, at any time, without prior notice, we may delegate performance of our duties to our affiliate operating in your market. These duties may include conducting inspections and providing consultation and advice. (Section 7.6 of the Franchise Agreement)

C. Advertising and Marketing Fund

We will establish a Marketing Fund (the “Fund”) for such advertising, marketing and public relations programs as we, in our sole discretion, may deem necessary or appropriate to promote INS Ice Beer Restaurants. We will administer the Fund as follows:

1. We will direct all advertising and public relations programs financed by the Fund, with sole discretion of approval over agencies, spokespersons, creative concepts, materials, and media placements and allocations used in the programs. The Fund will establish and maintain an on-line presence. The Fund may be used to pay the costs of researching, preparing, maintaining, administering, directing and preparing advertising and promotional materials and programs (including the costs of preparing and conducting digital, television, radio, magazine, newspaper, direct mail, outdoor billboard, and coupon advertising campaigns and other public relations activities; employing advertising agencies; social media initiatives; providing a toll-free number for prospective customers to call for referral purposes; providing promotional brochures and other marketing materials to franchisees in the System; and costs of our personnel and other departmental costs for advertising that we administer or prepare internally). We may use a portion of the amounts collected in the Fund to defray the reasonable administration costs and overhead costs we and/or an affiliate incur in providing and/or administering the Fund and the marketing programs, including, but not limited to, the cost of providing accounting, collection, bookkeeping, reporting and legal services, and salary costs of employees working for the Fund. You must participate in all advertising and public relations programs instituted by the Fund. All INS Ice Beer Restaurants owned by us or our affiliates may, but are not required to, contribute to the Fund. If they do, they may not be required to contribute in the same percentage as you and may stop contributing at any time without notice to you.

2. The Fund will be accounted for separately from our other funds. We may spend in any fiscal year an amount greater or less than the aggregate contribution of all Restaurant to the Fund in that year, and the Fund may borrow from us or other lenders at standard commercial interest rates to cover deficits of the Fund or cause the Fund to invest any surplus for future use by the Fund. The Fund we collect from franchisees does not constitute a trust and we are not a fiduciary with respect to such amounts. We are not obligated to expend funds for the marketing and advertising programs in excess of the Marketing Fee received from all franchisees. Any unspent amount will be forwarded to the following year. No advertising fund was accrued or spent in the last fiscal year.

3. You authorize us to collect for remission to the Fund any advertising or promotional monies or credits offered by any supplier based upon your purchases. Any advertising or promotional monies or credits we collect from any supplier based upon your purchases will not be credited toward your required contribution to the Fund.

4. A statement of monies collected and costs incurred by the Fund will be prepared annually by

us and will be furnished to you upon written request. We are not required to have the Fund statements audited. We will have the right to cause the Fund to be incorporated or operated through an entity separate from us at such time as we deem appropriate, and such successor entity will have all our rights and duties.

5. The Fund is intended to maximize recognition of the Proprietary Marks and patronage of INS Ice Beer Restaurants generally. Although we will endeavor to utilize the Fund to develop advertising and marketing materials and programs, and to place advertising, in order to benefit all INS Ice Beer Restaurants, we undertake no obligation to ensure that expenditures by the Fund in or affecting any geographic area are proportionate or equivalent to the contributions to the Fund by the Restaurants operating in that geographic area or that any Restaurant will benefit directly or in proportion to its contribution to the Fund from the development of advertising and marketing materials or the placement of advertising. Your failure to derive any such benefit will not serve as a basis for a reduction or elimination of your obligation to contribute to the Fund. We have no fiduciary obligation to you or any other INS Ice Beer Restaurant in connection with the establishment of the Fund or the collection, control or administration of monies paid into the Fund. Except as expressly provided in the Franchise Agreement, we assume no direct or indirect liability or obligation to you with respect to the maintenance, direction, or administration of the Fund.

6. The Fund may place advertising in any media, including print, radio and television. Advertising may be developed in-house and/or by regional and national advertising agencies. No money will be spent by the Fund to solicit new franchisees.

D. Local Advertising

1. You may, at your own cost, develop promotional materials and advertising for local use. Before distributing or publishing any advertising or promotional materials you create, you must obtain our written approval of the materials you intend to distribute. As a condition of approval, you must assign your copyright and any trademark or service mark rights in any materials you create to us, without compensation. You must permit us, the Marketing Fund and other franchisees we authorize, to use these materials without compensation.

2. We may institute a local advertising program and require you to spend up to 1% of the Gross Sales each month on local advertising. In such event, you must send us a monthly report before the end of every month, including an expenditure report, along with copies of invoices, statements, canceled checks or other forms of payment that you issued during the preceding month that evidence your expenditure and payment of 1% of your Gross Sales on local advertising. We must approve all advertising before you use it.

3. All advertising, promotion and marketing must be completely clear and factual and not misleading and conform to the highest standards of ethical marketing and the promotion policies which we prescribe from time to time. You may not use any advertising or promotional materials that we have not approved, have disapproved or that do not include the copyright registration notices and trademark registration notices we designate.

4. To apply for approval, you must submit a copy or transcript of the proposed materials in the exact form you intend to use them. We have 15 business days to review your request. If you do not receive our written disapproval in 15 business days, the materials are deemed to be approved, unless we request a reasonable extension of time. If you use materials we approve, you must use them in the exact form in which you submitted them to us. You retain discretion over all decisions which concern or affect the prices of goods or services you sell.

E. Advertising Cooperatives/National Advertising Council

1. We may establish advertising cooperatives comprised of groups of franchisees within regions or areas we designate, and may modify boundaries of these groups in our discretion, effective on written notice. If established, you must participate in any advertising cooperative which encompasses your territory, and Franchisor may set the amount (but not to exceed 1.5% of Net Sales) you and other members of such advertising cooperative or council must contribute. The members of each cooperative will adopt governing rules and voting procedures and determine procedures for assessing members; however, we may approve these rules and procedures and any amendments. If any of our affiliates owns an INS Ice Beer Restaurant within the boundaries of a cooperative, it will contribute to the cooperative at the lowest percentage contribution rate that any INS Ice Beer franchisee in the same cooperative then pays and will have the same voting rights as franchisee members.

2. Each cooperative's members and elected officers are responsible for the cooperative's administration. The cooperative must obtain our written approval of the copy and proposed media or method of distribution for advertising and promotion it creates, following the same procedures you must follow for materials you create, as described above. The cooperative must assign to us any copyright, trademark or service mark rights in any materials it creates, without compensation, and permit us and other INS Ice Beer franchisees which it authorizes to use these materials without compensation.

3. We may require a cooperative to merge with another cooperative servicing an adjacent or proximate area, or to subdivide a cooperative into smaller groupings. We may dissolve a cooperative when we simultaneously dissolve all advertising cooperatives. For example, we may determine it is preferable to centralize all group advertising activities under the Marketing Fund. Advertising cooperatives must prepare quarterly and annual financial statements, which need not be audited, and make them available to all cooperative members and us. We have no present plan to sell goods or services to any advertising cooperative.

4. At this time, there is no advertising council of franchisees that advises us regarding advertising and promotional programs or policies for INS Ice Beer Restaurants generally. We do not currently require franchisees to participate in a local or regional advertising cooperative. No local or regional advertising cooperative exists in our system at this time.

F. Website/Social Media

1. We alone may establish, maintain, modify or discontinue all internet, worldwide web and electronic commerce activities pertaining to the System. We may establish one or more websites accessible through one or more uniform resource locators (“URLs”) and, if we do, we may design and provide for the benefit of your Restaurant a “click through” subpage at our website for the promotion of your Restaurant. If we establish one or more websites or other modes of electronic commerce and if we provide a “click through” subpage at the website(s) for the promotion of your Restaurant, you must routinely provide us with updated copy, photographs and news stories about your Restaurant suitable for posting. We reserve the right to specify the content, frequency and procedure you must follow for updating your subpage.

2. Any websites or other modes of electronic commerce that we establish or maintain may—in addition to advertising and promoting the products, programs or services available at INS Ice Beer Restaurants—also be devoted in part to offering INS Ice Beer franchises for sale and be used by us to exploit the electronic commerce rights which we alone reserve.

3. You may not maintain your own website, otherwise maintain a presence or advertise on the internet or any other mode of electronic commerce in connection with your Restaurant, establish a link to any website we establish at or from any other website or page, or at any time establish any other website, electronic commerce presence or URL which in whole or in part incorporates “INS Ice Beer” name or any name confusingly similar to the Proprietary Marks.

4. You are not permitted to promote your Restaurant or use any of the Proprietary Marks in any manner on any social or networking websites, such as Facebook, LinkedIn or Twitter, without our prior written consent. We will control all social media initiatives. You must comply with our System standards regarding the use of social media in your Franchised Business’s operation, including prohibitions on you and the Franchised Business’s employees posting or blogging comments about the Franchised Business or the System, other than on a website established or authorized by us. “Social media” includes personal blogs, common social networks like Facebook and Instagram, professional networks like LinkedIn, live-blogging tools like Twitter, virtual worlds, file, audio and video-sharing sites like YouTube, and other similar social networking or media sites or tools. We will provide access to branded social media pages/handles/assets, and you must update these regularly. We reserve the right to conduct collective/national campaigns via local social media on your behalf.

We alone will be, and at all times will remain, the sole owner of the copyrights to all material which appears on any website we establish and maintain, including any and all material you may furnish to us for your “click through” subpage.

G. Confidential Operating Manuals

Attached as Exhibit D is a copy of the table of contents of our current Operating Manuals, which indicates the number of pages devoted to each topic and subtopics in the Operating Manuals. Currently, the Operating Manuals consist of approximately 85 total pages.

H. Information System/Cash Register/Computer System

1. You must, at your sole cost, purchase, use, maintain and update your software, computer and other POS systems that meet our specifications and requirements. There are no contractual limitations on the frequency and cost of upgrades and updates to the systems or programs. You must comply with our then-current terms of use policies and any other requirements regarding any inter/intranet sites we establish for INS Ice Beer Restaurants. You must maintain your POS system in good working order at all times, share the login information with us, and upgrade or update the system during the term of the Franchise Agreement, as we may require. The POS system will allow us to communicate with you, and poll and review the results of your Franchised Business’ operations, including without limitation, sales data, consumer trends, food and labor costs, and other financial information. You must provide accurate, complete and full disclosure of the books and accounts and give us direct access to any third parties through which revenue is generated, including but not limited to, Grubhub, Uber Eats, Postmates, Eat24, and Door Dash. Any third party accounts through which revenue is generated, including but not limited to, Grubhub, Uber Eats, Postmates, Eat24, and Door Dash, must be set up through Franchisor. We may distribute the collected data on a confidential basis to our network of franchisees. We reserve the right to replace our designated supplier(s) for the POS system as we deem necessary at our discretion.

2. The cost of purchasing the required system is estimated to range between \$2,000-\$5,000. The estimated annual cost of optional or required maintenance, updating, upgrading or support contracts is approximately \$1,000-\$2,000. There are no contractual limitations on the frequency or cost of upgrades or changes in the computer systems we may impose

3. You must obtain and maintain at your own expense accounting, sales, reporting and records retention systems conforming to the requirements set by us. We reserve the right to use, and to have full access to, all your cash registers, computers and any other systems, their login information, and the information and data they contain. You acknowledge that we have the unrestricted right to obtain your sales and other related transaction data from the delivery/catering services and other third party companies related to your sales (including without limitation, Uber Eats, Postmates, Eat24, Grubhub, and Door Dash) directly from such delivery/catering service and other third party companies. We may charge a reasonable fee for the license, modification, maintenance or support of software or any other goods and/or services that we furnish to you in connection with any of the systems.

4. We may introduce to the INS Ice Beer System additional computer software and hardware (including POS and additional back office systems) which you must purchase, use, maintain and update at your expense, as specifications and requirements may be modified over time. In some cases, these components may only be available through us or approved vendors. You will be responsible for paying all supplier and/or licensor (which may include us) charges for use, maintenance, support and/or updates to any future required systems. We do not have a contractual obligation under the Franchise Agreement to provide any maintenance, repairs, upgrades, or updates on any software or hardware. There are no contractual limitations on the frequency and cost of upgrades and/or updates to the systems or programs.

5. You will use the computer for basic accounting practices, receiving and responding to emails, submitting monthly reports. We will have access to all data captured by these computers. There is no contractual limitation on our use of the data, although any use by us shall be for reasonable business purposes. Neither we, our affiliates, nor any third parties are required to provide ongoing maintenance, repairs, upgrades or updates to your System.

I. Site Selection, Opening and Time to Open

1. It is our standard procedure to have you search, identify and select the site for the INS Ice Beer Restaurant. Our site approval is based on residential population, traffic counts and patterns, competing establishments, median income levels, availability of parking, rental and lease terms, physical configuration of the site and growth trends in the area. We will approve any site selected by you that meets our selection criteria, and our approval will not be unreasonably withheld. We will approve or deny a location you propose for the Restaurant within 30 days after we receive the complete site report and other materials we request. If you cannot find a suitable site within 6 months (or 12 months, if you request and receive an extension) (“Location Acquisition Deadline”) from signing the Franchise Agreement, we can terminate the Franchise Agreement and your initial franchise fee will be forfeited.

2. We estimate that there will be an interval of 3 to 9 months between the execution of the Franchise Agreement and the opening of the INS Ice Beer Restaurant, but the interval may vary based upon such factors as the location and condition of the site, the construction schedule for the Restaurant, the extent to which an existing location must be upgraded or remodeled, the delivery schedule for equipment and supplies, delays in securing financing arrangements and completing training and your compliance with local laws and regulations. You must open the INS Ice Beer Restaurant within 12 months of signing the Agreement (“Opening Deadline”), which may be extended by us at our discretion. We will extend this deadline to open the Restaurant in the event the Location Acquisition Deadline was previously extended for the same period of time extended for the Location Acquisition Deadline.

3. To maintain and protect the System and the goodwill of the Marks, we require that the interior and exterior of the Franchised Business be clean, up-to-date, and well-maintained. At our request, you must remodel and refurbish the Franchised Business periodically. However, we will not require you to remodel the Franchised Business more than once every three (3) years, except that if the Restaurant is

transferred in accordance with the Franchise Agreement, we may request that the transferee remodel and/or redecorate the Restaurant premises.

J. Training

1. Our new franchisee initial training program consists of approximately one week of instruction by our management team concerning all aspects of the operation and management of the Franchised Business. The initial training includes review and discussion of the Confidential Operations Manuals and all aspects of the operation of your business. The training should be scheduled near the time of the completion of the construction of your INS Ice Beer Restaurant and after hiring your key employees, but at least two weeks prior to the opening of your Restaurant. The initial training is offered on an as needed basis but usually scheduled once based on your and our availability. All participants must attend the training together and comply with the schedule set for the training. Actual training schedule may vary depending on the learning speed, experience and individual skillset of the participants. Our initial training program will be offered at various times, as often as needed during the year, depending on the number of new franchisees entering the System, replacement managers, and other personnel needing training, the number of new Restaurants being opened and the timing of the scheduled openings of the Restaurants.

2. The initial training will take place at our corporate restaurant located in Buena Park, California, or at another location or locations as we may designate, and will be conducted by our instructors. An Approved Manager (defined in Item 15 below) who may be the Operating Principal (defined in Item 15 below) must attend and successfully complete the training at our sole discretion. Other personnel may attend the initial training subject to the Additional Training Fee for training more than 2 persons (see Item 6 above for details). The initial training should be successfully completed, at our discretion, at least one (1) weeks prior to the opening of your Restaurant. We may require that you and/or your manager(s) attend such further training programs as we shall from time to time reasonably prescribe and complete the programs to our satisfaction. A person who has successfully completed our new franchisee training program must at all times actively supervise the operation of your INS Ice Beer Restaurant.

3. For all required initial training courses, we will provide, at no charge to you, instructors and training materials. You will be responsible for all other expenses which you or your employees incur for the purpose of this training, including the cost of transportation, lodging, meals and wages. There is a fee for refresher courses, currently rated at \$100 per hour per instructor, plus other expenses incurred including transportation, lodging and meals. The fee will be primarily to compensate the personnel who teach the courses and to defray the expenses of such courses. If you need to replace your Approved Manager (defined in Item 15 below), the replacement Approved Manager must attend and complete the supplemental training program to our satisfaction as soon as is practicable. For this training, we charge a Supplemental Training Fee to train replacement Approved Managers, which is currently \$100 per hour per instructor, plus other expenses incurred including transportation, lodging and meals.

4. You are responsible for the recruitment and hiring of *all* of your employees. You are also responsible for the training of all Restaurant employees.

5. We will be available to consult with you and/or your Approved Manager by telephone, Monday through Friday 10:00 a.m. to 6:00 p.m. (Pacific Time), with respect to all aspects of starting and operating your INS Ice Beer Restaurant.

6. Listed below is a chart showing our tentative training schedule, the principal instructors, the instructional material you will use, and the location of the initial training. In addition to the below tentative training schedule, we may add up to two weeks of 8-hour day on-the-job training that you and your approved

manager(s) must participate.

INITIAL TRAINING PROGRAM

Subject	Hours of Classroom Training	Hours of On-The-Job Training	Location
Introduction to the System	1	-	Your Restaurant, our corporate Restaurant (currently, Buena Park, CA) or another location designated by us
Human Resources Management	2	3	Your Restaurant, our corporate Restaurant (currently, Buena Park, CA) or another location designated by us
Food Preparation	2	9	Your Restaurant, our corporate Restaurant (currently, Buena Park, CA) or another location designated by us
Menu/Plate Presentation	1	5	Your Restaurant, our corporate Restaurant (currently, Buena Park, CA) or another location designated by us
Product Ordering –Specifications and Inventory Control	2	2	Your Restaurant, our corporate Restaurant (currently, Buena Park, CA) or another location designated by us
Equipment Usage and Maintenance	2	3	Your Restaurant, our corporate Restaurant (currently, Buena Park, CA) or another location designated by us
POS System and Payroll Management	3	2	Your Restaurant, our corporate Restaurant (currently, Buena Park, CA) or another location designated by us
Marketing and Advertising	1	-	Your Restaurant, our corporate Restaurant (currently, Buena Park, CA) or another location designated by us
Quality Standards and Restaurant Sanitation	2	3	Your Restaurant, our corporate Restaurant (currently, Buena Park, CA) or another location designated by us
Total	16	27	

All aspects of training are integrated. There are no definitive starting and stopping times. The curriculum of the Initial Training Program is subject to change. Our training is conducted by our operations team, led by Mr. Jang Hyun Kim, who has been our CEO since the formation of our company and Wevelment Korea since October 2020. Additional personnel of Franchisor who have direct experience in areas of operation of an INS Ice Beer Restaurant will also assist Mr. Kim in the training. We will provide training materials, including without limitation, the Confidential Manuals, marketing and promotion materials, and any other materials that we believe will be beneficial to our franchisees in the training process. The initial training program will be supervised by our trainer. Our trainer will have at least 1 year of experience with us and/or our affiliates. We reserve the right to make changes in our training staff as we deem necessary and advisable without prior notice.

We can also require that you and/or your designated manager attend additional and/or refresher training programs, as we may reasonably require, to correct, improve and enhance your operations, the System, and its members and to prepare for changes in laws affecting your operations and the System, including, without limitation, AB 1228, at our corporate headquarters or corporate restaurant, with durations not longer than 3 days and not more than 2 times in any given year. You will be responsible for all travel, living, incidental and other expenses for you and your personnel attending optional or mandatory training programs, seminars or meetings. We may charge a reasonable fee for any training program, conference, convention or other events.

ITEM 12

TERRITORY

We grant you a franchise for a specific location, which we must approve according to site selection procedures. You must select a location based on our site selection criteria for demographics, traffic patterns and other characteristics, and we will accept or deny a location you propose for the Restaurant within 30 days after we receive the complete site report and other materials we request. Relocation of your Restaurant requires our prior written approval.

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. However, the franchise does grant a specific non-exclusive territory in which we agree, subject to exceptions and reservations noted in this Item 12, not to operate or permit others to operate an INS Ice Beer Restaurant.

A. Description of Your Non-Exclusive Territory

We will present you the proposed boundaries of your non-exclusive territory after we approve your franchise location. Your non-exclusive territory will be a radius around your INS Ice Beer Restaurant, which will vary depending on whether your Restaurant is located in an urban, suburban or rural setting. Generally, your territory will be measured by an area having a radius of 1/2 to 5 miles from your Restaurant, unless your Restaurant is located in a "City Center Zone" in which case we may, at our discretion, reduce your territory to a (i) 1/2-mile radius for areas with greater than 50,000 and less than 100,000 population within a 1-mile radius and (ii) 1/4-mile radius for areas with greater than 100,000 population within a 1-mile radius. In determining the proposed boundaries, we will consider such factors as the population size, ethnic make-up, persons per household, income level, residential/commercial mix, and population age; traffic patterns, parking, and access issues; neighboring business mix; rent and leasing terms; and size, appearance and other physical characteristics of the premises; and presence of any other nearby INS Ice Beer Restaurants. The specific

description of your non-exclusive territory along with the corresponding map showing the clear boundaries of your territory, will then be placed in writing and incorporated into your franchise agreement. You are not granted any other option, right of first refusal or similar right to acquire additional Franchised Restaurant under your franchise agreement. Except for catering services and delivery services that we may allow or require, you may only sell goods and services at retail to customers who are physically present at your INS Ice Beer Restaurant. You must not solicit or accept orders from customers outside your Restaurant or use other channels of distribution (such as the Internet, e-commerce, mail order, telemarketing, or other direct marketing) other than your Restaurant without first obtaining our written consent. You are not granted any other option, right of first refusal or similar right to acquire additional franchises under your franchise agreement. Unless otherwise agreed between the parties, your territory may not be modified before the expiration or termination of the Franchise Agreement.

B. Exceptions and Reservations

The territorial rights we grant you for your INS Ice Beer Restaurant are subject to these exceptions and reservations. We and our affiliates retain all rights with respect to the INS Ice Beer Restaurants, the Proprietary Marks, and any goods and services anywhere, including, within your territory, including:

1. Menu items and ingredients under the INS Ice Beer Marks or other names to independent stores, convenience stores, grocery stores, specialty food stores, and department stores which sell foods, beverages or ingredients in your territory. This means, for example, we may prepare and sell on the third-party's premises freshly-prepared, ready-to-serve or ready-to-eat food and beverage items under the INS Ice Beer name or other names; we may also sell from these locations specialized food and beverage items or ingredients bottled or packaged under the INS Ice Beer label or other labels.

2. Menu items sold at INS Ice Beer Restaurants, or operate (or permit others to operate) INS Ice Beer Restaurants or Restaurants under other names which predominantly serve similar menu items at, or in, any airport, rail or bus terminal, stadium, amusement park, event halls, public park, theater, military base, hospital or health care facility, educational facility, high density office location or other mass gathering place even if located, entirely or partially, in your territory.

3. Menu items under the INS Ice Beer Marks or under other names from mobile units or carts, kiosks, vending machines, or other mobile or stationery devices or vehicles which occupy less than 300 square feet and are in your territory.

4. Advertise and promote the sale of, and sell, menu items sold at INS Ice Beer Restaurants through the Internet or by using any other public computer network, electronic communication method or by mail order, catalog sales or comparable methods that solicit orders and business from customers without requiring the customer's physical presence in an INS Ice Beer Restaurant to complete the transaction.

5. Engage in, or license, any other type of business activity under marks that are different to the Marks, whether, competitive with, similar to or different from the INS Ice Beer System within or outside of your territory.

6. We may engage or let others engage in the above activities in your territory without paying you any compensation or any other consideration. We do not have to pay you for soliciting or accepting orders from inside your territory for the above activities. We will use reasonable efforts to try and resolve conflicts between franchisees regarding territorial rights. At this time we have no formal grievance procedure.

7. We reserve all other distribution rights that we do not expressly grant to you. By distribution

rights, we mean all forms and channels of distribution, regardless of whether we use the method now or adopt it in the future. Channels of distribution include the Internet, catalog sales, telemarketing or other direct marketing sales. Technology may yield new channels of distribution. The kinds of reserved activities which we or our affiliates may engage in within your territory or development territory might include, directly or through one of our affiliates, soliciting or selling products and services of any kind, including, without limitation, freshly-prepared, ready-to-serve and ready-to-eat food and beverage items under the INS Ice Beer Marks or other names, through retail and wholesale channels of distribution, including by means of the Internet and mail order catalogs, in addition to sales through independent Restaurants, convenience stores, grocery stores, specialty food stores and department stores. There are no restrictions on our right to solicit or accept orders inside your territory. No compensation will be paid by us for soliciting or accepting orders within your territory.

8. We do not restrict advertising and publicity you conduct for your franchised business in your territory, as long as you obtain our approval for the proposed advertising, promotion, or marketing in advance. Likewise, we and other franchisees may conduct advertising and publicity of ours and their INS Ice Beer Restaurants in your territory, but other franchisees will have to obtain our approval in advance for the advertising, promotion, and marketing. You and any INS Ice Beer franchisees are not permitted to maintain a separate Website and to advertise and promote their INS Ice Beer Restaurant on the Internet or using any other public computer network.

C. Additional Disclosures re Territory:

1. The Franchise Agreement lets you engage only in retail transactions of authorized goods and services to customers for their own use and for their own consumption at your INS Ice Beer Restaurant. You may not engage in wholesale sales without our prior written consent. "Wholesale sales" includes the sale or distribution of merchandise or products to a third party for resale, retail sale or other method of distribution. You may not engage in transactions with customers that do not take place on the premises of your INS Ice Beer Restaurant.

2. Unless we consent in writing, you will not have the right to acquire additional franchises within the territory we assign to your INS Ice Beer Restaurant. Your franchise rights are not contingent on achieving any minimum sales level or other sales or market penetration contingency.

3. We and our affiliates have the right but no current plan to operate or franchise other businesses selling or leasing similar products or services under different trademarks.

4. Nothing restricts our right to use and license the use of the Marks and System outside of the Territory.

5. The location of your Franchised Business may be changed only with our prior written consent and upon the following conditions: (a) you are in good standing under your Franchise Agreement and current in your financial obligations to us and our affiliates, (b) you are in good standing under the lease for the current location, (c) you provide us with a financial statement covering the previous 12 months, (d) you provide us with a copy of the proposed lease for the new location, (e) you comply with required site selection and construction procedures, (f) the new location is constructed, furnished and equipped in accordance with our then-current design specifications and standards, (g) you give us 90 days' written notice of the proposed relocation, and (h) at our option, you enter into our then-current form of franchise agreement, including our then-current royalty rate, except that the term of the new franchise agreement will expire on the date of the prior Franchise Agreement and no new initial franchise fee will be required.

ITEM 13

TRADEMARKS

The Franchise Agreement will grant you rights to use the Proprietary Marks in connection with your Franchised Bakery-Café. We have filed the following Marks with the United States Patent and Trademark Office (USPTO):

TRADEMARK	REGISTER	SERIAL NUMBER	FILING DATE
INS ICE BEER (word mark)	Principal	98386455	February 1, 2024
	Principal	90498792	January 29, 2021

We do not have a federal registration for our principal trademarks. Therefore, our trademarks do not have many legal benefits and rights as a federally registered trademark. If our right to use the trademark is challenged, you may have to change to an alternative trademark, which may increase your expenses.

Your use of the Marks identified above as well as other Marks we may authorize in the future, and any goodwill is pursuant to a license granted to you under the Franchise Agreement and you retain no further rights in the Marks. You also retain no rights in the Marks upon expiration or termination of your Franchise Agreement. You are not permitted to make any changes or substitutions of any kind in or to the use of the Marks unless we direct in writing. We may change the System presently identified by the Marks, including the adoption of new Marks, new products, new equipment or new techniques and you must adopt the changes in the System. You must comply within a reasonable time if we notify you to discontinue or modify your use of any Mark. We will have no liability or obligation as to your modification or discontinuance of any Mark.

There are currently no effective material determinations by the United States Patent and Trademark Office, the Trademark Trial and Appeal Board, the trademark administrator of any state, or any court, or any pending infringement, opposition or cancellation proceeding, or any pending material litigation, involving the Marks. We are the registered owner of the Mark with Serial No. 98386455. Our parent Wevelopment Korea is the registered owner of the Mark with Serial No. 90498792. Our rights to the Mark with Serial No. 90498792 are derived from a nonexclusive, perpetual license between Wevelopment Korea and us (the “Intercompany License”). The Intercompany License is terminable only for material breach and only if we do not cure or begin to cure the breach within 30 days after notice. We know of no other agreements currently in effect that significantly limit our rights to use or license the use of any Marks in any manner material to the franchise. We intend to file all required affidavits and other documents required to maintain their interests in and to the Marks. All required affidavits and other documents pertaining to the Marks will be filed when necessary to maintain the Marks and all renewals will be filed when necessary to renew the registrations of the Marks.

If we find in our sole discretion that your use of the Marks was proper as outlined in the terms of the Franchise Agreement, we are obligated to protect you against infringement or unfair competition

claims arising out of your use of the Marks or to participate in your defense or indemnify you for the costs you incur in connection with any lawsuit except that we will not be required to reimburse you for your legal fees if we defend you for the claim. We reserve the right to control any litigation related to the Marks, and we have the sole right to decide to pursue or settle any infringement actions related to the Marks. We do not know of either superior prior rights or infringing uses that could materially affect your use of the Marks in the state where your Restaurant will be located. You must notify us promptly of any infringement or unauthorized use of the Marks that you may become aware.

If it becomes advisable at any time in our sole discretion, we may require you, at your expense, to discontinue or modify your use of any of the Marks or to use one or more additional or substitute trade names, service marks, trademarks, symbols, logos, emblems and indicia of origin if we determine that an addition or substitution will benefit the System. You must comply with our directions within a reasonable period of time after receiving notice. We will not be obligated to reimburse you for any loss of revenue attributable to any modified or discontinued Marks or for any expenditures you make to promote a modified or substitute trademark or service mark.

You may not use the Marks as a part of your corporate or other legal name, and you must comply with our instructions in filing and maintaining trade name or fictitious name registrations. You must sign any documents we require to protect the Marks or to maintain their continued validity and enforceability. In addition, you may not directly or indirectly contest the validity of our ownership of or our rights in and to the Marks.

The license to use the Marks granted in the Franchise Agreement is non-exclusive to you. We have and retain certain rights in the Marks including the following:

1. To grant other licenses for the use of the Marks in addition to those licenses already granted or to be granted to franchisees;
2. To develop and establish other systems using the Marks or other names or marks, and to grant licenses or franchises in those systems without providing any rights to you; and
3. To engage, directly or indirectly, at wholesale, retail or otherwise, in (a) the production, distribution, license and sale of products and services, and (b) the use of the Marks and any and all trademarks, trade names, service marks, logos, insignia, slogans, emblems, symbols, designs and other identifying characteristics we may develop for that purpose.

ITEM 14

PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION

We do not own any rights in or to any patents. There are no patents or copyrights currently pending or registered that are material to the franchise.

We have not registered or filed any copyright applications, but we claim copyrights on certain forms, advertisements, promotional materials, our confidential Operations Manuals, and other written materials. There are no agreements currently in effect which significantly limit your right to use any of our copyrights and there are no currently effective determinations of the United States Patent and Trademark Office, Copyright Office (Library of Congress) or any court pertaining to or affecting any of our copyrights discussed above. As of the date of this disclosure document, we are unaware of any

infringing uses of or superior previous rights to any of our copyrights which could materially affect your use of them in this state or in the state in which the Franchised Business will be located. Your and our obligations to protect your rights to use our copyrights are the same as the obligations for the Marks described in Item 13 of this disclosure document.

Our confidential Operations Manuals, other manuals, training material, merchandise and vendor lists and updates, action plans, and other directives contain material which we consider to be trade secrets. You must operate the Restaurant in accordance with the standards and procedures specified in the Operations Manuals. One copy of the Operations Manuals will be loaned to you or given access to you via inter/intranet by us for the term of the Franchise Agreement. We claim trade secret and copyright protection for these manuals and materials although we have not filed any corresponding applications concerning them. You have to follow our direction in protecting the manuals and other trade secret material from unauthorized disclosure. You must use our proprietary materials only as we direct. You must also use all reasonable efforts to maintain this information as secret and confidential and you must not duplicate, copy, record or otherwise reproduce these materials, in whole or in part, or make them available to unauthorized person. The Manuals remain our sole property.

Neither you nor your controlling principals are permitted at any time, without first obtaining our written consent, to copy, record or otherwise reproduce the materials or information nor make them available to any unauthorized person. Any and all information, knowledge, know-how and techniques related to the System that we communicate to you, including the Manuals, recipes, plans and specifications, marketing information and strategies and site evaluation, selection guidelines and techniques, are considered confidential.

You must irrevocably license to us all products, services, equipment, and programs you develop for the System and the food and non-food products sold under the System. We will not be liable to you in any way because of this license.

ITEM 15

OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS

A. If you are an individual, you must devote full time and attention to supervising all administrative and operational activities of your franchised business at the franchise location. You and your spouse must sign a personal guaranty.

B. If a legal entity owns the franchise rights, like a corporation, partnership or limited liability company, the person who owns a controlling interest in the entity's equity or voting rights, or a general partner, must devote full time and attention to franchise activities as your Operating Principal. All individual owners of such legal entity and their spouses must sign a personal guaranty. If none of the owners owns a controlling interest in the entity's equity or voting rights, you must designate one of your owners as your "Operating Principal," primarily responsible for the Franchised Business. Your Operating Principal must have and maintain at least 10% ownership of the Franchised Business and have decision-making authority about the Franchised Business. We must approve your Operating Principal, and you must designate a qualified replacement from among your owners if your Operating Principal can no longer fulfill his/her responsibilities under the Franchise Agreement.

C. You must respond to our communications and requests for information within time frames

we request.

D. You must staff your INS Ice Beer Restaurant with at least one (1) "Approved Manager." An "Approved Manager is a full-time employee with management responsibilities, who personally participates in the actual operation and management of the Restaurant and who has successfully completed the manager training segment of the initial training program and any mandatory supplemental management classes. You (or the Operating Principal) may be an Approved Manager, provided you devote full time and attention to your franchise business. You (if you are an individual) and your owners (if you are a legal entity) are not required to participate in the actual operation of the Restaurant as long as there is an Approved Manager. However, we strongly recommend that you or your Operating Principal personally participate in the actual operation of the Restaurant. We do not recommend an investment in a Restaurant for investors interested in an absentee management business. Under the Franchise Agreement, you or an Approved Manager must be personally available at all times at the Restaurant which must be open for a minimum of 10 hours a day, 7 days a week, unless otherwise approved by us in writing. Depending on the size, location, and performance of your Franchised Business, we may require you to hire additional Approved Manager(s) in our sole discretion. You must hire and train all your employees. You may also send your employees to our training programs. You must require all your employees, managers and supervisors sign a confidentiality agreement in which they promise to keep all of our proprietary information confidential and to follow our directions regarding its use.

ITEM 16

RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL

You must operate your INS Ice Beer Restaurant in accordance with the System Standards (including required products and services). We have the right, without limitation, to change the types of products and services that you are authorized to sell at our sole discretion. You must sell and offer for sale only the menu items and other products and services that we have expressly approved in writing and use only the materials, ingredients, toppings, sauces and other goods and services we have expressly approved in writing. You must sell or offer for sale all menu items, food products, and other products and services we require, in their entirety, in the manner and style we require. You must not deviate from our System Standards without first obtaining our written consent. You may not sell any menu item, product, service, or program that is not a part of the System without our prior written approval. You may not use the INS Ice Beer name or Proprietary Marks for any other business. You may not conduct any business other than the business contemplated by the Franchise Agreement from your Restaurant without first obtaining our written consent.

There are no restrictions on the customers to whom you can sell the products at your INS Ice Beer Restaurant. However, you may not use your Restaurant for any purposes other than the operation of the INS Ice Beer Restaurant in full compliance with the Franchise Agreement and Manuals, without our prior written approval. You must purchase, use and offer each of and only the types, brands and quality of products and services we designate. The Franchise Agreement allows you to operate one INS Ice Beer Restaurant at the franchise location only, and nowhere else, except with our prior written approval. You may only sell INS Ice Beer products and services at retail from your Restaurant, and you may not engage in the wholesale sale or distribution of any INS Ice Beer products, service, equipment, or other component, or any related product or service, without first obtaining our written consent. You may not sell any products through the Internet or using any channel of distribution other than your Restaurant without first obtaining our written consent. We will permit you to use a website page that (i) is located on

our website, (ii) we have approved, and (iii) complies with the Operating Manuals for marketing catering and delivery services.

You must operate your INS Ice Beer Restaurant all days and during the minimum hours we prescribe in the Operations Manuals, unless local conditions, like terms of your lease, require different days/hours or you obtain our prior written consent. Your operations must comply with all laws, including, but not limited to, laws on packaging, labeling, health and sanitation, environmental waste, and the like. You must investigate these laws and ensure compliance.

Any variation from our mandatory requirements requires our prior written approval. We grant approval only in exceptional cases in our discretion. Granting an exception to another franchisee does not require us to grant you that or any exception.

We may add to, modify or discontinue the approved list of menu items, ingredients, preparation processes, or other goods and services you must offer. We communicate changes by written bulletin, electronic correspondence, memos, or revisions to the Operations Manuals. There is no limit on our right to impose these modifications. You will be given reasonable time (at least 30 days) after notice from us to implement changes and stop selling particular items which we delete from the approved list.

We have the right to establish pricing guidelines for the Menu Items and, subject to applicable law, you must comply with and be bound by the prices which may be recommended, suggested or advertised by us. Subject to applicable law, you are required to honor the terms of all promotional or discount programs that we may offer to the public for INS Ice Beer Restaurants and shall comply with all pricing policies that we may specify, including minimum and maximum pricing policies, minimum advertised price policies and unilateral price policies. You must also provide products and services designated by us on terms we specify, including free-of-charge. In addition, you must conduct friends and family, soft-opening and other events and promotions at the Restaurant as required and directed by us and provide products and services designated by us to the public in the manner and at the prices we specify, including free-of-charge. You must participate in all gift certificate and/or gift card administration programs as may be designated by us from time to time. You must also honor all coupons, gift certificates, gift cards and other programs or promotions as directed by us. You will be required to fully participate in all guest loyalty or frequent customer programs now or in the future adopted or approved by us. You must not issue coupons or discounts for use at the Restaurant except as approved by us in writing, which may be withheld in our discretion.

ITEM 17

RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION

This table lists important provisions of the franchise and related agreements pertaining to renewal, termination, transfer and dispute resolution. You should read these provisions in the agreements attached to this Franchise Disclosure Document.

Provision	Article/ Section in Franchise Agreement	Summary
a. Length of the franchise	4.1	5 years from the Opening Date

Provision	Article/ Section in Franchise Agreement	Summary
b. Renewal or extension of the term	4.2	One additional term of 5 years
c. Requirements for franchisee to renew or extend	4.3	Franchisor may extend or grant a new Franchise Agreement if you have been in substantial compliance with agreement. You must serve us a notice of your intent to exercise your right of renewal not less than 12 months nor more than 18 months before the expiration of the initial term. You may have to remodel the Outlet, at your expense, and sign a Franchise Agreement in effect which may contain materially different terms and conditions than the agreement you signed originally.
d. Termination by franchisee	None	The Franchise Agreement does not provide for this. But you may seek to terminate on any grounds available to you under applicable law.
e. Termination by franchisor without cause	None	
f. Termination by franchisor with cause	17.1, 17.2	We can terminate only if you commit any one of several listed violations.
g. "Cause" defined – curable defaults	17.2	You have 24 hours to cure if: a. You refuse us permission to inspect or audit. b. A threat or danger to public health or safety results from your continued operation of the Outlet. c. Any dilution or adulteration of products at the Outlet, or any misrepresentation, substitution, or palming off from the Outlet operated under the Franchise Agreement. d. You fail to comply fully with all laws. You have 5 days to cure if: a. You (i) sell, barter, or exchange the Proprietary Products or other proprietary items at wholesale or retail, (ii) fail to purchase all required goods and supplies, including the Proprietary Products, from us, our affiliates, or designated or approved suppliers, or (iii) use unapproved products in the Franchised Business. b. You fail to secure an Accepted Location within the required time limits and procedures or fail to open on time. c. You fail to comply with in-term confidentiality and non-competition covenants.

Provision	Article/ Section in Franchise Agreement	Summary
		You have 10 days to cure if: a. You fail to pay any of your debts to us, our affiliates or others. b. You do not obtain restrictive covenants required under the Franchise Agreement. c. You have an uncured default in any other agreement, including a mortgage or lease for the Outlet. d. You default under your lease or lose possession of the Accepted Location. You have 30 days to cure if: a. You do not maintain the required financial records. b. You breach any other provision of your Franchise Agreement.
h. “Cause” defined – non-curable defaults	17.1	On notice to you: a. You violate restrictions on use of Confidential Information, or fail to obtain the required additional covenants. b. You copy or permit anyone else to copy any part of the Manuals. c. You (or any principal of a corporation, partnership, or proprietorship franchisee) are convicted of a felony, fraud, etc. d. You abandon or vacate the Outlet for 3 or more consecutive days or fails to remain open for business as required. e. After curing a default, you commit the same or similar default again within 12 months. f. You become insolvent, become subject to bankruptcy, make an assignment for creditors, subject to a receiver, have unpaid judgments, subject to attachment proceedings or execution of levy, or un-dismissed foreclosure. g. You or your owners violate, or have any assets blocked under, any laws related to terrorism. h. Your or (your affiliate’s) interest in the lease or sublease for the Accepted Location expires or terminates or you otherwise lose possession of the site. i. You fail to meet the opening deadline (or any extended deadline). j. You have an uncured default in any other agreement with us or affiliates which would permit termination under such agreement

Provision	Article/ Section in Franchise Agreement	Summary
		k. A threat or danger to public health or safety results from your continued operation of the Restaurant. l. You misuse or make any unauthorized use of the Proprietary Marks.
i. Franchisee's obligations on termination/non-renewal	18.2, 18.3, 18.4	a. Stop using our Proprietary Marks, confidential information, trade secrets, and Manuals. b. Immediately deliver to us all materials related to the System and your copies of any of the Manuals. c. Immediately cancel all assumed name registrations. d. Within 5 days, pay all sums owing to us and our affiliates. e. Immediately de-identify the Restaurant as our franchisee or former franchisee. f. Immediately comply with non-competition covenants in the Franchise Agreement. g. Stop using the telephone numbers listed in directories under the name "INS Ice Beer" or any confusingly similar name. h. Immediately sign agreements necessary for termination. i. Pay all liquidated damages due us. j. If we choose not to take over (or to have another franchisee take over) the Restaurant, redecorate and remodel it to distinguish it from the Outlets under the System. k. In 15 days, arrange with us for an inventory by us, at our cost, of personal property, fixtures, equipment, inventory and supplies. We will have the option for 30 days after termination or expiration to buy these at the fair market value (exclusive of goodwill). l. If we terminate for cause, we can take possession of the Outlet and require that you assign to us or our designee your interest in the lease for the Restaurant. If you dispute the termination, then we can operate the business until final court determination. If the court decides termination was invalid, we must make a complete accounting for the time when we operated the business.
j. Assignment of contract by franchisor	20.7	No restriction on our right to assign. However, no assignment will be made except to an assignee who,

Provision	Article/ Section in Franchise Agreement	Summary
		in our good faith judgment is willing and able to assume our obligations under the Franchise Agreement.
k. “Transfer” by franchisee – definition	20.1	Includes transfer of the Franchise Agreement, any interest in the Franchise Agreement, the license to use the System and the Marks, the Restaurant or substantially all of the assets of the Restaurant, or an interest in the ownership of the franchisee.
l. Franchisor approval of transfer by franchisee	20.2	We have the right to approve all transfers, our consent not to be unreasonably withheld.
m. Conditions for franchisor approval of transfer	20.3, 20.4	Transferee qualifies, all amounts due are paid in full, transferee completes training, transfer fee paid, all required documents including a then-current form of the franchise agreement and a transfer agreement containing a general release are executed, and transferee and transferor comply with all of our requirements.
n. Franchisor’s right of first refusal to acquire franchisee’s business	20.8	We can match any offer.
o. Franchisor’s option to purchase franchisee’s business	18.3	We can buy the business on termination, non-renewal, or expiration at fair market value (exclusive of goodwill) and may purchase your Accepted Location if you own it or your interest in any lease.
p. Death or disability of franchisee	20.1, 20.3, Article XXI	Franchise must be assigned to approved buyer within 12 months or transferred to an heir or representative.
q. Non-competition covenants during the term of the franchise	14.2	Can’t divert business, solicit employment of our or our franchisees’ employees or operate a competing business anywhere. Subject to applicable state law.
r. Non-competition covenants after the franchise is terminated or expires	14.3	No competing business for two years, within 10 miles of any other INS Ice Beer Restaurant, cannot solicit employment of our or our franchisees’ employees or contact former suppliers, vendors or customers for a competitive business purpose. Subject to applicable state law.
s. Modification of the agreement	XXXII	No modifications generally but Operations Manuals subject to change at any time. You must comply with any changes set forth in the Manuals.
t. Integration/ merger clause	XXXII	Only the terms of the Franchise Agreement are binding (subject to applicable state law). Any

Provision	Article/ Section in Franchise Agreement	Summary
		representations or promises outside of the disclosure document and franchise agreement may not be enforceable.
u. Dispute resolution by arbitration or mediation	30.1	Except for certain claims, all disputes must be arbitrated (subject to applicable state law).
v. Choice of forum	30.1	Arbitration or lawsuit must be in the metropolitan area of district court where our principal place of business is located (currently, Los Angeles, California) (subject to applicable state law).
w. Choice of law	29.1	California law applies except with respect to enforcement of the non-competition covenants, which will be interpreted under the laws of the state where your Restaurant is located (subject to applicable state law).

Please refer to the disclosure addenda and contractual amendments appended to this Disclosure Document for additional terms that may be required under applicable state law.

ITEM 18

PUBLIC FIGURES

We currently do not use any public figure to promote our franchise, but may do so in the future.

ITEM 19

FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about actual or potential financial performance of its franchised and/or franchiser-owned outlets, if there is a reasonable basis for the information, and 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, affiliate-owned or franchised INS Ice Beer Restaurants. We do not authorize our employees or representatives to make any such representations either orally or in writing. But if you are purchasing an existing INS Ice Beer Restaurant from us or an affiliate of ours, we may provide you the actual records of that INS Ice Beer Restaurant. If you receive any other financial performance information or projections of your future income, you should report it to our management by

contacting Mr. Taehyun Kim, CEO of Wevelopment USA, Inc., 3435 Wilshire Blvd., Suite 460, Los Angeles, CA 90010, (657) 620-0113, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

**Table No. 1 –
Systemwide 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	0	0	0
	2023	0	0	0
	2024	0	0	0
Company or Affiliate-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	1	+1
Total Outlets	2022	0	0	0
	2023	0	0	0
	2024	0	1	+1

**Table No. 2 –
Systemwide Transfers of Outlets from Franchisees to New Owners
For years 2022 to 2024**

State	Year	Number of Transfers
All	2022	0
	2023	0
	2024	0
Total	2022	0
	2023	0
	2024	0

**Item 20(3) Table –
Status of Franchised Outlets
For years 2022 to 2024**

State	Year	Outlets at Start of Year	Outlet Opened	Termination	Non-Renewal	Re-acquired by	Ceased Operations-	Outlet at the end of
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						Franchiso r	Other Reasons	the Year
CA	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0
Totals	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0

**Item 20(4) Table –
Status of Company or Affiliate 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 the end of the Year
CA	2022	0	0	0	0	0	0
	2023	0	0	0	0	0	0
	2024	0	1	0	0	0	1
Totals	2022	0	0	0	0	0	0
	2023	0	0	0	0	0	0
	2024	0	1	0	0	0	1

**Item 20(5) Table –
Projected Openings As of Dec. 31, 2024**

State	Franchise Agreements Signed But Outlet Not Opened	Projected New Franchised Outlet In The Next Fiscal Year	Projected New Company-Owned Outlets In The Next Fiscal Year
California	1	0	0
Total	1	0	0

A list of the names of all franchisees and the addresses and telephone numbers of the franchises will be provided in Exhibit E to this disclosure document when applicable. The name, city, state and current business telephone number (or if unknown, the last known telephone number) of every franchisee who had a franchise terminated, cancelled, not renewed or otherwise voluntarily or involuntarily ceased to do business under the applicable Agreement during the most recently completed fiscal year or who has not communicated with us within 10 weeks of the issuance date of this disclosure document will be listed on Exhibit F to this disclosure document when applicable. If you buy INS Ice Beer franchise, your contact information may be disclosed to other buyers when you leave the franchise system. During our last 3 fiscal years, we have not signed any confidentiality clauses with any franchisees which restrict them from speaking openly with you about their experience with us.

There are no trademark-specific franchisee organizations associated with the franchise system.

ITEM 21

FINANCIAL STATEMENTS

Attached to this Disclosure Document as Exhibit F is our audited financial statement as of December 31, 2024. We have not been in business for three years or more, and therefore cannot include the same financial statements as a franchisor that has been in business for three or more years. Our fiscal year end is December 31st.

ITEM 22

CONTRACTS

All agreements proposed for use in this State are attached to this Franchise Disclosure Document as follows:

EXHIBIT C - Franchise Agreement

ITEM 23

RECEIPT

The last two pages of this Disclosure Document are an acknowledgement of your Receipt of this Disclosure Document form which you must date, sign, and return to us immediately upon your receipt of this Disclosure Document.

EXHIBIT A

STATE ADMINISTRATORS/AGENTS FOR SERVICE OF PROCESS

CALIFORNIA

Department of Financial Protection and
Innovation
320 West 4th Street, Suite 750
Los Angeles, CA 90013
(213) 576-7500
Toll Free No.: 1 866 275 2677

Agent: Commissioner of Financial Protection and
Innovation

CONNECTICUT

The Banking Commissioner
The Department of Banking
Securities and Business Investment Division
260 Constitution Plaza
Hartford, CT 06103-1800
(860) 240-829

Agent: The Banking Commissioner
The Department of Banking
Securities and Business Investment Division

HAWAII

Department of Commerce and Consumer Affairs
Business Registration Division
Commissioner of Securities
335 Merchant Street, Room 203
Honolulu, HI 96813
(808) 586-2744

Agent: Commissioner of Securities
Hawaii Department of Commerce and Consumer
Affairs
335 Merchant St, Room 203
Honolulu, Hawaii 96813

MARYLAND

Office of the Attorney General
Securities Division
200 St. Paul Place
Baltimore, Maryland 21202-2020
(410) 576-6360

Agent: Maryland Securities Commissioner
200 St. Paul Place
Baltimore, Maryland 21202-2020

MICHIGAN

Consumer Protection Division
Antitrust and Franchise Unit
Michigan Department of Attorney
General
670 Law Building
Lansing, Michigan 48913
(517) 373-7177

Agent: Michigan Department of Commerce
Corporations and Securities Bureau

MINNESOTA

Minnesota Department of Commerce
85 7th Place East, Suite 280
St. Paul, Minnesota 55101
(651) 539-1600

Agent: Minnesota Commissioner of Commerce

ILLINOIS

Franchise Bureau
Office of Attorney General
500 South Second Street
Springfield, Illinois 62706
(217) 782-4465

Agent: Illinois Attorney General

INDIANA

Franchise Section
Indiana Securities Division
Room E-111
302 West Washington Street
Indianapolis, Indiana 46204
(317) 232-6681

Agent: Indiana Secretary of State
Indiana Securities Division
201 State House
Indianapolis, IN 46204

NEW YORK

Administrator:
New York State Department of Law
Investor Protection Bureau
28 Liberty St. 21st Fl
New York, NY 10005
(212) 416-8222

Agent: Secretary of State
99 Washington Avenue
Albany, NY 12231

NORTH DAKOTA

Office of Securities Commissioner
Fifth Floor
600 East Boulevard
Bismarck, North Dakota 58505
(701) 328-2910

Agent: North Dakota Securities Commissioner

NEBRASKA

Nebraska Department of
Banking and Finance
1200 N Street
P.O. Box 95006
Lincoln, Nebraska 68509-5006

SOUTH DAKOTA

Division of Securities
c/o 118 West Capitol
Pierre, South Dakota 57501
(605) 773-4013

Agent: Director of South Dakota Division
Securities

TEXAS

Secretary of State
P.O. Box 12887
Austin, Texas 78711

VIRGINIA

State Corporation Commission
Division of Securities and Retail Franchising
1300 East Main Street
Richmond, Virginia 23219
(804) 371-9051

Agent: Clerk of the State Corporation
Commission

OREGON

Department of Insurance and Finance
Corporate Securities Section
Labor and Industries Building
Salem, Oregon 97310
(503) 378-4387

Agent: Director of Oregon Department
of Insurance and Finance

RHODE ISLAND

Division of Securities
Suite 232
233 Richmond Street
Providence, Rhode Island 02903
(401) 222-3048

Agent: Director of Rhode Island Department
of Business Regulation

WASHINGTON

Director
Department of Financial Institutions
Securities Division
P.O. Box 41200
Olympia, WA 98504-1200
(360) 902-8760

Agent: Securities Administrator, Director of
Department of Financial Institutions
150 Israel Road
Tumwater, WA 98501
(360) 902-8760

WISCONSIN

Securities and Franchise Registration
Wisconsin Securities Commission
P.O. Box 1768
Madison, Wisconsin 53703
(608) 266-8559

Agent: Wisconsin Commissioner of Securities

EXHIBIT B

STATE SPECIFIC ADDENDUM

CALIFORNIA

ADDENDUM TO FRANCHISE DISCLOSURE DOCUMENT AND FRANCHISE AGREEMENT

THE CALIFORNIA FRANCHISE INVESTMENT LAW REQUIRES THAT 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 THE EXECUTION OF AGREEMENT.

The California Department of Financial Protection and Innovation requires that certain provisions contained in franchise documents be amended to be consistent with California law, including the California Franchise Investment Law, California Corporations Code Section 31000 et seq., and the California Franchise Relations Act, California Business and Professions Code Section 20000 et seq. To the extent that this Disclosure Document and/or Franchise Agreement contain provisions that are inconsistent with the following, such provisions are hereby amended:

California Business and Professions Code §§ 20000 through 20043 provide rights to the franchisee concerning termination, transfer or non-renewal of a franchise. If the Franchise Agreement contains a provision that is inconsistent with the law, the law will control.

The Franchise Agreement provides for termination upon bankruptcy. This provision may not be enforceable under federal bankruptcy law (11 U.S.C.A. Sec. 101 et seq.)

The Franchise Agreement contains a covenant not to compete that continues after the termination of the franchise. This provision may not be enforceable under California law.

Under both the California Franchise Relations Act and the Franchise Investment Law, a provision in a Franchise Agreement that requires you to waive your rights under either or both of these laws is void. Any release of claims that the franchisor asks you to sign will specifically exclude claims under these franchise laws.

Section 31125 of the California Corporations Code requires the franchisor to give the franchisee a special disclosure document before soliciting a proposed material modification of an existing franchise.

Neither the franchisor, nor any person or franchise broker in Item 2 of the disclosure document 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 that association or exchange.

The franchise agreement contains a liquidated damages clause. Under California Civil Code Section 1671, certain liquidated damages clauses are unenforceable.

The franchise agreement requires binding arbitration. The arbitration will occur in Los Angeles County, California, and the arbitrators have the discretion to assess the costs of arbitration, including reasonable arbitrators' and attorneys' fees in proportions as the arbitrators may determine. 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 restricting venue to a forum outside the State of California.

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).

The franchisor will not enforce in California the prohibition on franchisee employing or soliciting for employment any current or former employee of franchisor or its affiliates (also known as a no-poach/non-solicitation provision) that is disclosed in Item 17, rows q and r and in Article XIV of the Franchise Agreement.

The Franchise Agreement contains a provision requiring you to agree to waive your right to punitive or exemplary damages against the franchisor or any of its representatives, limiting your recovery to actual damages. Under California Corporations Code section 31512, this provision is not enforceable in California for any claims you may have under the California Franchise Investment Law.

The Franchise Agreement contains a provision limiting the statute of limitations to one year. Under California Corporations Code section 31512, this provision is not enforceable in California as California Corporations Code section 31303 provides for a four-year statute of limitations and section 31304 provides for a two-year statute of limitations.

California's Franchise Investment Law (Corporations Code sections 31512 and 31512.1) states that any provision of a franchise agreement or related document requiring the franchisee to waive specific provisions of the law is contrary to public policy and is void and unenforceable. The law also prohibits a franchisor from disclaiming or denying (i) representations it, its employees, or its agents make to you, (ii) your ability to rely on any representations it makes to you, or (iii) any violations of the law.

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.

Our website address is www.insicebeer.com. Our website has not been reviewed or approved by the California Department of Financial Protection and Innovation. Any complaints concerning the content of this website may be directed to the California Department of Financial Protection and Innovation at www.dfpi.ca.gov.

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.

FRANCHISEE

FRANCHISOR

By: _____

By: _____

HAWAII

The Disclosure Document is amended as follows:

1. THESE FRANCHISES WILL BE/HAVE BEEN FILED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF HAWAII. FILING DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE DIRECTOR OF THE DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS OR A FINDING BY THE DIRECTOR OF THE DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING.
2. THE FRANCHISE INVESTMENT LAW MAKES IT UNLAWFUL TO OFFER OR SELL ANY FRANCHISE IN THIS STATE WITHOUT FIRST PROVIDING TO THE PROSPECTIVE FRANCHISEE, OR SUBFRANCHISOR, AT LEAST SEVEN DAYS PRIOR TO THE EXECUTION BY THE PROSPECTIVE FRANCHISEE OF ANY BINDING FRANCHISE OR OTHER AGREEMENT, OR AT LEAST SEVEN DAYS PRIOR TO THE PAYMENT OF ANY CONSIDERATION BY THE FRANCHISEE, OR SUBFRANCHISOR,WHICHEVER OCCURS FIRST, A COPY OF THE DISCLOSURE DOCUMENT, TOGETHER WITH A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE.
3. THIS 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 THE FRANCHISOR AND THE FRANCHISEE.
4. 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.

ILLINOIS

ADDENDUM TO FRANCHISE DISCLOSURE DOCUMENT

In recognition of the requirements of the Illinois Franchise Disclosure Act of 1987, as amended (the “Act”), the Franchise Disclosure Document is amended as follows:

1. Illinois law governs the agreements between the parties to this franchise.
2. Section 4 of the Illinois Franchise Disclosure Act provides that any provision in the franchise agreement which designates jurisdiction or venue outside of the State of Illinois is void. However, a franchise agreement may provide for arbitration outside of Illinois.
3. Section 41 of the Illinois Franchise Disclosure Act provides that 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.
4. Your right upon termination and non-renewal of a franchise agreement are set forth in sections 19 and 20 of the Illinois Franchise Disclosure Act.
5. 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.

ILLINOIS

AMENDMENT TO FRANCHISE AGREEMENT

The Franchise Agreement between Wevelopment USA, Inc. ("Franchisor") and _____ ("Franchisee"), dated _____, 20__ (the "Agreement" or "Franchise Agreement") shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (the "Addendum"):

1. Illinois law governs the agreements between the parties to this franchise.
2. Section 4 of the Illinois Franchise Disclosure Act provides that any provision in the franchise agreement which designates jurisdiction or venue outside of the State of Illinois is void. However, a franchise agreement may provide for arbitration outside of Illinois.
3. Section 41 of the Illinois Franchise Disclosure Act provides that 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.
4. Your right upon termination and non-renewal of a franchise agreement are set forth in sections 19 and 20 of the Illinois Franchise Disclosure Act.
5. 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.

FRANCHISEE

FRANCHISOR

By: _____

By: _____

MARYLAND

ADDENDUM TO FRANCHISE DISCLOSURE DOCUMENT

This will serve as the State Addendum for the State of Maryland for Wevelopment USA, Inc.'s Franchise Disclosure Document and for its Franchise Agreement.

The amendments to the Franchise Agreement included in this addendum have been agreed to by the parties.

1. Item 17 of the Disclosure Document is amended to state that the general release required as a condition of renewal, sale and/or assignment/transfer shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.
2. Item 17 of the Disclosure Document is amended to state that a franchisee may bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.
3. Item 17 of the Disclosure Document is amended to state that any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within three (3) years after the grant of the franchise.
4. Item 17 of the Disclosure Document is amended to state that the provisions in the Franchise Agreement which provides for termination upon bankruptcy of the franchisee may not be enforceable under federal bankruptcy law (11 U.S.C. Section 101 et seq.).
5. The appropriate sections of the Franchise Agreement are amended to permit a franchisee to bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.
6. The appropriate sections of the Franchise Agreement are amended to state that any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within three (3) years after the grant of the franchise.
7. The appropriate sections of the Franchise Agreement are amended to state that the general release required as a condition of renewal, sale and/or assignment/ transfer shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.
8. The Franchise Agreement and Franchisee Disclosure Document are amended to include the following statement:

"All representations requiring prospective franchisees to assent to a 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."
9. 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.

MARYLAND

ADDENDUM TO FRANCHISE AGREEMENT

The Franchise Agreement between Wevelopment USA, Inc. ("Franchisor") and _____ ("Franchisee"), dated _____, 20__ (the "Agreement" or "Franchise Agreement") shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (the "Addendum"):

1. The appropriate sections of the Agreement are amended to state that the general release required as a condition of renewal, sale and/or assignment/transfer shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.
2. Franchisee may bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.
3. The provisions in the Agreement which provides for termination upon bankruptcy of the Franchisee may not be enforceable under federal bankruptcy law (11 U.S.C. Section 101 et seq.).
4. The appropriate sections of the Agreement are amended to permit Franchisee to bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.
5. The appropriate sections of the Agreement are amended to state that any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within three (3) years after the grant of the rights.
6. The Acknowledgement section and other applicable sections of the Franchise Agreement that do not comply with the NASAA Statement of Policy Regarding the Use of Questionnaires and Acknowledgements are amended to be deleted. Further, the Agreement is amended to include the following statement:

"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."

FRANCHISEE

FRANCHISOR

By: _____

By: _____

NEW YORK

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 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.

6. Franchise Questionnaires and Acknowledgements – 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.

7. Receipts – Any sale made must be in compliance with § 683(8) of the Franchise Sale Act (N.Y. Gen. Bus. L. § 680 et seq.), which describes the time period a Franchise Disclosure Document (offering prospectus) must be provided to a prospective franchisee before a sale may be made. New York law requires a franchisor to provide the Franchise Disclosure Document at the earlier of the first personal meeting, ten (10) business days before the execution of the franchise or other agreement, or the payment of any consideration that relates to the franchise relationship.

RHODE ISLAND

The Rhode Island Securities Division requires the following specific disclosures to be made to prospective Rhode Island franchisees:

In spite of the provisions of Item 17v and Item 17w of the Disclosure Document, any litigation or arbitration arising under the Franchise Agreement will take place in Rhode Island or other place mutually agreed to by the franchisee and franchisor.

To the extent required by § 19-28.1-14 of the Rhode Island Franchise Investment Act, the Franchise Agreement will be governed by the laws of the State of Rhode Island.

VIRGINIA

ADDENDUM TO FRANCHISE DISCLOSURE DOCUMENT

In recognition of the restrictions contained in Section 13.1-564 of the Virginia Retail Franchising Act, the Franchise Disclosure Document and the Franchise Agreement for Wevelopment USA, Inc.'s use in the Commonwealth of Virginia shall be amended as follows:

1. 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 does not constitute "reasonable cause," as that the term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, the provision may not be enforceable. All references in the Franchise Agreement which provide that the Franchise Agreement may be terminated for any reason are in violation of Section 13.1-564 of the Virginia Retail Franchising Act and are unenforceable.
2. 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 to surrender any right given to him under the franchise. If any provision of the Franchise Agreement involves the use of undue influence by the franchisor to induce a franchisee to surrender any rights given to him under the franchise, that provision may not be enforceable.
3. 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.

VIRGINIA

ADDENDUM TO FRANCHISE AGREEMENT

The Franchise Agreement between Wevelopment USA, Inc. ("Franchisor") and _____ ("Franchisee"), dated _____, 20__ (the "Agreement" or "Franchise Agreement") shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (the "Addendum"):

1. 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 does not constitute "reasonable cause," as that the term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, the provision may not be enforceable. All references in the Franchise Agreement which provide that the Franchise Agreement may be terminated for any reason are in violation of Section 13.1-564 of the Virginia Retail Franchising Act and are unenforceable.
2. 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 to surrender any right given to him under the franchise. If any provision of the Franchise Agreement involves the use of undue influence by the franchisor to induce a franchisee to surrender any rights given to him under the franchise, that provision may not be enforceable.
3. 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.

FRANCHISEE

FRANCHISOR

By:_____

By:_____

WASHINGTON

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

The provisions of this Addendum (“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 the Franchise Agreement or related agreements concerning your relationship with the franchisor, including 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 provisions contained in the Franchise Agreement or elsewhere that conflict with these limitations are 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 acknowledgement 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.

The undersigned parties do hereby acknowledge receipt of this Addendum.

Dated this _____ day of _____, 20____.

FRANCHISEE

FRANCHISOR

By:_____

By:_____

EXHIBIT C

**INS ICE BEER
FRANCHISE AGREEMENT**

INS ICE BEER RESTAURANT

FRANCHISE AGREEMENT

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INS ICE BEER RESTAURANT

FRANCHISE AGREEMENT

THIS FRANCHISE AGREEMENT, (“Agreement”) is made and entered into the _____ day of _____, 20____, between WEVELOPMENT USA, INC., a California corporation whose principal address is 3435 Wilshire Blvd., Suite 460, Los Angeles, CA 90010 (“Franchisor”), and _____ residing at _____ (“Franchisee”).

RECITALS:

A. Franchisor franchises certain restaurants, known as “INS Ice Beer”, featuring a specialized menu of Korean food and snack items, beer menu items served in thin ice glasses, other alcoholic and non-alcoholic beverages, and other related products (“Menu Items” or “Products”). Franchisor’s fast-casual retail Restaurants are operated under certain trademarks, service marks, logos and other commercial symbols, including without limitation “INS Ice Beer” (collectively “Marks”), and pursuant to certain confidential information and trade secrets. Menu Items are prepared according to proprietary and trade secret recipes, sauces and procedures and use trade secret ingredients, sauces and trade secret food products (“Trade Secret Food Products”) as well as other high quality ingredients and food products. INS Ice Beer Restaurants are decorated in *Hanok* (a traditional Korean house developed and used during Joseon dynasty) style, featuring retro décor and visual accents, and operated with uniform formats, distinctive trade dress, décor, color scheme, designs, systems, methods, specifications, standards and procedures, all of which may be improved, further developed or otherwise modified from time to time by Franchisor (“System”).

B. Franchisor grants to persons who meet Franchisor’s qualifications and who are willing to undertake the investment and effort to establish and develop an INS Ice Beer Restaurant, a franchise to own and operate such a restaurant, offering the Products and services approved by Franchisor and utilizing Franchisor’s formats, designs, methods, specifications, standards, operating procedures and the Marks.

C. Franchisee: (i) recognizes that, like any other business, the nature of the business conducted by INS Ice Beer Restaurants may evolve and change over time; (ii) acknowledges that an investment in an INS Ice Beer Restaurant involves business risks; and (iii) recognizes that the success of the venture is largely dependent upon the business abilities and efforts of Franchisee.

D. Franchisee has applied for a franchise to own and operate a single INS Ice Beer Restaurant at the premises identified in Article I below, and the application has been approved by Franchisor in reliance on all of the representations made in the application.

In consideration of the above recitals and the mutual promises and covenants made in this Agreement, Franchisor and Franchisee agree as follows:

ARTICLE I **GRANT OF FRANCHISE AND TERRITORY**

1.1 Subject to the terms and conditions contained in this Agreement, Franchisor grants to Franchisee the right to own and operate an INS Ice Beer Restaurant at, and only at, the premises approved by Franchisor in accordance with the provisions of this Agreement (the “Restaurant”), and to use the Marks in the operation of the Restaurant.

1.2 Unless an approved location has been selected by Franchisee at the time this Agreement is executed, Franchisee shall select the location of the Restaurant, subject to Franchisor's approval, within the timeframe as provided in this Agreement.

1.3 The franchise location and territory set forth in Exhibit "A" may not be altered or changed by Franchisee without Franchisor's prior written approval. In the event there is such an approval, the new franchise location shall become the "Franchise Location" under the terms of this Agreement.

Non-Exclusive Territory:

1.4 Franchisee shall have a specific non-exclusive, designated territory that will be outlined in Exhibit "A" ("Territory"). The specific boundaries of Territory along with the corresponding map shall be determined by Franchisor and placed in writing and incorporated into this Agreement. In determining the boundary of Franchisee's territory, Franchisor will consider such factors as the population size, ethnic make-up, persons per household, income level, residential/commercial mix, and population age; traffic patterns, parking, and access issues; neighboring business mix; rent and leasing terms; and size, appearance and other physical characteristics of the premises; and presence of any other nearby INS Ice Beer Restaurants.

1.5 As long as Franchisee is not in default under this Agreement, Franchisor shall not operate, or grant others the right to operate, an INS Ice Beer Restaurant in the Territory. However, nothing in or elsewhere in this Agreement prohibits Franchisor from engaging in the following activities inside and outside of the Territory:

A. Selling or permitting others to sell any menu items sold at INS Ice Beer Restaurant, or pre-packaged items used to prepare any food items sold at INS Ice Beer Restaurants, under the Marks or other names, to restaurants, cafés, convenience stores, grocery stores, specialty food stores, and department stores selling food item located within the Territory.

B. Selling or permitting others to sell any menu items sold at INS Ice Beer Restaurant, or operating (or granting others the right to operate) an INS Ice Beer Restaurant, which is located at, or within, any airport, rail or bus terminal, stadium, amusement park, public park, theater, military base, hospital or health care facility, educational facility, high density office location or other mass gathering place entirely or partially in the Territory.

C. Selling or permitting others to sell any menu items sold at INS Ice Beer Restaurant, or pre-packaged items used to prepare any food items sold at INS Ice Beer Restaurants, under the Marks or other names from mobile units or carts, kiosks, vending machines, or other mobile or stationery devices or vehicles which occupy less than 300 feet and are in the Territory.

D. Advertising and promoting the sale of, and selling, menu items sold at INS Ice Beer Restaurants through the Internet or by using any other public computer network electronic communication method, or by mail order, catalog sales or comparable methods that solicit orders and business from customers situated in the Territory without requiring the customer's physical presence in an INS Ice Beer Restaurant to complete the transaction.

1.6 Franchisee acknowledges that Franchisor, entities related to Franchisor through common ownership, and each of their officers, directors, employees and agents, may engage in any and every activity, within or outside of the Territory, which is not expressly prohibited by this Agreement. This Agreement does not limit Franchisor's right to (a) use or license the Marks or the System outside of the Territory, or

(b) engage in, or license, any other type of business activity under marks that are different to the Marks, whether similar to or different from the INS Ice Beer System in the Territory.

1.7 Franchisee acknowledges and agrees that Franchisee has no right to participate, directly or indirectly, in any activity reserved by Franchisor, and that Franchisee has no right to object to any activity reserved by Franchisor.

1.8 Franchisor, in its sole discretion, reserves the right to approve exceptions or deviations from the System. Franchisee acknowledges it has no right to object to variances granted to others and to claim against Franchisor for failing to enforce standards of the System against other INS Ice Beer franchisees.

1.9 Franchisee shall have no right to grant subfranchises to others. Franchisee shall not, and shall not attempt to, grant subfranchises to others.

ARTICLE II

DEVELOPMENT AND OPENING OF THE RESTAURANT AND TERRITORY

Lease of Restaurant Premises:

2.1 Franchisor shall have the right, in its sole discretion, to require:

A. Franchisee to execute a Site Location Addendum in the form attached as Exhibit “D” to this Agreement;

B. Franchisee to conditionally assign such lease to Franchisor (with the consent of the lessor, if required) by conditional lease assignment provisions in the form attached as Exhibit “C” to this Agreement in order to secure performance of any and all of Franchisee’s liabilities and obligations to Franchisor; or

C. That such lease contain substantially the following provisions:

1. “Anything contained in this lease to the contrary notwithstanding, Lessor agrees that without its consent, this lease and the right, title and interest of the Lessee hereunder may be assigned by the Lessee to Wevelopment USA, Inc., or its designee.”

2. “Lessee agrees that Lessor may, upon the written request of Wevelopment USA, Inc., disclose to Wevelopment USA, Inc. all reports, information or data in Lessor’s possession respecting sales made in, upon or from the leased premises.”

3. “Lessor shall give written notice to Wevelopment USA, Inc. (concurrently with the giving of such notice to Lessee) of any default by Lessee under the lease, and Company shall have the right, in its sole discretion, to cure any such default. Such notice shall be sent to Wevelopment USA, Inc. at its headquarters, or such other address as Wevelopment USA, Inc. may from time to time specify in writing to Lessor.”

2.2 Franchisor shall have the right to approve the terms of any sublease or lease for the premises of the Restaurant. If Franchisor cures any default by Franchisee under such lease, the total amount of all costs and payments incurred by Franchisor in effecting such cure shall be immediately due and owing by Franchisee to Franchisor.

2.3 Franchisee's execution of a lease or sublease for the location for Franchisee's Restaurant shall constitute acceptance by Franchisee of such location and site and the terms of such lease and shall constitute a waiver of any claim or rights against Franchisor relating to Franchisee's choice of such site and location, and of the terms of such sublease or lease.

2.4 Franchisee must acquire the location for Franchisee's Restaurant (by purchasing, leasing or subleasing the location) within six (6) months from the Effective Date ("Location Acquisition Deadline"). Franchisor may, at its sole discretion, extend this deadline to acquire the location for Franchisee's Restaurant by six (6) months.

Development of Restaurant:

2.5 Franchisor will furnish to Franchisee prototype or proto-style plans and specifications for an INS Ice Beer Restaurant reflecting Franchisor's requirements for dimensions, exterior design, interior design and layout, image, building materials, fixtures, equipment, furniture, signs and decor. Before commencing any renovation or construction, Franchisee shall employ a licensed architect designated or approved by Franchisor to prepare preliminary and final architectural drawings and specifications for the Franchised Business in accordance with Franchisor's standard architectural plans and specifications.

2.6 Within one hundred eighty (180) days after obtaining possession of the premises of the Restaurant and having been furnished with the above-described plans and specifications, Franchisee will do or cause to be done the following:

- A. Secure all financing required to fully develop the Restaurant;
- B. Prepare, at Franchisee's expense, and submit to Franchisor for approval (which approval may be granted or withheld at Franchisor's sole discretion) any proposed modifications to Franchisor's prototype or proto-style plans and specifications, which may be modified only to the extent necessary to comply with applicable ordinances, building codes, permit requirements and lease or deed requirements and restrictions, all such modifications being subject to prior notification to, and approval by, Franchisor;
- C. Obtain all required building, utility, sign, health, sanitation and business permits and licenses, and any other required permits and licenses;
- D. Construct all required improvements to the premises, purchase and install all required fixtures and equipment and decorate the premises in strict compliance with plans and specifications approved by Franchisor; and
- E. Purchase, in accordance with Franchisor's specifications and requirements, an opening inventory of proprietary food items, Products, ingredients and other products and supplies required for the opening of the Restaurant.

2.7 Franchisee must open the Franchised Restaurant on or before the first anniversary of the Effective Date ("Opening Deadline"), which may be extended by Franchisor at its sole discretion. Franchisor will extend this deadline to open the Restaurant in the event the Location Acquisition Deadline was previously extended for the same period of time extended for the Location Acquisition Deadline. Notwithstanding the foregoing, Franchisee shall use Franchisee's best efforts to complete development and have the Restaurant ready to open within one hundred eighty (180) days after Franchisee obtains possession of the premises. All activities, including without limitation, (1) obtaining bids and concluding a contract

with a suitable general contractor or contractors for the construction of the Restaurant; (2) obtaining bids and concluding orders for the signs, fixtures, furnishings, equipment and operating supplies and materials; (3) making all decisions concerning the construction, furnishing, equipping and staffing of the Restaurant; (4) maintaining a current and complete accounting of the costs of development of the Restaurant; and (5) supervising the construction, furnishing, equipping and staffing of the Restaurant, shall be performed by Franchisee in the time frames necessary to complete the development of the Restaurant on schedule. All final decisions concerning the development of the Restaurant which are discretionary and not dictated by Franchisor's written specifications shall be made by Franchisee. Within a reasonable time after the completion of development, a final accounting of all costs of development of the Restaurant, along with copies of all contracts, lien waivers, other paid receipts and equipment warranties, shall be provided by Franchisee to Franchisor when requested. Franchisee may, at Franchisee's option, purchase or lease equipment for the Restaurant.

2.8 Within a reasonable time after the date of completion of construction or remodeling, Franchisor may, at its option, conduct an inspection of the completed Restaurant. Franchisee acknowledges and agrees that Franchisee will not open the Restaurant for business without Franchisor's written authorization and that authorization to open shall be conditioned upon Franchisee's strict compliance with this Agreement and Franchisee's written certification to Franchisor that the Restaurant has been constructed in compliance with the Americans with Disabilities Act.

Fixtures, Equipment, Furniture and Signs:

2.9 Franchisee will use, in the construction and operation of the Restaurant, only those brands, types or models of construction and decorating materials, fixtures, equipment, furniture and signs that Franchisor has approved for Restaurants as meeting its specifications and standards for quality, design, appearance, function and performance. Franchisee further agrees to place or display at the premises of the Restaurant only such signs, emblems, lettering, logos and display materials that are from time to time approved in writing by Franchisor. Franchisee may purchase approved types or models of construction and decorating materials, fixtures, equipment, furniture and signs from any supplier approved or designated by Franchisor (which may include Franchisor and/or its affiliates), which approval may not be unreasonably withheld. If Franchisee proposes to purchase any type or model of construction or decorating material, fixture, equipment, furniture or sign not then approved by Franchisor, and/or any such item from any supplier which is not then approved by Franchisor, Franchisee shall first notify Franchisor in writing and shall submit to Franchisor sufficient specifications, photographs, drawings and/or other information or samples for a determination by Franchisor of whether such brand or type of construction or decorating material, fixture, equipment, furniture or sign complies with its specifications and standards. Franchisor may, in its sole discretion, refuse to approve any such item(s) and/or supplier(s) that does not meet Franchisor's standards or specifications. In the event Franchisor refuses to approve any such item(s) and/or supplier(s) that do not meet Franchisor's standards or specifications, Franchisee must purchase only those approved types or models of construction and decorating materials, fixtures, equipment, furniture and signs from suppliers approved or designated by Franchisor, and if necessary, discard and replace those non-conforming item(s) to meet Franchisor's standards or specifications.

Restaurant Opening:

2.10 Franchisee will not open the Restaurant for business until:

A. Franchisor determines that the Restaurant has been constructed and equipped in accordance with approved plans and specifications;

B. Franchisee and Franchisee's manager(s) have completed training to Franchisor's reasonable satisfaction;

C. The Initial Franchise Fee and all other amounts due to Franchisor under this Agreement and any other related agreements to which Franchisee is a party have been paid;

D. Franchisor has been furnished with copies of all insurance policies required by Article XII of this Agreement, or such other evidence of insurance coverage as Franchisor requests; and

E. Franchisee has completed all preparations for the opening of the Restaurant, as reasonably determined by Franchisor.

2.11 Franchisee will use its best efforts to have the Restaurant ready to open for business within six (6) months after the date Franchisee's lease or sublease is executed. Final approval by Franchisor of the opening of the Restaurant shall be given in writing and shall be in Franchisor's reasonable discretion. Franchisee will open the Restaurant for business within ten (10) days after receipt of such written notice from Franchisor. "Opening Date" as used in this Agreement shall mean the date Franchisee begins selling Menu Items from Franchisee's Franchised Restaurant after receiving Franchisor's approval to do so.

Relocation of Restaurant:

2.12 To protect the INS Ice Beer System, the Marks and the goodwill associated with the same, Franchisee may not relocate the Franchised Business without Franchisor's prior written consent. Any such relocation shall be at Franchisee's sole expense, and Franchisor shall have the right to charge Franchisee for costs and expenses incurred by Franchisor in connection with any relocation. If Franchisor consents to a relocation, Franchisee shall de-identify the former location in the manner described below in Section 2.14 and shall reimburse and indemnify and hold Franchisor harmless from any direct and indirect losses, costs and expenses including attorneys' fees, arising out of Franchisee's failure to do so. If Franchisor consents to a relocation of the Franchised Business during the Term, Franchisee shall have twelve (12) months from the date of Franchisor's approval of the new location to secure the new location and to open and operate the Franchised Business at the new location.

2.13 If Franchisee's lease or sublease for the premises of the Restaurant terminates without fault of Franchisee, or if the premises are damaged, condemned or otherwise unusable, or if in the reasonable judgment of Franchisor and Franchisee there is a change in the character of the location of the Restaurant sufficiently detrimental to its business potential to warrant its relocation, Franchisor shall grant permission to Franchisee for relocation of the Restaurant to a location approved by Franchisor. Any such relocation shall be at Franchisee's sole expense, and Franchisor shall have the right to charge Franchisee for costs and expenses incurred by Franchisor in connection with any relocation.

2.14 Notwithstanding anything to the contrary in this Agreement, the Franchise Location may be changed only with Franchisor's prior written consent and upon Franchisee's satisfaction of the following conditions: (a) Franchisee is in good standing under this Agreement and current in Franchisee's financial obligations to Franchisor and its affiliates, (b) Franchisee is in good standing under the lease for the current location, (c) Franchisee provides Franchisor with a financial statement covering the previous 12 months, (d) Franchisee provides Franchisor with a copy of the proposed lease for the new location, (e) Franchisee complies with required site selection and construction procedures set forth in this Agreement, (f) the new location is constructed, furnished and equipped in accordance with Franchisor's then-current design specifications and standards, (g) Franchisee gives Franchisor 90 days' written notice of the proposed relocation, and (h) at Franchisor's option, Franchisee enters into Franchisor's then-current form of franchise

agreement, including Franchisor's then-current royalty fee rate, except that the term of the new franchise agreement will expire on the date of this Agreement and no new initial franchise fee will be required.

2.15 In the event of a relocation of the Restaurant, Franchisee shall promptly remove from the first Restaurant premises, and discontinue using for any purposes, any and all signs, fixtures, furniture, posters, furnishings, equipment, menus, advertising materials, stationery supplies, forms and other articles which display any of the Marks or any distinctive features or designs associated with INS Ice Beer Restaurants. Furthermore, Franchisee shall, at Franchisee's expense, immediately make such changes, modifications or alterations as may be necessary to distinguish the first location clearly from its former appearance and from other INS Ice Beer Restaurants and to prevent any possibility of confusion of the first location with an INS Ice Beer Restaurant by the public (including, without limitation, removal of all distinctive physical and structural features identifying INS Ice Beer Restaurants and removal of all distinctive signs and emblems). Franchisee shall, at Franchisee's expense, make such specific additional changes as Franchisor may reasonably request for this purpose. If Franchisee fails to initiate immediately or complete such alterations within such period of time as Franchisor deems appropriate, Franchisee agrees that Franchisor or its designated agents may enter the premises of the first location and adjacent areas at any time to make such alterations, at Franchisee's sole risk and expense, without responsibility for any actual or consequential damages to the property of Franchisee or others, and without liability for trespass or other tort or criminal act. Franchisee expressly acknowledges that Franchisee's failure to make such alterations will cause irreparable injury to Franchisor, and consents to entry, at Franchisee's expense, of an ex-parte order by a court of competent jurisdiction authorizing Franchisor or its agents to take such action, if Franchisor seeks such an order. Compliance with the foregoing shall be a condition subsequent to Franchisor's approval of any relocation request by Franchisee, and in the event complete de-identification of the first Restaurant premises is not promptly and completely undertaken, Franchisor may then revoke its permission for relocation and declare a default under this Agreement pursuant to Article XVII below.

ARTICLE III

PROPRIETARY MARKS AND GOODWILL

3.1 When used in this Agreement, "Marks" mean the trademarks and service marks which are used to identify INS Ice Beer Restaurants and to distinguish it from that of any other business, and the trademarks, service marks, trade names, logos and commercial symbols as may be designated by Franchisor from time to time for use in connection with the System.

3.2 Franchisee is authorized to use the Marks, goodwill and trade secrets in the operation of the Restaurant only at the location specified in Article I. Nothing in this Agreement shall be construed as authorizing or permitting their use at any other location or for any other purpose except as may be authorized in writing by Franchisor. Franchisee understands and agrees that the limited license to use the Marks granted hereby applies only to such proprietary marks as are designated by Franchisor, and which are not subsequently designated by Franchisor as being withdrawn from use, together with those which may hereafter be designated by Franchisor in writing. Franchisee expressly understands and agrees that Franchisee will not represent in any manner that Franchisee has acquired any ownership or equitable rights in any of Franchisor's Marks by virtue of the limited license granted hereunder, or by virtue of Franchisee's use of any of the Marks.

3.3 Franchisee acknowledges that Franchisor is the sole and exclusive licensee of all of the Marks, goodwill and trade secrets, and that Franchisee shall not register or attempt to register the Marks or to assert any rights in them other than as specifically granted in this Agreement.

3.4 At Franchisor's request, Franchisee shall assign, transfer or convey to Franchisor, in writing, all additional rights, if any, that may be acquired by Franchisee as a result of Franchisee's use of Marks.

3.5 Franchisee shall only use the Marks, logos, trade styles, color combinations, designs, signs, symbols and slogans of Franchisor, and only in the manner and to the extent specifically permitted by this Agreement or in any manuals, directives or memos (collectively referred to below as "Confidential Operations Manuals") prepared by Franchisor. Franchisee shall not use any confusingly similar Marks in connection with its franchise or any other business in which it has an interest.

3.6 Franchisor reserves the right to approve all signs, memos, stationery, business cards, advertising material forms and all other objects and supplies using Franchisor's Marks. All advertising, publicity, point of sale materials, signs, decorations, furnishings, equipment, or other materials using the Marks shall comply with this Agreement and the Confidential Operations Manuals, and Franchisee shall obtain Franchisor's approval prior to such use.

3.7 Franchisor reserves the right to (i) modify or discontinue licensing any of the Marks, (ii) add new names, marks, designs, logos or commercial symbols to the Marks and require that Franchisee use them and (iii) require that Franchisee introduce or observe new practices as part of the System in operating the Franchised Business. If at any time, Franchisor in its sole discretion, decides to modify or discontinue use of any Mark and/or to adopt or use one or more additional or substitute proprietary marks, then Franchisee shall comply with any such instruction by Franchisor no later than thirty (30) days after notification thereof. In such event and at Franchisor's direction, Franchisee shall adopt, use and display only such new or modified Marks, and shall promptly discontinue the use and display of outmoded or superseded marks, at Franchisee's expense. Franchisee waives any claim arising from or relating to any proprietary mark change, modification or substitution. Franchisor will not be liable to Franchisee for any expenses, losses or damages sustained by Franchisee as a result of any proprietary mark addition, modification, substitution or discontinuation. Franchisee will not commence or join in any litigation or other proceeding against Franchisor for any of these expenses, losses or damages.

3.8 Upon the expiration, termination or non-renewal of this Agreement, Franchisee shall immediately cease using Franchisor's Marks, color combinations, designs, symbols or slogans; and Franchisee shall execute such documents and take such action as Franchisor may deem necessary or appropriate to evidence this fact. After the effective date of expiration, termination or non-renewal, Franchisee shall not represent or imply that Franchisee is associated with Franchisor. To this end, Franchisee irrevocably appoints Franchisor or its nominee to be Franchisee's attorney-in-fact to execute, on Franchisee's behalf, any document or perform any legal act necessary to protect Franchisor's Marks from unauthorized use. Franchisee acknowledges and agrees that the unauthorized use of Franchisor's Marks will result in irreparable harm to Franchisor, for which Franchisor may obtain injunctive relief, monetary damages, reasonable attorneys' fees and costs.

3.9 Franchisee shall immediately notify Franchisor of any apparent infringement of or challenge to Franchisee's use of the Marks, or any claim, demand, or suit based upon or arising from the unauthorized use of, or any attempt by any other person, firm, or corporation to use, without authorization, or any infringement of or challenge to, any of Franchisor's Marks. Franchisee will immediately notify Franchisor of any other claim, demand or litigation instituted by any person, firm, corporation or governmental entity against Franchisor or Franchisee.

3.10 Franchisor shall undertake the defense or prosecution of any litigation concerning Franchisee that relates to any of Franchisor's Marks or that, in Franchisor's judgment, may affect the goodwill of the System; and Franchisor may, in such circumstances, undertake any other action which it

deems appropriate; provided, however, Franchisor shall only be obligated to participate in such defense of Franchisee if Franchisor determines, in its sole discretion, that Franchisee's use of the Marks is proper in accordance with the terms of this Agreement. Franchisor shall have sole and complete discretion in the conduct of any defense, prosecution or other action it chooses to undertake. Franchisee shall execute those documents and perform those acts, which in the opinion of Franchisor, are necessary for the defense or prosecution of the litigation or for such other action as Franchisor may undertake.

3.11 In order to develop and maintain high uniform standards of quality and service and to protect the reputation and goodwill of Franchisor, Franchisee will do business and advertise using only the Marks designated by Franchisor. Franchisee shall not do business or advertise using any other name. Franchisee is not authorized to, and shall not, use the name "INS Ice Beer" by itself, as a part of the legal name of any corporation, partnership, proprietorship or other business entity to which Franchisee is associated, or with a bank account, trade account or in any legal or financial connection.

3.12 In order to preserve the validity and integrity of Franchisor's Marks, and to assure that Franchisee is properly employing them in the operation of Franchisee's business, Franchisor and its agents shall have the right at all reasonable times to inspect Franchisee's business, financial books and records, and operations. Franchisee shall cooperate with and assist Franchisor's representative in such inspection.

3.13 Franchisee shall be required to affix the TM or [®] symbol upon all advertising, publicity, signs, decorations, furnishings, equipment or other printed or graphic material employing the words "INS Ice Beer" or any other of Franchisor's Marks, whether presently existing or developed in the future.

3.14 Franchisee acknowledges that it does not have any right to deny the use of Franchisor's Marks to any other franchisees. Franchisee shall execute all documents and take such action as Franchisor may request to allow Franchisor or other franchisees to have full use of the Marks.

3.15 If, during the term of this Agreement, there is a claim of prior use of any of Franchisor's Marks in the area in which Franchisee is doing business, Franchisee, at Franchisor's discretion, shall use Franchisor's Marks in such a way to avoid a continuing conflict.

3.16 If Franchisor determines, in its sole discretion, that Franchisee's use of the Marks is proper in accordance with the terms of this Agreement, Franchisor will indemnify Franchisee against, and reimburse Franchisee for, all damages for which Franchisee is held liable in any proceeding in which Franchisee's use of any Mark pursuant to and in compliance with this Agreement is held to constitute trademark infringement, unfair competition or dilution, and for all costs reasonably incurred by Franchisee in the defense of any such claim brought against Franchisee or in any such proceedings in which he is named as a party, provided that Franchisee has timely notified Franchisor of such claim or proceedings, has otherwise complied with this Agreement, and has tendered complete control of the defense of such to Franchisor. If Franchisor defends such claim, Franchisor shall have no obligation to indemnify or reimburse Franchisee with respect to any fees or disbursements of any attorney retained by Franchisee.

3.17 During the term of this Agreement and any renewal or extension hereof, Franchisee shall identify itself as the owner of the Restaurant in conjunction with any use of the Marks, including, but not limited to, on invoices, order forms, receipts, business stationery, contracts with all third parties or entities, as well as the display of such notices in such content and form at such conspicuous locations as Franchisor may designate in writing.

3.18 If it becomes advisable at any time in Franchisor's sole discretion, Franchisor may require Franchisee, at Franchisee's expense, to discontinue or modify Franchisee's use of any of the Marks or to use one or more additional or substitute trade names, service marks, trademarks, symbols, logos, emblems

and indicia of origin if Franchisor determines that an addition or substitution will benefit the System. Franchisee shall comply with Franchisor's directions within a reasonable period of time after receiving such notice. Franchisor will not be obligated to reimburse Franchisee for any loss of revenue attributable to any modified or discontinued Marks or for any expenditures you make to promote a modified or substitute trademark or service mark.

ARTICLE IV **TERM AND RENEWAL**

4.1 Except as otherwise provided in this Agreement, the initial term of this franchise (the "Initial Term") shall be for five (5) years from the Opening Date of the Restaurant.

4.2 Subject to the conditions specified in Section 4.3 below, Franchisee shall have the right to renew this Agreement for a period of five (5) years from the date of the expiration of the Initial Term.

4.3 Franchisee's right of renewal pursuant to Section 4.2 above shall be subject to the following conditions precedent:

A. Neither this Agreement nor the lease or sublease agreement shall have been terminated for any reason, and the lease or sublease is renewable;

B. Franchisee shall not be in default of any provision of this Agreement, any amendment hereof or successor hereto, any sublease agreement, or any other agreement between Franchisor or any subsidiary and/or affiliated corporation, and Franchisee has substantially complied with all of the terms and conditions of such agreements during their terms;

C. Franchisee shall have served notice of its intention to exercise its right of renewal not less than twelve (12) months nor more than eighteen (18) months prior to the expiration of the Initial Term;

D. Franchisee shall have effected the improvements to Franchisee's Restaurant and its operations required by Franchisor pursuant to Section 4.4 below;

E. Franchisee has satisfied all monetary obligations due and owing to Franchisor, any subsidiary of Franchisor and/or any affiliated corporations of Franchisor, and Franchisee has timely met these obligations throughout the term of this Agreement and any other agreement in effect between Franchisor and Franchisee, and any renewals thereof;

F. Franchisee shall execute, upon renewal, Franchisor's then-current form of Franchise Agreement, which agreement shall supersede this Agreement in all respects and terms, and which may differ from the terms of this Agreement, including, without limitation, a higher royalty fee and higher advertising contribution;

G. Franchisee shall execute a general release, in a form prescribed by Franchisor, on any and all claims against Franchisor, any subsidiary of Franchisor and/or affiliated corporation of Franchisor, and their respective officers, directors, agents and employees;

H. Franchisee shall comply with Franchisor's then-current reasonable qualification and training requirements; and

I. Franchisee shall remit to Franchisor a renewal fee equal to Twenty Thousand Dollars (\$20,000.00).

4.4 Within three (3) months of the receipt of a notice from Franchisee pursuant to Section 4.3 hereof, Franchisor shall complete a report specifying the modifications and improvements and repairs, if any, required by Franchisor and which Franchisee must make to Franchisee's Restaurant which must be in conformity with the then existing standards, and specifications pertaining to Franchisee's Restaurant.

4.5 Franchisor expressly reserves the right to deny Franchisee's request for an extension or a grant of a new Franchise Agreement in the event that Franchisee abandons Franchisee's Restaurant and Franchisee ceases to operate and maintain Franchisee's Restaurant in accordance with the terms of this Agreement.

4.6 In the event Franchisee shall continue to operate Franchisee's Restaurant following the expiration, termination or non-renewal of this Agreement for any reason, with the express or implied consent of Franchisor, such continuation shall be construed to be an extension of the term of this Agreement only from month-to-month, terminable by either party on no more than thirty (30) days' notice to the other party and otherwise in accordance with all of the provisions of this Agreement.

ARTICLE V

INITIAL AND CONTINUING FEES PAYABLE TO FRANCHISOR

5.1 In consideration of the execution of this Agreement and Franchisor's granting to Franchisee the franchise covered hereby, Franchisee agrees to pay to Franchisor an Initial Franchise Fee of One Hundred Thousand Dollars (\$100,000.00) (the "Initial Franchise Fee"), payable upon the execution of this Agreement, which sum shall be deemed fully earned by Franchisor upon receipt thereof and is non-refundable, except as may be set forth in this Agreement.

5.2 In consideration of this franchise granted by this Agreement, the services to be provided by Franchisor, the right to prepare and sell the Products to the general public, and for the use of the Marks during the Initial Term and any subsequent renewals, Franchisee shall pay to Franchisor, in addition to the Initial Franchise Fee, a royalty fee equal to five percent (5%) of the gross sales generated by, from, or through Franchisee's Restaurant ("Royalty Fee").

5.3 For the purposes of determining the royalties to be paid, "Gross Sales" shall mean the total gross selling price of all services and products and all income of every other kind and nature related to the Restaurant (including, without limitation, income related to catering and delivery activities, and any sales or orders of food products or food preparation services provided from or related to the Restaurant, including without limitation, sales made through third party companies, such as Grubhub, Uber Eats, Eat24, and Door Dash, or income received from any business interruption insurance), whether for cash or credit and regardless of collection in the case of credit. In the event of a cash shortage, the amount of Gross Sales shall be determined based on the records of the electronic cash register system and any cash shortage shall not be considered in the determination. Gross Sales shall not include the following:

A. Receipts from the operation of any public telephone installed in the Restaurant, or products from vending machines located at the Restaurant, except for any amount representing Franchisee's share of such revenues;

B. Sums representing sales taxes collected directly from customers, based upon present or future laws of federal, state or local governments, collected by Franchisee in the operation of the

Restaurant, and any other tax, excise or duty which is levied or assessed against Franchisee by any federal, state, municipal or local authority, based on sales of specific merchandise sold at or from the Restaurant, provided that such taxes are actually transmitted to the appropriate taxing authority;

C. Returns to shippers or manufacturers; and

D. Proceeds from isolated sales of trade fixtures not constituting any part of Franchisee's products and services offered for resale at the Restaurant nor having any material effect upon the ongoing operation of the Restaurant required under this Agreement.

5.3.1 Franchisor may, from time to time, authorize, in writing, certain other items to be excluded from Gross Sales. Any such permission may be revoked or withdrawn at any time in writing by Franchisor in its discretion. In addition to the foregoing, the following are included within the definition of "Gross Sales" described except as noted below:

(1) The full value of meals furnished to Franchisee's employees as an incident to their employment, except that the value of any discounts extended to such employees may be credited against Gross Sales during the reporting month in which the meals were furnished for the purpose of determining the amount of Gross Sales upon which the Royalty Fee is due; and

(2) All proceeds from the sale of coupons, gift certificates or vouchers; provided that at the time such coupons, gifts certificates or vouchers are redeemed the retail price thereof may be credited against Gross Sales during the reporting month in which such coupon, gift certificate or voucher is redeemed for the purpose of determining the amount of Gross Sales upon which the Royalty Fee is due.

5.4 Royalty Fees are due and payable on or before the 7th day of each month ("Payment Date"), relating to the prior calendar month. Franchisee shall make all payments due to Franchisor or its affiliates (including, without limitation, Royalty Fees, Marketing Fees, and other monies owed to Franchisor and its affiliates) from Franchisee's bank account by electronic fund transfer ("EFT") or other automatic payment mechanism that Franchisor may designate. Franchisee shall comply with the procedures established by Franchisor and/or to perform such acts and deliver and execute the Authorization to Honor Charges Drawn By and Payable To Wevelopment USA, Inc. including Checks and Electronic Transfers (Exhibit "H") and any other documents as may be necessary to assist in or accomplish such electronic method of payment. Franchisee shall maintain a single bank account for all EFT payments and shall maintain such minimum balance in this account in the amount that Franchisor may reasonably specify from time to time in order to ensure that all payments due to Franchisor and its affiliates can be paid in full when drawn from the account. Franchisee shall not alter or close this account except with Franchisor's prior written approval. Any failure by Franchisee to implement an EFT system in strict accordance with Franchisor's instructions shall constitute a material default of this Agreement. All payments by Franchisee shall be made in US Dollars free and clear of any tax, deduction, offset or withholding of any kind. Franchisee shall register for and collect and report sales tax in compliance with all applicable laws. All taxes and penalties, presently or in the future levied on the payments due to Franchisor under this Agreement shall be fully borne by Franchisee. In the event any electronic funds transfer is not honored by Franchisee's bank for any reason, Franchisee shall be responsible for that payment, plus a then-current service and/or dishonored item charge applied by Franchisor and the bank, if any. Franchisee shall, at all times throughout the term of this Agreement, maintain a minimum balance of Five Thousand Dollars (\$5,000.00) in Franchisee's bank account against which such EFTs shall be drawn for the Restaurant operated under this Agreement.

5.5 Royalty Fees or any and all other payments provided for in this Agreement not received by Franchisor within three (3) days of the Payment Date shall be subject to a late charge equal to five percent

(5%) of payment due, together with interest on a daily basis at a rate equal to two percent (2%) per month, or the then highest legal rate, whichever is less.

5.6 Acceptance by Franchisor of the payment of any Royalty Fee or any and all other payments provided for in this Agreement shall not be conclusive or binding on Franchisor with respect to the accuracy of such payment until two (2) years after the effective date of termination or non-renewal of this Agreement. Acceptance of any payment on account of Royalty Fees or any and all other payments provided for in this Agreement does not constitute any waiver of Franchisor's rights under Article XVIII below.

5.7 Franchisee's obligations for the full and timely payment of the Royalty Fees and all other amounts provided for in this Agreement shall be absolute, unconditional and fully earned by Franchisor, except in those instances where Franchisor is in breach under this Agreement and has failed to cure such breach although obligated to do so. Franchisee shall not delay or withhold the payment of all or any part of the fees for any reason, put the fees in escrow, or set-off same against any and all claims or alleged claims Franchisee may allege against Franchisor.

5.8 Franchisee's obligations for the full and timely payment of the Royalty Fees and all other amounts provided for in this Agreement shall be absolute, unconditional and fully earned by Franchisor, except in those instances where Franchisor is in breach under this Agreement and has failed to cure such breach although obligated to do so. Franchisee shall not delay or withhold the payment of all or any part of the fees for any reason, put the fees in escrow, or set-off same against any and all claims or alleged claims Franchisee may allege against Franchisor. Franchisee's obligations to pay Franchisor any fees or amounts described in this Agreement are not dependent on Franchisor's performance and are independent covenants by Franchisee. Franchisor may stop selling and/or delivering any or all goods and/or services to Franchisee if any payment to Franchisor or its affiliates is past due more than 14 days. Franchisor's decision to stop selling and/or delivering goods does not excuse Franchisee from Franchisee's obligation to comply with this Agreement and all aspects of the System.

5.9 In the event Franchisee requests Franchisor's onsite grand opening assistance, Franchisee shall pay to Franchisor an amount to be incurred by Franchisor to assist the opening of Franchisee's Restaurant in accordance with the Grand Opening plan Franchisor and Franchisee develop ("Grand Opening Fee"). The Grand Opening plan will require Franchisee to have one to two of Franchisor's representatives to support Franchisee's Restaurant opening for approximately one week of onsite opening assistance. The Grand Opening Fee shall be the sum of Franchisor's travel and living expenses (including transportation, lodging, meal, rental car and other expenses associated with the Grand Opening assistance incurred by Franchisor) and an administrative allowance for Franchisor's planning and operation of the Grand Opening in an amount equal to ten percent (10%) of the total travel expenses incurred by Franchisor, payable upon Franchisee's receipt of Franchisor's invoice.

ARTICLE VI

TRAINING AND COMMENCEMENT OF BUSINESS

6.1 During the time period prior to the opening of Franchisee's Restaurant, but not less than two weeks prior thereto, Franchisee shall attend Franchisor's initial training program, which shall be conducted at Franchisee's Restaurant, Franchisor's corporate restaurant in Buena Park, California or at another location designated by Franchisor, and complete the training program to Franchisor's satisfaction in its sole discretion. Franchisee shall be responsible for all travel and living expenses incurred by Franchisor and its trainers in connection with the initial training program. Franchisee shall also be responsible for all travel and living expenses which Franchisee and Franchisee's manager incur in connection with the initial training program. Further, the initial training program is for Franchisee's

personnel up to four (4) people and Franchisee shall be charged an additional fee for the training of additional personnel based on the then-current training fee. All participants must attend the training together and comply with the training schedule set by Franchisor. During the training program, Franchisee shall receive instruction, training and education in the operation of the Restaurant and indoctrination into the System. Such training program shall include, but not be limited to, instructing Franchisee in the preparation and sale of Franchisee's proprietary Menu Items, the Products and quality control techniques and procedures.

6.2 Franchisee shall attend such periodic refresher and supplemental training programs or meetings at such locations as Franchisor may from time to time direct and complete such training programs to Franchisor's satisfaction in its sole discretion. All expenses of Franchisee incurred in connection with attendance at any such refresher or supplemental training programs or meetings shall be borne solely by Franchisee. Franchisor reserves the right to charge its then-current tuition rate for such additional training.

6.3 At all times during the term of this Agreement or any renewal thereof, Franchisee shall have a supervisor managing the operation of the Restaurant who has successfully completed Franchisor's training program and is able to operate the Restaurant in accordance with this Agreement and Franchisor's standards. Franchisee shall be responsible for any additional training for replacement supervisors.

6.4 Franchisee's employees may be trained by Franchisee, or at Franchisee's request, and subject to the availability of Franchisor's personnel, Franchisor will train Franchisee's additional personnel at Franchisor's headquarters at Franchisor's then-current tuition rate. Franchisee is responsible for all expenses, including transportation to and from the training site, as well as lodging, meals, and wages during training, incurred in training Franchisee's additional personnel. All training materials provided to Franchisee by Franchisor shall at all times remain Franchisor's property and Confidential Information, and Franchisee agrees not to challenge Franchisor's or its affiliates' title or rights in or to the training materials. Franchisee may not make any disclosure, duplication or other unauthorized use of any portion of the training materials.

ARTICLE VII

OBLIGATIONS OF FRANCHISOR

7.1 In order to assist Franchisee in constructing Franchisee's Restaurant, Franchisor shall furnish to Franchisee a set of prototype or proto-style plans and specifications for a typical Restaurant, including requirements for exterior and interior design, layout, equipment and sign placement and decor scheme, all as included in the System.

7.2 Franchisor shall assist Franchisee in Franchisee's selection of and contracting with appropriate architects, engineers, contractors, and subcontractors for construction of all leasehold improvements at Franchisee's Restaurant in accordance with the plans and specifications prepared by Franchisee's architect.

7.3 Franchisor shall make available to Franchisee any further assistance that Franchisor may deem is required, based on the experience and judgment of Franchisor, in pre-opening, opening and initial business operation of Franchisee's Restaurant, which assistance shall conform to that furnished to other existing franchisees as further defined in the Confidential Operations Manuals. Franchisor shall have the right to determine the time or times at which such assistance shall be available to Franchisee. The Confidential Operations Manuals, as modified by Franchisor from time to time, are an integral part of this Agreement and all provisions now or hereafter contained in the Confidential Operations Manuals or otherwise communicated to Franchisee in writing are expressly incorporated into this Agreement by this

reference and made a part of this Agreement. Franchisor reserves the right to modify the Confidential Operations Manuals from time to time to reflect changes that it may implement in the mandatory and recommended specifications, standards, and operating procedures of the System.

7.4 Franchisor shall assist Franchisee in Franchisee's grand opening advertising program and ongoing local marketing programs. Upon Franchisee's request, Franchisor will provide assistance and guidance on Franchisee's grand opening of the Restaurant, including assistance with the grand opening plan and dispatching of Franchisor's representatives to help with the grand opening.

7.5 Franchisor shall maintain an advisory relationship with Franchisee, including ongoing telephone consultation and written and electronic communications to aid in the proper and effective operation of the System, the frequency, method and duration of which shall be in the sole discretion of Franchisor in accordance with Confidential Operations Manuals. Such operating assistance may consist of advice and guidance with respect to:

- A. Methods and operating procedures utilized by Restaurants;
- B. Additional food and beverage products and services authorized for sale by Restaurants;
- C. Selection, purchasing and preparation of food products, beverages and other approved products, materials and supplies; and
- D. The establishment and operation of administrative, bookkeeping, accounting, inventory control, sales and general operating procedures for proper operation of Restaurants.

7.6 Franchisor or its designees or agents shall visit and inspect, from time to time, Franchisee's Restaurant and any motor vehicle used in connection with the Restaurant, evaluate the proper execution of the System, and confer with Franchisee and Franchisee's employees in order to assist in the proper business operation of Franchisee's Restaurant. Franchisor or its designees or agents shall have the absolute right to make inspections by visiting, taking photographs and audio/video recordings, interviewing employees and customers, and/or evaluating any aspect of the Franchisee's Restaurant, at such times and frequencies, during normal business hours, as Franchisor may determine in its discretion. Franchisee will cooperate with Franchisor's representative in such inspections, render such assistance to them as they may reasonably request and immediately correct any failure to comply with the System and this Agreement as brought to Franchisee's attention by such representative (including, without limitation, immediately ceasing and preventing the further use of any products, equipment, inventory, advertising materials, supplies, vehicles, or other items that do not conform to Franchisor's then-current specifications, standards or requirements).

7.7 Franchisor shall use its reasonable efforts to require maintenance of high and uniform standards in the execution of the System at all Restaurants utilizing the System, in order to protect and enhance the reputation of Franchisor and its Marks.

7.8 In order to insure that the distinguishing characteristics of the System are uniformly maintained, Franchisor may from time to time establish standards for certain proprietary food items, products, equipment, commodities and supplies to be used by Franchisee in the execution of the System and may, in conjunction therewith, develop new proprietary food items, products, programs and develop new equipment and new techniques which Franchisee shall be required to use and/or purchase in the operation of Franchisee's Restaurant.

7.9 Neither Franchisor's approval of a specific location for Franchisee's Restaurant, nor any other service provided by Franchisor pursuant to this Article shall be deemed a representation, warranty or judgment by Franchisor as to the likely success of Franchisee's Restaurant at such location or as to the relative desirability of such location in comparison to others that might have been available to Franchisee.

ARTICLE VIII

OBLIGATIONS AND DUTIES OF FRANCHISEE

8.1 Franchisee shall make any grand opening advertising expenditures as may be required by Franchisee's landlord or by the terms of Franchisee's lease or sublease. Franchisee must submit and receive Franchisor's approval for Franchisee's Grand Opening plan at least fourteen (14) days before Franchisee intends to request Grand Opening assistance to allow time for Franchisor's feedback and approval of Franchisee's Grand Opening plan. Franchisee's Grand Opening plan must include the elements that Franchisor requires. If applicable, Franchisee shall pay the Grand Opening Fee upon receipt of Franchisor's invoice.

8.2 Franchisee or an approved manager shall, during the term of this Agreement and any renewal thereof, devote full time, energy and best efforts to the management and operation of Franchisee's Restaurant, except as otherwise approved in writing by Franchisor, including, but not limited to, keeping the Restaurant operating and open for business at the times specified in the Confidential Operations Manuals or as required by Franchisee's lease or sublease. "Full time" as used in this Agreement shall mean a minimum of 40 hours per week, which may be more depending on the actual operating hours of the Franchised Business. Franchisee or an approved manager shall oversee and supervise the Franchisee's Restaurant at all times during the term of this Agreement. In the event Franchisee is a legal entity, like a corporation, partnership or limited liability company, the person who owns a controlling interest in the entity's equity or voting rights, or a general partner, as the "Operating Principal" of Franchisee, must devote full time and attention to franchise activities, unless otherwise agreed in writing. Franchisor shall have the right to request time cards and scheduling records relating to the operation of the Franchised Business to ensure that the Franchised Business is supervised by Operating Principal or an approved manager at all times. If none of the owners owns a controlling interest in the entity's equity or voting rights, Franchisee must designate one of Franchisee's owners as Franchisee's Operating Principal, primarily responsible for the Franchised Business. Franchisee's Operating Principal must have and maintain at least 10% ownership of the Franchised Business and have decision-making authority about the Franchised Business. Franchisor must approve Franchisee's Operating Principal, and Franchisee must designate a qualified replacement from among Franchisee's owners if the Operating Principal can no longer fulfill his or her responsibilities under this Agreement.

8.3 At all times, Franchisee shall maintain, at Franchisee's own expense the interior and exterior of Franchisee's Restaurant and all fixtures, furnishings, signs and equipment in the highest degree of cleanliness, orderliness, sanitation and repair, as determined by Franchisor. Franchisee shall make no material alteration, addition, replacement or improvement in or to the interior or exterior of the Restaurant without the prior written consent of Franchisor, except that Franchisee shall be required to periodically renovate, refurbish and update Franchisee's Restaurant so that it is in substantial conformity with Franchisor's then-current Restaurant design. Such equipment shall include, but not be limited to, a computerized cash register system designated by Franchisor. Franchisee acknowledges and agrees that it is in Franchisee's best interest, and in the best interests of the System, that Franchisee's Franchised Business be clean, up-to-date, well-maintained and well-appointed. Therefore, Franchisee acknowledges and agrees that Franchisee will, at Franchisor's request, remodel and refurbish the Franchised Business periodically. Franchisor and Franchisee acknowledge that nothing in this Section 8.3 will affect Franchisee's obligation to maintain the Franchised Business in compliance with the other provisions of this Franchise Agreement.

and the Manuals. Notwithstanding anything set forth in this Section 8.3 to the contrary, Franchisor will not require Franchisee to remodel the Franchised Business more than once every three (3) years, except that if the Restaurant is transferred pursuant to Article XX, Franchisor may request that the transferee remodel and/or redecorate the Restaurant premises as described herein.

8.4 From time to time, Franchisee will allow Franchisor to obtain and take samples of ingredients, products and supplies from Franchisee's Restaurant, free of charge, for testing by Franchisor in order to assure that Franchisee complies with Franchisor's reasonable standards and specifications. In addition to any other remedies Franchisor may have, Franchisor may require Franchisee to pay for the testing if the sample fails to conform to Franchisor's standards and specifications.

8.5 Franchisee will maintain a high moral and ethical standard in the operation and conduct of Franchisee's Restaurant so as to create and maintain goodwill among the public for the name "INS Ice Beer" and supervise and evaluate the performance of its staff to ensure that each renders competent, efficient and quality service to the general public.

8.6 Franchisee recognizes that it is essential to the proper marketing of the Restaurant, and to the preservation and promotion of its reputation and acceptance by the public at large, that standards of quality be maintained. As part of the consideration for this Agreement, Franchisee will at all times sell to retail customers only, or offer for sale to retail customers only, only those products and services that meet the reasonable specifications and standards from time to time approved in writing by Franchisor, as permitted under this Agreement, and as permitted under the lease or sublease. In furtherance thereof, Franchisee shall be required to purchase only from Franchisor or its designee any Trade Secret Food Products and Proprietary System Assets (defined below in Section 8.7), comprised of certain kitchen equipment and instruments which are proprietary in nature and unique to the Restaurant, that are specified by Franchisor from time to time (collectively, the "Proprietary Products"). Franchisor reserves the right in its discretion to derive revenue as a result of Franchisee's purchases of any items used in connection with the operation of the Restaurant and to use such revenue as it sees fit in its sole discretion.

8.7 In connection with the operation of Franchisee's Restaurant, Franchisee must comply with Franchisor's standards and specifications relating to the purchase of all food and beverage items, ingredients, supplies, materials, fixtures, furnishings, equipment and other products and services used or offered for sale at the Restaurant. Except as provided in subsection A below, Franchisee shall purchase from suppliers who continue to demonstrate the ability to meet our then-current standards and specification and who possess adequate quality controls and capacity to supply Franchisee's needs promptly and reliably, and who have been approved in writing by Franchisor in advance, and who have not thereafter been disapproved by Franchisor. Franchisee must purchase from Franchisor, its designee or Franchisor-approved vendor all Trade Secret Food Products and certain types, models and brands of fixtures, furniture and equipment, which are proprietary in nature and unique to the Restaurant ("Proprietary System Assets") at then-current prices established from time to time. In addition to the Trade Secret Food Products and Proprietary System Assets, Franchisee is required to purchase certain packaging supplies, paper goods and other product and service items for the preparation and service of the Products which bear any of the Marks ("Branded Products"). In addition to the Trade Secret Food Products and Proprietary System Assets, Franchisee shall also be required to purchase from Franchisor, its designee or Franchisor-approved vendor any Branded Products at then-current prices established from time to time. Franchisee is also required to purchase certain types, models and brands of equipment, fixtures and furniture, which are not specified as a Proprietary System Asset, as provided in the Confidential Operations Manuals ("System Items") from Franchisor, its designee or Franchisor-approved vendor. Suppliers may be limited to Franchisor, its affiliates, and/or other specified exclusive sources as Franchisor designates, and Franchisee must acquire such products and service items during this Agreement's term only from Franchisor, Franchisor's affiliates, and/or other specified exclusive sources at the prices that Franchisor or Franchisor's affiliates decide to

charge, including any freight and handling costs. Franchisor has the absolute right to limit the suppliers with whom Franchisee may deal.

A. In the event that Franchisee desires to purchase any Branded Products or System Items from sources other than Franchisor, its designee or Franchisor-approved vendor, Franchisee shall so request in writing, specifying the item or product Franchisee desires to purchase from another source not already approved by Franchisor, including samples, specifications and sufficient information on the source to enable Franchisor to determine whether the item or product meets with Franchisor's quality assurance requirements and specifications. Upon submission of the requested information to Franchisor, Franchisor shall conduct its evaluation, taking into consideration the product quality, delivery frequency and reliability, service standards as well as financial capability and credit of the identified supplier. Franchisor shall charge a reasonable fee to Franchisee for conducting this evaluation. Franchisor shall conduct its evaluation and advise Franchisee in writing of its decision within thirty (30) days from the date on which Franchisor received the requested information and materials sufficient to commence its evaluation. Franchisor and Franchisee acknowledge that Franchisor has no obligation to approve any request for a new supplier, product or item, and that Franchisor does not intend to do so if Franchisor already has designated specific items, services, and/or suppliers or otherwise have imposed restrictions on the supply system.

B. In connection with the operation of Franchisee's Restaurant, Franchisee is required to purchase certain other food products, beverages and other similar products and other items offered for consumption to the retail purchaser as set forth in the Confidential Operations Manuals. Franchisee's obligation under this subsection B shall be satisfied so long as Franchisee purchases the stated products from sources of supply approved by Franchisor, subject to the same meeting the strict specifications of Franchisor which may be changed, modified or updated from time to time.

C. Nothing in this Agreement shall be construed as an attempt to unreasonably limit the sources from which Franchisee may procure such food products, beverages, products and other similar items. Rather, Franchisor intends that such items conform to Franchisor's strict standards and strict specifications of consistent quality and uniformity. Nothing contained in this Agreement shall be deemed to require Franchisor to approve an inordinate number of suppliers of a given item which, in the reasonable judgment of Franchisor, would result in higher costs generally to Franchisee or prevent effective and economical supervision of suppliers by Franchisor. Requests for approval of additional suppliers of non-Trade Secret Food Products or non-Branded Products shall be in writing and shall contain such information as Franchisor may reasonably request. Franchisor shall charge a reasonable fee to Franchisee for considering requests for approval. Franchisor shall, within thirty (30) days, notify Franchisee whether or not such proposed supplier is approved. Franchisor may impose limits on the number of suppliers for any ingredient or food or beverage item used or served by the Restaurant.

8.8 Franchisee acknowledges and agrees that operating and maintaining the Franchised Restaurant in compliance with the standards and specifications of the System are essential to preserve the goodwill of the Proprietary Marks and all INS Ice Beer Restaurants. Therefore, Franchisee agrees at all times to operate and maintain the Franchised Restaurant in strict compliance with all mandatory standards and specifications of the System, as Franchisor periodically issues, modifies, and supplements them, even if Franchisee believes that a standard of the System, as originally issued or subsequently modified, is not in the System's or the Franchised Restaurant's best interests. Although Franchisor retains the right to establish and periodically modify the standards and specifications of the System that Franchisees has agreed to follow, Franchisee retains the right to control, and responsibility for, the Franchised Restaurant's day-to-day management and operation and implementing and maintaining the standards of the System.

A. Franchisee shall comply with any aspects of operating and maintaining the Franchised Restaurant that Franchisor determines to be useful to preserve or enhance the efficient operation,

image, or goodwill of the Proprietary Marks and INS Ice Beer Restaurants, including but not limited to standard uniforms/attires.

B. Franchisee agrees that System standards Franchisor prescribes in the Manuals, or otherwise communicate to Franchisee in writing or another tangible form (for example, via intranet, extranet, or Website), are part of this Agreement as if fully set forth within its text. All references to this Agreement include all System standards as periodically modified.

C. Franchisor periodically may modify System standards, which may accommodate regional or local variations, consumer or societal trends, market place variables and the needs of customers, and these modifications may obligate Franchisee to invest additional capital in the Franchised Restaurant and/or incur higher operating costs. Franchisee agrees to implement any changes in System standards within the time period Franchisor requests, whether they involve refurbishing or remodeling the Restaurant or any other aspect of the Restaurant, buying new System Items, adding new products and services, or otherwise modifying the nature of Franchisee's operations, as if they were part of this Agreement as of the Effective Date.

8.9 Franchisee acknowledges that in purchasing or leasing supplies, equipment and/or materials from Franchisor or from suppliers approved by Franchisor, **FRANCHISOR EXPRESSLY DISCLAIMS ANY WARRANTIES OR REPRESENTATIONS AS TO THE CONDITION OF SAME, INCLUDING WITHOUT LIMITATION, EXPRESS OR IMPLIED WARRANTIES AS TO MERCHANTABILITY OR FITNESS FOR ANY INTENDED PURPOSE. FRANCHISEE AGREES TO LOOK SOLELY TO THE MANUFACTURER OR SUPPLIER OF SAME FOR ANY REMEDY OR LIABILITY IN THE EVENT OF ANY DEFECTS THEREIN.**

8.10 Franchisee shall not, during the term of this Agreement or thereafter, communicate, divulge, or use for the benefit of any other person, persons, partnership, association or corporation any confidential information, knowledge, recipes, food preparation methods, customer lists, or know-how concerning the methods of operation of the business franchised under this Agreement which may be communicated to Franchisee, or of which Franchisee may be apprised, by virtue of Franchisee's operation under the terms of this Agreement. Franchisee shall divulge such confidential information only to such of its employees as must have access to it in order to operate the Restaurant. Any and all information, knowledge and know-how, and other data which Franchisor designates as confidential, shall be deemed confidential for purposes of this Agreement, except information which Franchisee can demonstrate came to Franchisee's attention prior to disclosure thereof by Franchisor; or which, at the time of disclosure by Franchisor to Franchisee, had become a part of the public domain, through publication or communication by others; or which, after disclosure to Franchisee by Franchisor, becomes a part of the public domain, through publication or communication by others. Franchisee shall require and obtain the execution of covenants similar to those set forth in Exhibit "E" from your employees and all other of your Personnel (defined below in Section 8.18) who have received or will have access to confidential information. Such covenants shall be substantially in the form set forth in Exhibit "E."

8.11 Franchisee shall only sell or offer for sale such products as described in this Agreement, and Franchisee must obtain Franchisor's written approval for all contemplated menu changes and all additions to and/or deletions of items sold in Franchisee's Restaurant. Franchisee shall maintain in sufficient supply and use and sell at all times only those food and beverage items, ingredients, toppings, products, materials, supplies and paper goods that meet Franchisor's standards and specifications. All menu items must be prepared according to the recipes and procedures specified in the Manuals or other written or electronic materials provided by Franchisor. Franchisee must not deviate from these standards and specifications by Franchisor, use or offer of non-conforming items or use or offer toppings, side menu item

or other items, or different amounts of any items, without obtaining Franchisor's prior written consent. Franchisor may, and expects to, modify its standards and specifications as Franchisor deems necessary.

8.12 Franchisee shall comply with all the terms, conditions, requirements, covenants and agreements set forth in this Agreement, and any renewals thereof, and supply Franchisor with such information (in addition to that otherwise provided for in this Agreement) as may be reasonably requested by Franchisor.

8.13 Franchisee shall use a standard menu and menu format as required by Franchisor. Franchisee may employ any reputable printer to reproduce Franchisee's menus using Franchisor's format and specifications. This provision shall not constitute a license of any copyright or trademark to the prospective printer of such menus. Any changes in the menu used at the Restaurant shall be approved in writing by Franchisor prior to use. At Franchisor's discretion the standard menu format may contain advertising reference to other Restaurants.

8.14 Franchisee shall promptly pay when due all taxes levied or assessed, including, without limitation, federal income taxes, sales taxes, unemployment taxes and all indebtedness to Franchisor incurred by Franchisee in the conduct of the business licensed by this Agreement.

8.15 Franchisee shall comply with all federal, state and local laws, rules and regulations (including, without limitations, the Americans with Disabilities Act), and shall timely obtain any and all permits, certificates, or licenses necessary for the full and proper conduct of the business licensed by this Agreement, including, without limitation, operation licenses, licenses to do business and fictitious name registration. Prior to the opening of Franchisee's Restaurant, Franchisee shall deliver to Franchisor a copy of all such permits, certificates, or licenses necessary for proper operation of the Franchised Restaurant.

8.16 Franchisee shall notify Franchisor, in writing, within five (5) days of the commencement of any action, claim, suit or proceeding, and of the issuance of any order, writ, injunction, suit or proceeding, award or decree of any court, agency or other governmental instrumentality which may adversely affect the operation or financial condition of the Restaurant.

8.17 Franchisee shall not pledge Franchisor's credit or bind Franchisor to any obligation, nor shall it hold itself out as being authorized to do so.

8.18 Franchisee must, in accordance with Franchisor's standards and to the extent Franchisor designates from time to time, recruit, train and develop all employees, independent contractors, and any other personnel or staff as may be needed ("Personnel"). When hiring Personnel, Franchisee shall use its best efforts to hire qualified and competent employees. Franchisee is responsible for making sure all Personnel are capable of performing their duties in accordance with standards. Franchisee is solely responsible for the supervision of its Personnel and setting the schedule thereof. Franchisee will decide the compensation to be paid to its Personnel. Franchisor will not be responsible for payment of any compensation, salaries, benefits and employment-related liabilities to Franchisee or its Personnel. Franchisee is solely responsible for all hiring and firing decisions as well as all training, establishing remuneration, compliance with wage and hour requirements, personnel policies, benefits, recordkeeping, supervision and discipline of employees regardless of whether Franchisee has received advice from Franchisor on these subjects or not. Further, Franchisee hereby acknowledge and agree that:

A. Franchisee's employees are employed exclusively by Franchisee and are not employed, jointly employed or co-employed by Franchisor and Franchisee must inform its employees verbally and on all written documentation outlining such employment (including any employee handbooks)

that Franchisee is the employer of such employees and that Franchisor is not the employer of Franchisee's employees.

B. Each of Franchisee's employees are under the exclusive dominion and control of it and never under the direct or indirect control of Franchisor in any fashion whatsoever.

C. Any minimum staffing requirements established by Franchisor is solely for the purpose of ensuring that the Restaurant is at all times staffed at those levels necessary to operate it in conformity with the System and the Menu Items, services, standards of quality and efficiency, and other INS Ice Beer brand attributes known to and desired by the consuming public and associated with the Marks.

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D. Franchisee may staff the Restaurant with as many employees as it desires at any time so long as Franchisor's minimal staffing levels are achieved.

E. Any recommendations Franchisee may receive from Franchisor regarding salaries, hourly wages or other compensation for employees are recommendations only, designed to assist Franchisee to efficiently operate the Restaurant, and that Franchisee is entirely free to disregard such recommendations regarding such employee compensation.

F. Any training provided by Franchisor for Franchisee's employees is geared to impart to those employees, with its ultimate authority, the various procedures, protocols, systems and operations of an INS Ice Beer Restaurant and in no fashion reflects any employment relationship between the Franchisor and Franchisee's employees.

G. Franchisee shall require all personnel employed by Franchisee to wear standard related uniforms and attire during business hours in order to further enhance Franchisor's product and format. Franchisee shall be permitted to purchase such uniforms and attire from manufacturers or distributors approved by Franchisor, which uniforms and attire must be in strict accord with Franchisor's design and other specifications.

H. Should a third party ever assert that Franchisor is the employer, joint employer or co-employer of any of Franchisee's employees in any private or government investigation, action, proceeding, arbitration or other setting, Franchisee agrees to assist Franchisor in defending said allegation, including (if necessary) appearing at any venue to testify on Franchisor's behalf (and, as may be necessary, submitting Franchisee to depositions, other appearances and/or preparing affidavits dismissive of any allegation that Franchisee is the employer, joint employer or co-employer of any of your employees). To the extent Franchisor is the only named party in any such investigation, action, proceeding, arbitration or other setting to the exclusion of Franchisee, should any such appearance by Franchisee be required or requested by Franchisor, Franchisor will recompense Franchisee the reasonable costs associated with Franchisee's appearance at any such venue.

8.19 Franchisor and Franchisee understand and agree that the operation of the Restaurant, maintenance of its premises and equipment, conduct and appearance of its personnel, and the preparation and sale of products therefrom are all regulated by governmental statutes and regulations. To this end, Franchisee owes an obligation to the patrons of Franchisee's Restaurant, Franchisor, and to Franchisee, to fully and faithfully comply with all those applicable governing authorities. Franchisee shall meet and maintain, at all times during the term of this Agreement, at Franchisee's sole cost, the highest grade (90% or above or comparative) of health and safety standards set by all applicable governing authorities and the highest standards of cleanliness, health and sanitation to the Franchised Business, as Franchisor may reasonably require. If any product dispensed at Franchisee's Restaurant evidences adulteration from the standards of Franchisor's food items, or is in violation of applicable law or regulations, or in the event the

food items, premises, equipment, personnel or operation of the Restaurant fail to be maintained in accordance with the governmental requirements referred to above, Franchisee shall immediately notify Franchisor and provide all relevant information requested by Franchisor, close Franchisee's Restaurant, terminate selling operations at the Restaurant, destroy all contaminated or adulterated products and eliminate the source thereof, and remedy all unsanitary conditions present, reopening for business only after Franchisor's inspection and provided that laboratory analysis from samples obtained for that purpose by Franchisor evidence a compliance with the applicable governmental requirements and with the standards of Franchisor. If Franchisee passes the minimum health, sanitation or safety standards required by the applicable governing authorities but fails to meet the highest grade available, then Franchisee shall immediately notify Franchisor and provide all relevant information, and remedy all unsatisfactory conditions present within 24 hours after notice to obtain the highest grade of health, sanitation or safety standards available by the applicable governing authorities. If Franchisee fails or refuses to comply with all of the above remedial measures or in the event of any repetition of any adulteration or palming off or failure of sanitation in the Restaurant:

A. Franchisee shall pay the costs and expenses, including attorneys' fees, of both parties, incurred in enforcing the provisions of this Subsection or any provision of this Franchise Agreement in obtaining Franchisee's compliance with the Agreement. The remedies set forth in this paragraph are in addition to and not in substitution for those set forth in Article XXIII of this Franchise Agreement.

B. In furtherance of the foregoing, Franchisee must submit copies of all health, sanitation or other regulatory agency inspection reports to Franchisor immediately upon receipt thereof. Franchisee must also report to Franchisor, within 48 hours of any inspections by applicable health, sanitation or other regulatory government agencies, any and all actions taken by Franchisee pursuant to such inspections by applicable health, sanitation or other regulatory agencies.

8.20 Franchisor may, from time to time, conduct market research and testing to determine consumer trends and the salability of new food products and services. Franchisee will cooperate by participating in Franchisor's market research programs, test marketing new food products and services in the Restaurant, and providing Franchisor with timely reports and other relevant information regarding such market research. In connection with any such test marketing, Franchisee shall purchase a reasonable quantity of the tested products and effectively promote and make a reasonable effort to sell such products.

8.21 Franchisee shall be absolutely prohibited from having any vending machines, lottery games or games of chance, newspaper racks, juke boxes, gum or candy machines, games, pinball machines, pay telephones, video games, rides or other mechanical or electronic devices installed or operated at the Restaurant.

8.22 Franchisee must provide accurate, complete and full disclosure of the books and accounts and give Franchisor or its designee direct access to any third parties through which revenue is generated, including but not limited to, Grubhub, Uber Eats, Postmates, Eat24, and Door Dash. Franchisee shall permit Franchisor or Franchisor's designee to enter the Franchised Business and/or to examine any motor vehicle used in connection with the Franchised Business, at Franchisor's discretion, at any time with or without prior notice to Franchisee, for purposes of conducting inspections, taking photographs and audio/video recordings, interviewing employees and customers, and/or evaluating any aspect of the Franchised Business. Franchisee shall cooperate fully with Franchisor or its agents or representatives in such inspections by rendering such assistance as they or Franchisor may reasonably request. Upon notice from Franchisor or Franchisor's agents or representatives, and without limiting Franchisor's other rights under this Franchise Agreement, Franchisee shall immediately correct any deficiencies detected during such inspections, including, without limitation, immediately ceasing and preventing the further use of any products, equipment, inventory, advertising materials, supplies, vehicles, or other items that do not conform

to our then-current specifications, standards or requirements. In the event Franchisee fails or refuses to correct such deficiencies, Franchisor shall have the right to enter upon the premises of the Franchised Business, without being guilty of trespass or any other tort, for the purpose of making or causing to be made such corrections as may be required, at Franchisee's sole expense which Franchisee agrees to pay upon demand. Franchisor may from time to time develop and implement policies relating to inspection of INS Ice Beer Restaurants that may vary from, or be more lenient than, the foregoing requirements. Franchisee hereby agrees to follow them. If Franchisee has previously failed to meet our standards at your Franchised Business, then Franchisor may direct a third party we choose to conduct a third inspection and report.

8.23 Following the Opening Date of the Franchised Restaurant, if any inspection of the Franchised Restaurant by Franchisor indicates any deficiency or unsatisfactory condition in Franchisor's sole determination and discretion at the Franchised Restaurant, Franchisor will notify Franchisee in writing of the deficiencies and Franchisee shall promptly correct, remedy or repair the deficiency or unsatisfactory condition. In addition, if any inspection indicates any deficiency or unsatisfactory condition which requires a re-inspection of the Franchised Restaurant within a period of thirty (30) days, Franchisee shall pay Franchisor, upon demand, the sum of Five Hundred Dollars (\$500) for each re-inspection of the Franchised Restaurant, or the then-current re-inspection fee, and shall, in addition, reimburse Franchisor for its out of pocket expenses for the re-inspection, including for transportation costs, food, lodging and similar costs.

8.24 Franchisee must, at its sole cost, purchase, use, maintain and update Franchisee's software, computer and other point-of-sale ("POS") systems that meet Franchisor's specifications and requirements. There are no contractual limitations on the frequency and cost of upgrades and updates to the systems or programs. Franchisee must comply with Franchisor's then-current terms of use policies and any other requirements regarding any inter/intranet sites Franchisor establishes for INS Ice Beer Restaurants. Franchisee shall maintain its POS system in good working order at all times, share the login information with Franchisor, and upgrade or update the system during the term of the Franchise Agreement, as Franchisor may require. The POS system shall allow Franchisor to communicate with Franchisee, and poll and review the results of the Franchised Business' operations, including without limitation, sales data, consumer trends, food and labor costs, and other financial information. Franchisor may distribute the collected data on a confidential basis to its network of franchisees. Franchisor reserves the right to replace its designated supplier(s) for the POS system as it deems necessary at its discretion.

8.25 Franchisor may introduce to the INS Ice Beer System additional computer software and hardware (including POS and additional back office systems) which Franchisee must purchase, use, maintain and update at Franchisee's expense, as specifications and requirements may be modified over time. In some cases, these components may only be available through Franchisor or its approved vendors. Franchisee will be responsible for paying all supplier and/or licensor (which may include Franchisor) charges for use, maintenance, support and/or updates to any future required systems. Franchisor does not have a contractual obligation under this Franchise Agreement to provide any maintenance, repairs, upgrades, or updates on any software or hardware. There are no contractual limitations on the frequency and cost of upgrades and/or updates to the systems or programs. Franchisor does not warrant or have any responsibility for the software or hardware Franchisee must obtain. Any warranty Franchisee may have on equipment or software will be limited to that provided by the applicable manufacturer or licensor.

8.26 Subject to applicable law, following the Opening Date of the Franchised Restaurant, Franchisor shall have the right to establish pricing guidelines for the Menu Items and, subject to applicable law, Franchisee shall comply with and be bound by, prices which may be recommended, suggested or advertised by Franchisor. Subject to applicable law, Franchisee shall honor the terms of all promotional or discount programs that Franchisor may offer to the public for INS Ice Beer Restaurants and shall comply with all pricing policies that Franchisor may specify, including minimum and maximum pricing policies, minimum advertised price policies and unilateral price policies. Franchisee shall also provide products and

services designated by Franchisor on terms Franchisor specifies, including free-of-charge. In addition, Franchisee shall conduct friends and family, soft-opening and other events and promotions at the Franchised Restaurant as required and directed by Franchisor and shall provide products and services designated by Franchisor to the public in the manner and at the prices Franchisor specifies, including free-of-charge. Franchisee shall participate in all gift certificate and/or gift card administration programs as may be designated by Franchisor from time to time. Franchisee shall honor all coupons, gift certificates, gift cards and other programs or promotions as directed by Franchisor. Franchisee shall fully participate in all guest loyalty or frequent customer programs now or in the future adopted or approved by Franchisor. Franchisee shall not issue coupons or discounts of any type for use at the Franchised Restaurant except as approved by Franchisor in writing, which may be withheld in Franchisor's sole and absolute discretion.

8.27 If Franchisee is an individual, he or she must devote full time and attention to supervising all administrative and operational activities of the Franchised Restaurant at the Franchised Location. If a legal entity owns the franchise rights, like a corporation, partnership or limited liability company, the person who owns a controlling interest in the entity's equity or voting rights, or a general partner, must devote full time and attention to franchise activities as the Operating Principal, unless otherwise agreed in writing. If none of the owners owns a controlling interest in the entity's equity or voting rights, Franchisee must designate one of Franchisee's owners as Franchisee's "Operating Principal," primarily responsible for the Franchised Business. Franchisee's Operating Principal must have and maintain at least 10% ownership of the Franchised Business and have decision-making authority about the Franchised Business. Franchisor must approve Franchisee's Operating Principal, and Franchisee must designate a qualified replacement from among Franchisee's owners if the Operating Principal can no longer fulfill his or her responsibilities under this Agreement. Franchisee must respond to Franchisor's communications and requests for information within time frames Franchisor requests. Franchisee must staff its INS Ice Beer Restaurant with at least one (1) "Approved Manager." An "Approved Manager is a full-time employee with management responsibilities, who has successfully completed the manager training segment of the initial training program and any mandatory supplemental management classes and who personally participates in the actual operation of the Restaurant. At all times during the term of this Agreement, Franchisee (or its Operating Principal, if applicable) or an Approved Manager must supervise and oversee the Franchised Restaurant at the Franchised Location. Depending on the size, location, and performance of the Franchised Restaurant, Franchisor may require, in its sole discretion, Franchisee to hire additional Approved Manager(s). At all times during the term of this Agreement, Franchisee (or its Operating Principal, if applicable) or an Approved Manager must supervise and oversee the Franchised Restaurant at the Franchised Location. Depending on the size, location, and performance of the Franchised Restaurant, Franchisor may require, in its sole discretion, Franchisee to hire additional Approved Manager(s). At all times during the term of this Agreement, Franchisee (or its Operating Principal, if applicable) or an Approved Manager must supervise and oversee the Franchised Restaurant at the Franchised Location. Franchisee shall ensure that the Restaurant is supervised by Operating Principal or an Approved Manager at all times and furnish to Franchisor time cards and scheduling records relating to the operation of the Franchised Restaurant upon Franchisor's reasonable request.

8.28 Franchisee shall open for business at the Franchised Location as directed by the Grand Opening plan prepared by Franchisee and Franchisor. Any delay in opening of the Franchised Restaurant must be approved in advance by Franchisor. Franchisee shall keep the Franchised Restaurant open for business and cause the business of the Franchised Restaurant to be conducted therein during the business hours of each and every day, as prescribed by Franchisor; provided, however, this provision shall not apply if the Franchised Restaurant should be closed and the business of the Restaurant temporarily discontinued therein on account of strikes, lockouts or similar causes beyond the reasonable control of Franchisee. In the event Franchisee fails to continuously operate its business at the Franchised Location as required by herein for a period of three (3) or more consecutive days, then in addition to all remedies available to Franchisor (including, without limitation, injunction and/or damages) Franchisor may, but is not obligated to, elect to

terminate this Agreement upon delivery of written notice of Franchisor's intent to Franchisee, whereupon this Agreement shall terminate. Franchisor's notice pursuant to this Section shall be in lieu of, and not in addition to, the notice and cure period set forth in Article XVII.

8.29 Franchisee shall respond to all communications with Franchisor in a timely manner. Franchisee's repeated failure to do so shall constitute a default under this Agreement.

ARTICLE IX

ADVERTISING AND PROMOTIONAL ACTIVITIES

9.1 Recognizing the value of marketing and the importance of the standardization of promotions and public relations programs to the furtherance of the goodwill and public image of the System and the Marks, Franchisee will contribute to a system-wide advertising and promotional fund (the "Fund") on a monthly basis during the term of this Agreement an amount Franchisor determines that will not exceed one percent (1%) of Franchisee's Gross Sales ("Marketing Fee").

9.2 The Fund will be maintained and administered as follows:

9.2.1 Franchisee will contribute to the Fund monthly by electronic transfer (as specified in the Confidential Operations Manuals) based on Franchisee's Gross Sales for each preceding month. During any period of business interruption, Franchisee will continue to make monthly contributions based on Franchisee's average monthly payment during the two (2) month period immediately preceding the period of business interruption. Any Franchisor-owned INS Ice Beer Restaurants may, but are not required to, make contributions to the Fund, and if they do, their contributions to the Fund may be different from the rate set forth in Section 9.1 hereof.

9.2.2 Franchisor will direct all advertising and promotional programs, with the sole discretion of approval over agencies, spokespersons, creative concepts, materials, and media placements and allocations used in the programs. The Fund will establish and maintain an online presence. Franchisee agrees that the Fund is intended to maximize general public recognition and acceptance of the Marks for the benefit of the System, and that Franchisor and its designees undertake no obligation in administering the Fund to make expenditures for Franchisee that are equivalent or proportionate to Franchisee's contributions, or to ensure that Franchisee benefits directly or pro rata from the placement of advertising. Further, Franchisee agrees that the Fund does not constitute a trust, and that Franchisor is not a fiduciary with respect to such amounts received in the Fund. Franchisor is not obligated to expend funds for the marketing and advertising programs in excess of the Marketing Fee received from all franchisees.

9.2.3 Franchisee agrees that the Fund may be used to meet the costs of researching, preparing, maintaining, administering and directing advertising and promotional materials and programs (including the costs of preparing and conducting online, social network services, television, radio, magazine, newspaper, direct mail and coupon advertising campaigns and other public relations activities; employing advertising agencies; social media initiatives; providing a toll-free number for prospective customers to call for referral purposes; providing promotional brochures and other marketing materials to franchisees in the System; and costs of Franchisor's personnel and other departmental costs for advertising that Franchisor administers or prepares internally). The Fund may also be used to meet the costs of researching, creating, preparing, maintaining, branding, and rebranding any graphics, designs, marks, signs and other materials related to the marketing and advertising the System and the Marks. All sums contributed to the Fund will be maintained in a separate account from Franchisor's general funds and will not be used to defray Franchisor's general operating expenses, except for reasonable administrative costs and overhead incurred in activities related to the administration or direction of the Fund, including but not limited to, the

cost of providing accounting, collection, bookkeeping, reporting and legal services, and salary costs of employees working for the Fund and its marketing and advertising activities.

9.2.4 If Franchisor spends less than the total of all contributions to the Fund during any fiscal year, it has the right to retain those contributions for use in subsequent years. If Franchisor spends more than the contributions accumulated in the Fund during any fiscal year, it will have the right to receive from the Fund reimbursement or credit during the same or subsequent years to the extent of the excess expenditure.

9.2.5 An unaudited summary report on the operation of the Fund will be prepared annually and will be made available on written request to Franchisee ninety (90) to one hundred twenty (120) days after fiscal year end. Franchisor is not required to have the Fund statements audited. Franchisor will have the right to cause the Fund to be incorporated or operated through an entity separate from Franchisor at such time as it deems appropriate, and such successor entity will have all Franchisor's rights and duties.

9.2.6 Although the Fund is intended to be of perpetual duration, Franchisor retains the right to terminate the Fund. The Fund will not be terminated, however, until all contributions have been used for the purposes described above or returned to contributors on a prorated basis.

9.2.7 Franchisee authorizes Franchisor to collect, for remission to the Fund, any advertising or promotional monies or credits offered by any supplier based upon Franchisee's purchases. Any advertising or promotional monies or credits Franchisor collects from any supplier based upon Franchisee's purchases will not be credited toward Franchisee's required contribution to the Fund.

9.2.8 Franchisor may establish an advertising council of franchisees cooperatives comprised of groups of franchisees within regions or areas Franchisor designates, effective on written notice. Franchisor may modify boundaries of these groups in its sole discretion, effective on written notice. Franchisee must participate in any advertising cooperative which encompasses Franchisee's territory. If established, the council will advise Franchisor on advertising policies, and Franchisees will elect the members of the council. Each cooperative's members and elected officers shall be responsible for the cooperative's administration. The council will be advisory and have no operational or decision-making power. The council will operate under its own by-laws, but Franchisor will have the right to change or dissolve the council. The cooperative must obtain Franchisor's written approval of the copy and proposed media or method of distribution for advertising and promotion it creates, following the same procedures a franchisee must follow for materials Franchisee creates. The cooperative shall assign to Franchisor any copyright, trademark or service mark rights in any materials it creates, without compensation, and permit Franchisor and other INS Ice Beer franchisees which it authorizes to use these materials without compensation. If established, Franchisor may set the amount (but not to exceed 1.5% of Gross Sales) Franchisee and other INS Ice Beer franchisees must contribute to such council or cooperative. Franchisor may require a cooperative to merge with another cooperative servicing an adjacent or proximate area, or to subdivide a cooperative into smaller groupings. Advertising cooperatives must prepare quarterly and annual financial statements, which need not be audited, and make them available to all cooperative members and Franchisor.

9.3 In addition to the ongoing advertising requirements set forth herein, Franchisor may require Franchisee to spend, throughout the Term of this Agreement, up to one percent (1%) of Gross Sales each month on advertising for the Restaurant in your Territory ("Local Advertising"). If instituted, Franchisee's Local Advertising expenditures will include local newspaper, radio and directories advertisements and other forms of advertising at the local level. In such event, on the seventh (7th) day of each calendar month during the Term, Franchisee shall provide Franchisor with copies of all invoices, statements, canceled

checks or other forms of payment that have been issued by Franchisee during the preceding calendar month which evidence the expenditure and payment by Franchisee of the required Local Advertising. All Local Advertising materials must be approved in accordance with Section 9.5 of this Agreement.

9.4 Franchisee must obtain and maintain a bold listing in the white pages directory (or equivalent) servicing Franchisee's area under the name "INS Ice Beer" or any other name designated by Franchisor. If other INS Ice Beer Restaurants are located nearby, Franchisee must participate in any regional or local advertising cooperative that Franchisor establishes or causes to be formed, if Franchisor requires Franchisee's participation. Such participation may involve, for example, paying a pro rata share of the cost of yellow pages advertising (or equivalent) placed on behalf of Franchisee and other INS Ice Beer Restaurants. If no other INS Ice Beer Restaurants are located nearby, Franchisee must maintain a display advertisement, in a form Franchisor specifies, in the local yellow pages directory (or equivalent). The cost of Franchisee's white pages and yellow pages advertising (or equivalent) will be borne by Franchisee. Franchisee may not solicit business through the use of an 800 (or other toll-free) number, direct mail or other advertising method without Franchisor's prior written consent.

9.5 Franchisee must submit to Franchisor, for its approval, all materials to be used for local advertising, unless they have been approved before or they consist only of materials Franchisor provided. All materials containing the Marks must include the designation trademark TM, registered trademark [®], service mark SM, copyright [©], or any other designation Franchisor specifies. If Franchisee does not receive written or oral disapproval of any materials submitted within fifteen (15) business days from the date Franchisor receives the materials, the materials are deemed approved. Franchisor may require Franchisee to withdraw and/or discontinue the use of any promotional materials or advertising, even if previously approved. Franchisor must make this requirement in writing, and Franchisee will have five (5) days after receipt of Franchisor's notice to withdraw and/or discontinue use of the materials or advertising. Franchisee must include in any significant display advertisements, and in marketing materials for the Restaurant, in conformance with standards in the Confidential Operations Manuals, a notice that the Restaurant is individually owned and operated. Subject to any legal restrictions, Franchisee also must display or make available, in the reception area of the Restaurant, marketing materials intended for general customers that Franchisor may provide to Franchisee from time to time. Franchisor reserves the right to require Franchisee to include certain language in Franchisee's local advertising, such as "Franchises Available" and Franchisor's website address and telephone number.

9.6 Franchisee acknowledges and agrees that Franchisor will own all rights to and interest in each telephone number and online and telephone business directory listing and social media accounts used by Franchisee that is associated in any manner with Franchisee's Restaurant and/or with any Mark (the "Listings"). Franchisee acknowledges and agrees that all goodwill arising from or in connection with the use of each of the Listings will inure to Franchisor's benefit. Promptly after the expiration, termination, repurchase or transfer of the franchise, and at Franchisee's own expense, Franchisee will notify all telephone and business directory service companies and social media networks with whom Franchisee has any Listings and direct them to transfer the Listings to Franchisor or to any person(s) Franchisor designates, and Franchisee will execute any and all documents necessary to complete these transfer(s). Upon the execution of this Agreement, Franchisee will sign a Listings transfer consent and authorization, in a form substantially similar to Exhibit G, granting Franchisor the authority to change, transfer or terminate Franchisee's Listings on Franchisee's behalf. Franchisor will use this authorization only if Franchisee does not comply fully with this Section 9.6 after the expiration, termination, repurchase or transfer of the franchise.

9.7 Franchisor has the right to control all use of URLs, domain names, websites, social media (defined in Section 9.8), addresses, meta-tags, links, key words, e-mail addresses and any other means of electronic identification or origin ("e-names") related to the Restaurant. Franchisor shall establish and

maintain from time to time, one or more Internet Websites that shall be used to provide information about INS Ice Beer Restaurants to the public. Franchisor has sole discretion and control over the establishment, design and content of the Website. Franchisor may, in its discretion, configure the site to accommodate one or more interior pages which Franchisor shall dedicate, in whole or in part, to the Franchised Business, all at Franchisee's expense. Franchisor shall have the right, at its sole option, from time to time, to (i) change, revise, or eliminate the design, content and functionality of the Website, (ii) make operational changes to the Website, (iii) change or modify the URL and/or domain name of the Website, (iv) substitute, modify, or rearrange the Website, at Franchisor's sole option, including in any manner that Franchisor considers necessary or desirable to comply with applicable laws, or respond to changes in market conditions or technology and respond to any other circumstances, (v) limit or restrict end-user access (in whole or in part) to the Website, and (vi) disable or terminate the Website without any liability to Franchisee. Franchisee shall not develop, create, generate, own, license, lease or use in any manner any computer medium or electronic medium (including, without limitation, any Internet home page, e-mail address, Website, domain name, bulletin board, newsgroup or other Internet-related medium or activity) which in any way uses or displays, in whole or in part, the Marks, or any of them, or any words, symbols or terms confusingly similar thereto without Franchisor's prior written consent, and then only in the manner and in accordance with the procedures, policies, standards and specifications that Franchisor may establish from time to time.

A. Franchisee shall not separately register any domain name or any portion of any domain name containing the Marks or participate or market on any Website or other form of electronic media (including, without limitation, through the use of social technology, social media, social networking platforms, video Websites, email marketing sites or other forms of electronic media not yet developed) using the Marks without Franchisor's prior written consent.

B. Franchisee's general conduct on the Internet and in the use of other forms of electronic media is subject to the terms and conditions of this Agreement and all other rules, requirements or policies that Franchisor may identify from time to time. Franchisor may at any time after Franchisee commences use of any approved electronic media, prohibit further use, effective upon receipt of written notice by Franchisee. Franchisee shall not develop, create, generate, own, license, lease or use in any manner any computer medium or electronic medium (including, without limitation, any Internet home page, e-mail address, Website, domain name, bulletin board, newsgroup or other Internet-related medium or activity) which in any way uses or displays, in whole or in part, the Marks, or any of them, or any words, symbols or terms confusingly similar thereto without Franchisor's prior written consent, and then only in the manner and in accordance with the procedures, policies, standards and specifications that Franchisor may establish from time to time. All emails collected will be Franchisor's property, with no restrictions on Franchisor's use or distribution of email addresses.

9.8 Franchisee is not permitted to promote its Franchised Restaurant or use any of the Marks in any manner on any social or networking websites, such as Facebook, LinkedIn or Twitter, without Franchisor's prior written consent. Franchisor will control all social media initiatives. Franchisee must comply with Franchisor's System standards regarding the use of social media in Franchisee's Franchised Business's operation, including prohibitions on Franchisee's and the Franchised Restaurant's employees posting or blogging comments about the Franchised Restaurant or the System, other than on a website established or authorized by us. "Social media" includes personal blogs, common social networks like Facebook and Instagram, professional networks like LinkedIn, live-blogging tools like Twitter, Snapchat, virtual worlds, file, audio and video-sharing sites like YouTube, and other similar social networking or media sites or tools. Franchisor will provide access to branded social media pages/handles/assets, and Franchisee must update these regularly. Franchisor reserves the right to conduct collective/national campaigns via local social media on Franchisee's behalf. Franchisor alone will be, and at all times will remain, the sole owner of the copyrights to all material which appears on any website and social media

accounts related to the Franchised Restaurant, including any and all material Franchisee may furnish to Franchisor.

9.9 Franchisor may require Franchisee, at Franchisee's expense, to operate certain aspects of the Restaurant that Franchisor designates from time to time through e-commerce methods in the manner Franchisor designates from time to time. Franchisor also has the right to designate, approve, control or limit all aspects of Franchisee's use of the Internet, Intranet, World Wide Web, wireless technology, digital cable, use of e-names, virtual worlds, social media, portals, search engine optimization, pay-per-click advertising, home pages, bulletin boards, chat rooms, linking, framing, blogs, text messaging, on-line purchasing cooperatives, marketplaces, barter exchanges, and related technologies, methods, techniques, registrations, networking, and any electronic communication, commerce, computations, or any means of interactive electronic documents contained in a network of computers or similar devices linked by communications software (collectively, "e-commerce"). Franchisee must follow all of Franchisor's policies and procedures for the use and regulation of e-commerce. Franchisee shall assign and transfer to Franchisor or Franchisor's designee any and all interest Franchisee may have in any e-commerce in connection with the Franchise. Franchisor may require that Franchisee provide photographic, written or other forms of content to Franchisor for use in e-commerce activities associated with the Marks or the System which Franchisor may designate. Franchisor may restrict Franchisee's use of e-commerce, or Franchisee's customers use of e-commerce in connection with the Menu Item purchases to a centralized website, portal or network or other form of e-commerce designated by Franchisor or operated by Franchisor or Franchisor's designee. Franchisor may require that Franchisee provide information to Franchisor and arrange Menu Item sales or distribution via e-commerce. Franchisor may require Franchisee to coordinate Franchisee's e-commerce activities with Franchisor. Franchisor may require that Franchisee's customers be provided access to certain e-commerce activities that Franchisor designates from time to time. Franchisee recognizes and agrees that between Franchisee and Franchisor, Franchisor owns all rights to all interest in and to any data collected via e-commerce related to the System and the Marks, including any customer data, click-stream data, cookies, user data, hits and the like. All such information constitutes Franchisor's confidential information.

9.10 Any information on customers of Franchisee's Restaurant that identifies or can be used to identify, contact, locate, or be traced back to the specific person to whom such information pertains, or from which identification or contact information of an individual person can be derived, including but not limited to, personally identifiable information ("Customer Data") and all information, mailing lists and data bases of Customer Data from whatever source derived, industry standards must be used only in connection with Franchisee's Restaurant in accordance with this Agreement. Franchisee agrees to comply with all applicable laws, regulations and with respect to Customer Data; in addition Franchisee agrees to comply with all data privacy and security requirements Franchisor may establish from time to time and to exert Franchisee's best efforts to prevent the unauthorized use, dissemination or publication of Customer Data, subject in all instances to applicable laws. Franchisee shall promptly notify Franchisor if Franchisee becomes aware of or suspect any unauthorized access to the Customer Data, or if Franchisee becomes the subject of any governmental, regulatory or other enforcement or private proceeding relating to Franchisee's data handling practices.

9.11 It is Franchisee's responsibility to maintain and report Franchisee's Payment Card Industry (PCI) compliance, which encompasses operational policies and practices as well as networks and computer systems hardware/software used to process credit card transactions, as well as attesting that Franchisee is abiding by (i) the PCI Data Security Standards enacted by the applicable card associations (as they may be modified from time to time or as successor standards are adopted); and (ii) all other security standards and guidelines that may be published from time to time by payment card companies and/or enacted by law, and are applicable to customer credit card and debit card information. If Franchisee knows or suspects a security breach, Franchisee must immediately notify both Franchisee's credit card transaction acquirer and

Franchisor. Franchisee assumes all responsibility for providing notice of breach or compromise, along with duties and costs associated with fraudulent transactions, penalties, and ongoing fees for monitoring customer credit card histories and/or transactions for affected customers of Franchisee's Restaurant.

ARTICLE X

REPORTS TO FRANCHISOR

10.1 Franchisee shall keep full, complete and accurate books, records, and accounts (including, but not limited to, sales slips, coupons, purchase orders, payroll records, check stubs, bank statements, sales tax records and returns, cash receipts and disbursements, journals and ledgers, records of EFT transactions, and backup or archived records of information on any computer system) in accordance with generally accepted accounting principles and in accordance with the System, and Franchisee shall submit to Franchisor:

A. Concurrently with the payment of the Royalty Fees, on a form supplied or approved by Franchisor, a signed and verified statement of Gross Sales in cash, credit and/or other charges, and when Franchisee is tied into the computerized cash register system such reports shall be transmitted electronically;

B. At least five (5) days prior to the payment of the Royalty Fees, a statement of Gross Sales in cash, credit and/or other charges made and/or processed through delivery/catering service or other third party companies (including without limitation, Uber Eats, Postmates, Eat24, Grubhub, and DoorDash) if Franchisor does not have direct access to such reports;

C. Within sixty (60) days after the close of each twelve (12) month period, an annual profit and loss statement for the Restaurant for such year and a balance sheet for the Restaurant as of the end of such year, reviewed by an independent certified public accountant. Franchisor may randomly select a franchisee or franchisees who will be required to have an audited financial statement prepared by a certified public accountant selected by the franchisee, but who shall be acceptable to Franchisor, which opinion may be qualified only to the extent reasonably acceptable to Franchisor;

D. Promptly when prepared, a copy of all of Franchisee's Federal, State and Local tax returns of any kind or nature; and a certificate from Franchisee's accountant that all Social Security payments, taxes and fees required to be paid by Franchisee have been paid, and that there is no reason to believe that Franchisee's corporate status, if Franchisee is a corporation, has been impaired; and

E. Such other periodic forms and reports as may be reasonably prescribed by Franchisor.

10.2 Franchisee shall preserve, for a period of not less than three (3) years, all accounting records and supporting documents relating to Franchisee's business under this Agreement.

10.3 Franchisee shall record, in a manner approved and designated by Franchisor at the time of receipt, all sales of all products sold by Franchisee from Franchisee's Restaurant in a computerized cash register of a type designated by Franchisor, or on any other machine or recording device recommended or approved in advance by Franchisor.

10.4 In order to determine whether Franchisee is complying with this Agreement, Franchisor or its designated agents shall have the right, at any time during reasonable business hours, to examine, at its expense, the books, records, cash control devices, income tax returns, bank statements, sales records of the

Restaurant, and the books and records of any corporation or partnership which owns the franchise. Franchisor shall also have the right, at any time, to have an independent audit made of the books of Franchisee. If an inspection or audit should reveal that Gross Sales and/or payments have been understated in any report to Franchisor by more than two percent (2%), then Franchisee shall, upon fifteen (15) days' notice, pay to Franchisor the amount understated upon demand, and in addition reimburse Franchisor for any and all costs and expenses connected with the inspection or audit (including without limitation, reasonable accounting and attorneys' fees, travel expenses, room and board and compensation of employees or agents of Franchisor). The foregoing remedies shall be in addition to any other remedies Franchisor may have hereunder or under applicable law.

ARTICLE XI

CONFIDENTIAL OPERATIONS MANUALS

11.1 Franchisor shall lend to Franchisee, or provide Franchisee with access to, its current confidential operations manuals, which may consist of one or more manuals, directives and memos published by Franchisor (the "Confidential Operations Manuals" or "Manuals") by hard or electronic copy or via the inter/intranet to use during the term of this Agreement. The Confidential Operations shall include, in part, the business procedures, technical advice and rules and regulations for operating the business, which Franchisee must comply.

11.2 Franchisee acknowledges and agrees that:

A. The Confidential Operations Manuals as modified by Franchisor from time to time are, and shall remain, the property of Franchisor throughout the term of this Agreement, any renewal hereof and thereafter;

B. The Confidential Operations Manuals contains confidential information which Franchisee will protect as a trade secret, and its loss will cause substantial damage to Franchisor and other franchisees, although the amount of such loss would be incalculable with any degree of accuracy;

C. Franchisee shall not reprint or reproduce any portion of the Confidential Operations Manuals for any reason;

D. Franchisee must operate the Franchised Restaurant in compliance with the terms of the Confidential Operations Manuals and immediately conform its operations to all revisions in mandatory specifications, standards, operating procedures and rules prescribed by Franchisor; and

E. Upon termination of this Agreement for any reason, Franchisee will immediately return the Confidential Operations Manuals to Franchisor.

11.3 Franchisor may add to or otherwise modify the Confidential Operations Manuals, from time to time, in Franchisor's sole discretion, whenever it considers such additions or modifications desirable to improve or maintain the standards of the System and its efficient operation, or to protect or maintain the goodwill associated with the "INS Ice Beer" name and Marks or to meet competition, provided such additions or modifications are system-wide in nature and do not substantially increase Franchisee's economic burden.

ARTICLE XII

INSURANCE

12.1 Franchisee, at its sole cost and expense, shall obtain and place with an insurer rated “AAA” in Best’s Directory who is authorized to do business in the state in which Franchisee’s Restaurant is located, and to keep in full force and effect during the terms of this Agreement, insurance coverage on an “occurrence basis” naming Franchisor, its officers, directors and shareholders and any supplier of Products, and any designated primary and secondary lessor as co-insured’s (such insurance policies referred to below collectively as “Insurance”) as follows:

A. Broad Form Comprehensive General Liability with limits of no less than Two Million Dollars (\$2,000,000) in case of damage or injury to one or more persons, including indemnification coverage and property damage insurance of Five Hundred Thousand Dollars (\$500,000); both of which shall be considered primary policies;

B. All risk coverage on all personal property covering Franchisee’s Restaurant and premises and contents thereof, including, without limitation, all supplies, inventory, fixtures, and equipment and business interruption in amounts not less than is sufficient to meet the co-insurance requirements of Franchisee’s policies, and which business interruption insurance covers at least six (6) months of rent, royalties and advertising fees, and contain a replacement value endorsement in an amount not less than ninety percent (90%) of the replacement value thereof, and any loss shall be payable to Franchisor and Franchisee as their interests may appear;

C. Worker’s Compensation and Disability Insurance as may be required by law; and

D. Any other insurance coverage as required by the State, Federal or local municipality in which the franchised premises are located.

12.2 The insurance shall cover the acts or omissions of each and every one of the persons who perform services of any nature at Franchisee’s Restaurant, and shall protect against all acts of any persons who patronize the Restaurant and shall contain a waiver of subrogation against Franchisor.

12.3 Prior to the opening of Franchisee’s Restaurant, Franchisee will deliver to Franchisor certificates of the Insurance, together with the copies of the actual policies issued, and will promptly pay all premiums thereon as and when the same become due. All policies shall provide that they are non-cancelable as to Franchisor unless Franchisor receives at least thirty (30) days’ prior written notice of cancellation. Franchisor shall have the right, but shall not be obligated, to pay premiums due and unpaid by Franchisee or else to obtain substitute coverage in the case of cancellation. Any cost thereof to Franchisor shall be added to the Royalty Fees otherwise payable to Franchisor under this Agreement, provided, however, that same shall be due and payable to Franchisor by Franchisee within five (5) days of demand therefor.

12.4 Franchisor reserves the right to demand that Franchisee obtain Insurance from time to time which is different in coverage, risks, amount or otherwise from the foregoing in order to protect fully the parties having insurable interests in Franchisee’s Restaurant, provided such Insurance is reasonably common in the area for similar operations.

12.5 Franchisee shall immediately notify Franchisor, in writing, of any accidents, injury, occurrence or claim that might give rise to a liability or claim against Franchisor or which could materially affect Franchisee’s business, and such notice shall be provided no later than the date upon which Franchisee notifies Franchisee’s insurance carrier.

ARTICLE XIII
RELATIONSHIP OF THE PARTIES; INDEMNIFICATION

13.1 The relationship between Franchisor and Franchisee is strictly that of a franchisor and franchisee, and Franchisee shall be deemed to be an independent contractor. This Agreement does not create a fiduciary relationship between Franchisor and Franchisee, joint venture, partnership, or agency, and any act or omission of either party shall not bind or obligate the other except as expressly set forth in this Agreement.

13.2 Franchisee recognizes that Franchisor has entered into this Agreement in reliance upon and in recognition of the fact that Franchisee will have full responsibility for the management and operation of the business, and that the amount of profit or loss resulting from the operation of the business will be directly and solely attributable to the performance of Franchisee.

13.3 Except as expressly granted in this Agreement, Franchisee recognizes that nothing contained in this Agreement shall be construed as giving to Franchisee or to any other person or entity, any right or interest in Franchisor's names, Marks, trade secrets, methods, procedures or techniques developed by Franchisor and used in the System. Further, except as specifically set forth in Article I above, nothing contained in this Agreement shall be construed as limiting Franchisor's right, title or interest in the "INS Ice Beer" name, Marks, trade secrets, methods, procedures and techniques which are a part of the System or Franchisor's sole and exclusive right to register trade secrets, methods, procedures and techniques.

13.4 In all public records and prominently displayed in Franchisee's Restaurant and in Franchisee's relationship with third parties, as well as on letterheads and business forms, Franchisee shall indicate clearly the independent ownership of Franchisee's Restaurant, and that the operations of same are separate and distinct from the operation of Franchisor's business. Franchisor shall have the absolute right to approve and/or supply any sign displays containing the foregoing.

13.5 Franchisor shall have no liability for any sales, use, excise, gross receipts, property or other taxes, whether levied upon Franchisee, the Restaurant or its assets, or upon Franchisor in connection with sales made, services performed or business conducted by Franchisee.

13.6 Franchisee shall indemnify and hold Franchisor and its subsidiaries, affiliates, stockholders, directors, officers, employees, agents and assignees harmless against, and to reimburse them for any loss, liability, taxes or damages (actual or consequential) and all reasonable costs and expenses of defending any claim brought against any of them or any action in which any of them is named as a party (including, without limitation, reasonable accountants', attorneys' and expert witness fees, costs of investigation and proof of facts, court costs, other litigation expenses and travel and living expenses) which any of them may suffer, sustain or incur by reason of, arising from or in connection with Franchisee's ownership or operation of the Restaurant, which is due to Franchisee's negligence, breach of contract or other civil wrongs, unless such loss, liability or damage is solely due to the negligence of Franchisor (or any of its affiliates, i.e., any company controlling, controlled by, or under common control with Franchisor) in producing, handling or storing the proprietary food items sold to Franchisee (provided Franchisor shall have established that Franchisee inspected such proprietary food items in accordance with the procedures set forth in the Confidential Operations Manuals and could not have reasonably discovered the adulteration or other defect in such proprietary food items which was the case of such loss, liability or damage). Franchisee acknowledges and agrees that any action or inaction by any third party (e.g., an independent carrier) which is not an affiliate of Franchisor in connection with handling or storing the Products shall not be attributable to or constitute negligence of Franchisor.

ARTICLE XIV
RESTRICTIVE COVENANTS

14.1 Franchisee specifically acknowledges and agrees that prior to becoming a franchisee of Franchisor, Franchisee had no experience, information or knowledge whatsoever about a frosty beer bar or an INS Ice Beer Restaurant, and that Franchisee's knowledge of the INS Ice Beer Confidential Information was obtained solely from Franchisor, following Franchisee's training by Franchisor and Franchisee's subsequent operation of the Franchised Restaurant under this Agreement. In addition, Franchisee specifically acknowledges that, pursuant to this Agreement, Franchisee will receive valuable specialized training and confidential information, including, without limitation, INS Ice Beer Confidential Information regarding the operational, sales, promotional, and marketing methods and techniques of Franchisor and the INS Ice Beer System, which are unique and proprietary to Franchisor, derive independent economic value from not being generally known to the public and are the subject of Franchisor's efforts and that are reasonable under the circumstances to maintain their secrecy.

14.2 During the term of this Agreement, or any extension thereof, Franchisee and each Owner covenants that except as otherwise approved in writing by Franchisor, Franchisee and each Owner shall not, either directly or indirectly, for itself, or through, on behalf of, or in conjunction with any person, or legal Entity (i) divert or attempt to divert any present or prospective INS Ice Beer customer to any Competitive Business, by direct or indirect inducement or otherwise, or do or perform, directly or indirectly, any other act injurious or prejudicial to the goodwill associated with the INS Ice Beer Marks and the System, (ii) employ or seek to employ any person who is or has been within the preceding ninety (90) days employed by Franchisor or an affiliate of Franchisor as a supervisory or managerial employee, or otherwise directly or indirectly induce the person to leave his or her employment, or (iii) own (either beneficially or of record), engage in or render services to, whether as an investor, partner, lender, director, officer, manager, employee, consultant, representative or agent, any Competitive Business, provided, however, the restrictions stated in this Section 14.2 shall not apply to any Owner after two (2) years from the date the Owner ceases to be an officer, director, shareholder member, manager, trustee, owner, general partner, employee or otherwise associated in any capacity with Franchisee. "Entity" shall mean any limited liability company, partnership, trust, association, corporation or other entity, which is not an individual. "Owner" as used herein shall mean each of the individuals listed on Exhibit I and each direct or indirect shareholder, member, general or limited partner, trustee or other equity owner of Franchisee. If Franchisee is an Entity, each Owner and each Owner's spouse shall jointly and severally guarantee Franchisee's payment and performance of its obligations under this Agreement under a Guarantee in the form of Exhibit "B." "Competitive Business" shall mean any Restaurant business that prepares, offers and sells frosty beer as its primary menu items and any business that looks like, copies, imitates, or operates with similar trade dress or décor to the Franchised Restaurant.

14.3 Except as Franchisor otherwise approves in writing, commencing upon the date of (i) an assignment, transfer or sale permitted under Article XX, (ii) the expiration this Agreement, (iii) the termination of this Agreement (regardless of the cause for termination), or (iv) a final court order (after all appeals have been taken) with respect to any of the foregoing events or with respect to enforcement of this Section 14.3, and continuing for an uninterrupted period of two (2) years thereafter, Franchisee and each Owner shall not:

A. Engage, employ or compensate or seek to employ any person who is at that time engaged, operating or employed by or at any other Restaurants, or to otherwise directly or indirectly induce such person to leave employment at any Restaurant;

B. Solicit business from customers of Franchisee's former Restaurant or contact any of Franchisor's suppliers or vendors for any Competitive Business purpose; or

C. Either directly or indirectly for himself or on the behalf of, or in conjunction with, any other person, persons, partnership, association or corporation, own, maintain, engage in, participate in, or have any interest in the operation of any Competitive Business, or which distributes, produces, produces or sells the Products within the "Minimum Area of Competition." The "Minimum Area of Competition" shall be deemed to be that area which is within a radius of ten (10) miles from Franchisee's Restaurant, or any other Restaurant in operation on the effective date of termination or expiration, whether franchised or company-owned.

14.4 If Franchisee fails or refuses to comply with any covenants of this Article, even if such failure or refusal is based upon a claim that the laws of any particular jurisdiction excuse such non-compliance, or make the provisions unenforceable in whole or in part, and provided that the jurisdiction in which Franchisee's Restaurant is located permits, Franchisee separately covenants and agrees that while this Agreement is in effect and for two (2) years after its termination, except where termination occurs due to the fault or action of Franchisor and not due to default of Franchisee, Franchisor shall have the right to require that all sales made in the operation of any business which directly or indirectly competes with: (a) Franchisor; (b) Restaurant; or (c) the System, or which distributes, produces or sells any of the Products (i) anywhere, if this Agreement is then in effect, or (ii) within the Minimum Area of Competition, if this Agreement has been terminated, shall be reported to Franchisor. Franchisee agrees to pay Franchisor upon demand, the weekly fee of One Thousand Dollars (\$1,000) at the times and in the manner specified in Article V above, all without being deemed to revive, modify or expand this Agreement. The covenants of this Article shall survive the termination or expiration of this Agreement.

14.5 Franchisee shall not, during the term of this Agreement or after its termination or non-renewal, communicate or divulge to any other person, persons, partnership or corporation, any information or knowledge concerning the methods of operation used in a food service franchise, nor shall Franchisee disclose or divulge, in whole or in part, any trade secrets of Franchisor or its affiliated companies or subsidiaries.

14.6 The covenants contained in Sections 14.2, 14.3, 14.3 and 14.5 above shall be construed as independent of any other covenant or provision of this Agreement. If all or any portion of a covenant in this Article is held unreasonable or unenforceable by a court or agency having valid jurisdiction in any unappealed final decision to which Franchisor is a party, Franchisee expressly agrees to be bound by any lesser covenant subsumed with the terms of such covenant that imposes the maximum duty permitted by law, as if the resulting covenant were separately stated and made a part of this Article.

14.7 Franchisee acknowledges that the foregoing restrictions are reasonable, are not vague or indefinite, and are designed to protect the legitimate business interests of Franchisor, and that in the event of a breach of covenants contained in this paragraph, the damage to Franchisor would be difficult to ascertain. In addition to the liquidated damages payable to Franchisor as provided below for the breach of any or all of the above covenants, Franchisor shall be entitled to seek injunctive and/or other equitable relief against the violation of any of those covenants, together with reasonable attorneys' fees and costs.

14.8 Covenants contained in this Article shall be construed as severable and independent and shall be interpreted and applied consistent with the requirements of reasonableness and equity. Any judicial reformation of these covenants consistent with this interpretation shall be enforceable as though contained in this Agreement and shall not affect any other provisions or terms of this Agreement.

14.9 Covenants contained in 14.2, 14.3 and 14.4 shall not apply to ownership by Franchisee or an Owner of a less than five percent (5%) beneficial interest in the outstanding equity securities of any Competitive Business registered under the Securities Act of 1933 or the Securities Exchange Act of 1934.

14.10 Franchisee shall obtain and furnish to Franchisor executed covenants similar in substance to those set forth in this Article XIV (including covenants applicable upon the termination of a person's relationship with Franchisee) from all Owners. Every covenant required by this Section 14.10 shall be in a form acceptable to Franchisor, and shall include, without limitation, a designation of Franchisor as a third party beneficiary of the covenants with the independent right to enforce them.

ARTICLE XV **MODIFICATION OF THE SYSTEM**

Franchisee understands and agrees that the System must not remain static if it is to meet, without limitation, presently unforeseen changes in technology, competitive circumstances, demographics, populations, consumer trends, societal trends, other market place variables and the needs of customers, and to best serve the interests of Franchisor, Franchisee and all other franchisees. Accordingly, Franchisee expressly understands and agrees that Franchisor may from time to time change the components of the System, including, but not limited to, altering the products, programs, services, methods, standards, forms, policies and procedures of that System; abandoning the System altogether in favor of another system in connection with a merger, acquisition, other business combination or for other reasons; adding to, deleting from or modifying those programs and services which Franchisee's Restaurant is authorized to offer; modifying or substituting entirely the building, premises, equipment, signage, trade dress, décor, color schemes and uniform specifications and all other unit construction, design, appearance and operation attributes which Franchisee is required to observe hereunder; and changing, improving or modifying the Marks. Subject to the other provisions of this Agreement, Franchisee expressly agrees to abide by any such modifications, changes, additions, deletions and alterations, provided, however, that those changes do not materially and unreasonably increase Franchisee's obligations under this Agreement.

Franchisee shall accept, use and effectuate any such changes or modifications to, or substitution of, the System as if they were part of the System at the time that this Agreement was executed.

Except as provided in this Agreement, Franchisor shall not be liable to Franchisee for any expenses, losses or damages sustained by Franchisee as a result of any of the modifications contemplated hereby. Franchisee covenants not to commence or join in any litigation or other proceeding against Franchisor or any third party complaining of any such modifications or seeking expenses, losses or damages caused thereby. Finally, Franchisee expressly waives any claims, demands or damages arising from or related to the foregoing activities including, without limitation, any claim of breach of contract, breach of fiduciary duty, fraud, and/or breach of the implied covenant of good faith and fair dealing.

ARTICLE XVI **FRANCHISEE**

The term "Franchisee" shall include all persons who succeed to the interest of the original Franchisee by transfer or operation of law, and shall be deemed to include not only the individual or entity defined as "Franchisee" in the introductory paragraph of this Agreement, but shall also include partners of the entity that execute this Agreement in the event the entity is a partnership, and all shareholders, officers and directors of the entity that execute this Agreement in the event the entity is a corporation, and all members, officers and managers of the entity that execute this Agreement in the event the entity is a limited

liability company. By their signatures to this Agreement, all partners, shareholders, officers and directors of the entity that signs this Agreement as Franchisee acknowledge and accept, jointly and severally, the duties and obligations imposed upon each of them, individually, by the terms of this Agreement. The singular usage includes the plural and the neuter and masculine usages include the other and the feminine.

ARTICLE XVII

DEFAULT AND TERMINATION

17.1 Franchisee's Termination and Notice of Franchisor's Breach. If Franchisor is in material breach of this Agreement, Franchisee must provide Franchisor with a written notice describing in detail any alleged material breach and give Franchisor thirty (30) days (or such longer period as prescribed by applicable law) within which to cure the breach or any additional time as reasonably required by Franchisor if the nature of the alleged material breach is such that it cannot reasonably be cured within said thirty (30) days, provided Franchisor promptly commences and continues diligently to cure such alleged breach. Franchisor's failure to cure the alleged material breach shall entitle Franchisee to terminate this Agreement.

17.2 Franchisor's Termination: No Opportunity to Cure. Franchisor has the right to terminate this Agreement without affording Franchisee any opportunity to cure the default, effective on Franchisor's sending of notice of termination to Franchisee (or the earliest date permitted by applicable law) if:

A. Franchisee violates the restrictions related to the use of Confidential Information or Trade Secrets in the Confidentiality and Non-Competition Agreement attached hereto as Exhibit "E" or Article XIV of this Agreement or any of Franchisee's covenantee Personnel violates the covenants set forth therein.

B. Franchisee copies or permits others to copy any portion of the Manuals, except for forms and similar items included in them for the express purpose of copying, or fail to take all necessary precautions to ensure that the Manuals are kept free from theft, unauthorized copying, unauthorized access, fire, or other acts that may jeopardize the confidentiality of its contents.

C. Franchisee or any of Franchisee's Operating Principal: (i) is convicted of or plead no contest to a felony or a crime involving fraud or moral turpitude; (ii) is convicted of or plead no contest to any other offense or crime or engage in other conduct that Franchisor deems likely to reflect materially and unfavorably on the goodwill or reputation of the System; (iii) commits fraud in relation to the Franchised Restaurant or its customers, or otherwise engages in conduct that, in Franchisor's determination, materially impairs the goodwill related to the System; (iv) makes, or has made, any material misrepresentation to Franchisor related to the Franchised Restaurant or this Agreement; or (v) knowingly maintains false books or records, or submits any false reports to Franchisor related to the Franchised Restaurant.

D. Franchisee fails to remain open for business as required by this Agreement or as may be required by the Manuals, as may be limited by local law or the prime landlord, or abandons the Franchised Restaurant or vacates the Restaurant or for three (3) or more consecutive days (or for such other period as would be grounds for termination of Franchisee's sublease).

E. Franchisor issues Franchisee two (2) or more written notices of default under this Agreement for the same or a similar cause or reason in any consecutive 12 month period, whether or not cured.

F. Franchisee: (i) becomes insolvent by reason of an inability to pay debts as they

come due; (ii) is adjudicated bankrupt; (iii) files a petition for bankruptcy protection; (iv) is the debtor in an involuntary bankruptcy petition that is not dismissed within 60 days; (v) is the debtor in an assignment for the benefit of creditors that is not dismissed within 60 days; (vi) is the subject of a voluntary or involuntary petition for reorganization or similar proceeding that is not dismissed within 60 days; (vii) is the subject of a petition for appointment of a receiver, permanent or temporary, that is not dismissed within 60 days; (viii) is the judgment debtor in any final judgment of \$10,000 or more and the judgment remains unsatisfied of record for more than 60 days, unless Franchisee obtains an appeal bond covering the amount of Franchisee's liability; (ix) has Franchisee's bank accounts, property, or receivables attached and the attachment proceedings are not dismissed within 60 days; (x) has an execution levied against Franchisee's business or property and the execution is not dismissed within 60 days; or (xi) is the subject of any suit to foreclose any lien or mortgage related to the Franchised Restaurant or the property thereof, and the suit is not dismissed within 60 days.

G. Franchisee's or any of Franchisee's Owners' assets, property, or interests are blocked under any law, ordinance, or regulation relating to terrorist activities, or Franchisee or any of Franchisee's owners otherwise violate any such law, ordinance, or regulation.

H. The uncured default by Franchisee under any lease or sublease of Franchisee's Restaurant which could possibly result in the loss by Franchisee of the right to possess for any reason whatsoever, or Franchisee's interest (or Franchisee's affiliate's interest) in the lease or sublease for the Accepted Location is terminated or expires or Franchisee otherwise loses possession of the Accepted Location.

I. Franchisee fails to open the Franchised Business by the later of (i) the Opening Deadline or (ii) the last extension of time granted to Franchisee pursuant to Section 2.7, if any.

J. Franchisee, Franchisee's affiliates, and/or any entities owned by or affiliated with any of Franchisee's Owners default under any other agreement between Franchisor and/or its affiliates, whether or not related to the Franchised Business, and fail to cure such default within any applicable cure periods (if any) under such agreement, provided that such default or failure to cure such default would permit Franchisor or its affiliate to terminate such agreement.

K. Franchisee operates the Franchised Business in any manner that Franchisor determines in its reasonable discretion poses a threat or danger to public health or safety, including, without limitation, if a public official requires Franchisee to close the Franchised Business as a result of Franchisee's violation of any laws relating to public health or safety.

L. Franchisee misuses or makes any unauthorized use of the Marks.

17.3 Termination by Franchisor: Opportunity to Cure Within Cure Period. Franchisor has the right to terminate this Agreement for any of the defaults in this Section after Franchisor sends Franchisee a notice of default, if Franchisee fails to cure the default to Franchisor's reasonable satisfaction within the time specified below (or the earliest date permitted by applicable law), without further notice or opportunity to cure if:

A. If 24 hours after Franchisor sends Franchisee a notice of default, Franchisee fails to cure a default for failing to grant Franchisor immediate access to Franchisee's Restaurant or any other place where the Franchised Restaurant is conducted to perform any of the inspections, audits, or copying described in this Agreement; or if in the course of an inspection, audit, or copying Franchisee fails to make the materials Franchisor requests available to Franchisor or to provide Franchisor with full cooperation in the course of the inspections, audits, or copying.

B. If 24 hours after Franchisor sends Franchisee a notice of default, Franchisee fails to cure a default for the operation of Franchisee's Franchised Restaurant in a manner that poses a threat or danger to public health or safety.

C. If 24 hours after Franchisor sends Franchisee a notice of default, Franchisee fails to cure a default related to any dilution or adulteration of any Products, or any misrepresentation, substitution, or palming off of non-INS Ice Beer products from the Restaurant.

D. If 24 hours after Franchisor sends Franchisee a notice of default, Franchisee fails to cure a default related to complying fully with all Laws, unless there is a bona fide dispute as to the violation or legality of a Law and Franchisee promptly resorts to a court or other appropriate forum having jurisdiction to contest the violation or illegality.

E. If 5 calendar days after Franchisor sends Franchisee a notice of default, Franchisee fails to cure a default related to (i) selling, bartering, or exchanging, or attempting to sell, barter, or exchange, any Proprietary Products or supply at wholesale or retail, except as contemplated by this Agreement, (ii) failing to purchase all required goods and supplies, including without limitation, the Proprietary Products, from Franchisor, its affiliates, or its designated or approved suppliers, or (iii) using any unapproved products in the Franchised Business.

F. If 5 calendar days after Franchisor sends Franchisee a notice of default, Franchisee fails to cure a default related to opening the Restaurant by the Opening Deadline.

G. If 5 calendar days after Franchisor sends Franchisee a notice of default, Franchisee fails to cure a default related to complying with the restrictive covenant in Section 8.10 and Article XIV of this Agreement during the Term.

H. If 10 calendar days after Franchisor sends Franchisee a notice of default, Franchisee fails to cure a default for failing to pay promptly when due all debts Franchisee owes Franchisor or Franchisor's affiliates, all undisputed debts Franchisee owes Franchisor's designated suppliers, and all taxes and other obligations Franchisee owes for the Franchised Restaurant; including, without limitation, all federal, state, and local taxes, and all accounts payable of any nature.

I. If 10 calendar days after Franchisor sends Franchisee a notice of default, Franchisee fails to cure a default relating to obtain the signing of the covenants required in Section 8.10 and Article XIV of this Agreement.

J. If 10 calendar days after Franchisor sends Franchisee a notice of default, Franchisee and/or Franchisee's affiliates fails to cure a default of Franchisee or Franchisee's affiliates materially breach any other agreement with Franchisor or Franchisor's affiliates, or any mortgage, deed of trust or lease covering the Franchised Restaurant, unless cured within any applicable notice or grace periods contained in those documents.

K. If 10 calendar days after Franchisor sends Franchisee a notice of default, Franchisee fails to cure a default under any lease or sublease of the Accepted Location or lose the right to possession thereof. If loss of possession is the result of governmental exercise of eminent domain, Franchisee may, within 360 days of the loss of possession, relocate the Restaurant to some other premises, subject to Franchisor's acceptance of the proposed site and compliance with the Restaurant opening criteria stated in this Agreement.

L. If 30 calendar days after Franchisor sends Franchisee a notice of default, Franchisee fails to cure a default relating to maintaining accurate books of account and business and accounting records as required by this Agreement.

M. If 30 calendar days after Franchisor sends Franchisee a notice of default, Franchisee breaches any of Franchisee's other obligations to Franchisor under this Agreement (including for a quality assurance inspection failure).

17.4 In order to prevent any interruption of the Restaurant operations which would cause harm to the System, if Franchisee is unable, in the sole and reasonable judgment of Franchisor, to operate the Restaurant or upon Franchisee's failure to cure any default within the applicable time period (if any) provided under this Agreement, Franchisee authorizes Franchisor, who may, at its option, operate the Restaurant for so long as Franchisor deems necessary and practical, and without waiver of any other rights or remedies Franchisor may have under this Agreement. All monies from the operation of the Restaurant during such period of operation by Franchisor shall be kept in a separate account, the expenses of the Restaurant, including reasonable compensation and expenses for Franchisor's representative, shall be charged to that account. Franchisor also has the right to charge a management fee of twenty percent (20%) of the Gross Sales earned during the period that Franchisor's appointed manager operates the Restaurant. If, as provided in this Section 17.4, Franchisor temporarily operates the Restaurant for Franchisee, Franchisee will indemnify and hold harmless Franchisor and any representative of Franchisor who may act under this Agreement, from any and all acts which Franchisor may perform, as regards the interests of Franchisee or third parties.

17.5 If Franchisee is in default of any obligation under this Agreement or Franchisor's Standards, then Franchisor may, in addition to Franchisor's other remedies, temporarily suspend, until Franchisee fully cures the default, Franchisee's (i) access and use of the System, Franchisor's website (including Franchisee's access or use of website pages) and Franchisor's internet sites, and (ii) ability to purchase Proprietary Products, non-Proprietary Products, and other products, services, or equipment used in connection with operating under the System. No such suspension shall constitute a waiver or election of remedies, and Franchisor reserves Franchisor's right to terminate this Agreement in accordance with its provisions. All Royalties, Marketing Fees, Local Advertising Fees and all other fees due under this Agreement will continue to accrue during the suspension period. Franchisor's consent, approval or acceptance may be withheld if needed while Franchisee is in default under this Agreement or may be conditioned on the cure of all Franchisee's defaults.

17.6 Franchisor's exercise of its rights under Article XVII will not (i) be a defense for Franchisee to Franchisor's enforcement of any other provision of this Agreement or waive or release Franchisee from any of Franchisee's other obligations under this Agreement, (ii) be a defense at law or equity based on impossibility of Franchisee's performance or any claim against Franchisor, its affiliates or approved suppliers (iii) constitute an actual or constructive termination of this Agreement, or (iv) be Franchisor's sole or exclusive remedy for Franchisee's default. Franchisee must continue to pay all fees and otherwise comply with all of Franchisee's obligations under this Agreement following Franchisor's exercise of any of these rights. If Franchisor exercises any of its rights under Section 17.5, Franchisor may thereafter terminate this Agreement without providing Franchisee any additional corrective or cure period, unless the default giving rise to Franchisor's right to terminate this Agreement has been cured to Franchisor's reasonable satisfaction.

ARTICLE XVIII
RIGHTS AND DUTIES OF THE PARTIES
UPON EXPIRATION OR TERMINATION

18.1 For the purpose of this Agreement, the "Effective Date of Termination" shall be the date indicated in any notice of termination sent pursuant to Sections 17.1, 17.2 and 17.3 of this Agreement or the day after the Initial Term, as set forth in Section 4.1 of this Agreement.

18.2 General Obligations. Upon the Effective Date of Termination, Franchisee shall:

A. Immediately cease using the System, including the Marks and any confusingly similar names, marks, commercial symbols, systems, insignia, symbols, color schemes, trade dress, designs, procedures, and methods (including on any web page that Franchisee operates or has used for marketing).

B. Immediately return to us: (i) all hard copies and electronic copies (capable of being returned) of the System Standards and the Manuals, together with all copies of any of them; and (ii) all other manuals, records, files, instructions, correspondence and other materials relating to the operation of the Franchised Restaurant ("Other Materials"). If Franchisee has on Franchisee's computer systems or in Franchisee's e-mail accounts copies of the System Standards, the Manuals and/or Other Materials, Franchisee must immediately delete these copies from Franchisee's computer system and/or e-mail account.

C. Immediately take such action as may be necessary to cancel any assumed name registration or equivalent registration obtained by Franchisee which contains the mark "INS Ice Beer" or any other Proprietary Marks, and shall furnish Franchisor with evidence satisfactory of compliance with this obligation within five (5) days after termination or expiration of this Agreement.

D. Within 5 days of the Effective Date of Termination, pay Franchisor and Franchisor's affiliates the full amount Franchisee owes Franchisor and them.

E. Immediately stop identifying Franchisee in any way as Franchisor's franchisee.

F. Immediately comply with the restrictive covenants in Article XIV of this Agreement.

G. Immediately cease using the Restaurant's telephone numbers; and, on Franchisor's written demand, direct the telephone company to transfer the telephone numbers for the Restaurant to Franchisor or to any other person and location that Franchisor specifies. If Franchisee does not promptly direct the telephone company to do so, Franchisee irrevocably appoints Franchisor as Franchisee's attorney-in-fact to direct the telephone company to do so.

H. Promptly sign all documents and take all other actions as Franchisor deems necessary to effect the intent and provisions of this Section.

18.3 Additional Obligations. The following obligations are in addition to the General Obligations and the liquidated damages stated below.

A. If Franchisor terminates this Agreement under Article XVII, Franchisor will have the right immediately to enter and take possession of Franchisee's Restaurant to maintain continuous operation of the previously-Franchised Restaurant, provide for orderly change of management and disposition of personal property, and otherwise protect Franchisor's interests. If Franchisor exercises this right, Franchisee will vacate the Restaurant promptly and completely, rendering all necessary assistance to

Franchisor to enable Franchisor to take prompt possession. If Franchisee disputes the validity of Franchisor's termination of this Agreement, Franchisor will nevertheless have the option, which Franchisee irrevocably grants, to operate the business pending the final, unappealed determination of the dispute under this Agreement. If a court or an arbitrator of competent jurisdiction makes a final, unappealed determination that the termination was not valid, Franchisor will make a full and complete accounting for the period during which Franchisor operated the business.

B. If Franchisor terminates this Agreement under Article XVII, Franchisee will, at Franchisor's option, assign to Franchisor, or another franchisee Franchisor designates, Franchisee's interest in any lease or sublease for the Accepted Location, and will vacate the Restaurant promptly and completely, rendering all necessary assistance to Franchisor or the other franchisee to enable it to take prompt possession.

C. If Franchisor exercises Franchisor's option to assume Franchisee's interest in any lease for the Accepted Location under Section 18.3.B., above, within 15 days after Franchisor's notice to Franchisee of this election, Franchisee will arrange with Franchisor for an inventory to be made by Franchisor, at Franchisor's cost, of all Franchisee's personal property, fixtures, signs, equipment, Products, inventory, and supplies related to the Restaurant, including without limitation all items bearing the Marks. Franchisor will have the option, to be exercised within 30 days after Franchisor's receipt of the final appraisal, to purchase from Franchisee any or all of these items at the actual fair market value (exclusive of goodwill) (the "Purchase Value"). If Franchisor elects not to purchase Franchisee's personal property, fixtures, signs, equipment, Products, inventory, and supplies related to the Restaurant, Franchisor can retract Franchisor's exercise of Franchisor's option to assume Franchisee's lease under Section 18.3.B, above. If the parties cannot agree on a Purchase Value within a reasonable time, the Purchase Value will be determined by three independent appraisers chosen in the following manner: Franchisee will designate one appraiser and Franchisor will designate one appraiser, and the two appraisers that Franchisee and Franchisor designate will select a third appraiser. The majority determination of the three appraisers will be binding. Each party will pay the appraiser's fee for the appraiser designated by that party. Franchisee and Franchisor will each pay 50% of the third appraiser's fee. If Franchisor elects to exercise this option to purchase, Franchisor may set off all amounts Franchisee owes Franchisor or Franchisor's affiliates under this Agreement against any payments for the purchase. At the closing, Franchisee will deliver to Franchisor, in a form satisfactory to Franchisor, good and merchantable title to the assets purchased, free and clear of any encumbrances, together with all licenses or permits that may be assigned or transferred. Franchisee will be responsible for all sales and other transfer taxes.

18.4 Franchisee shall maintain all financial records and reports required pursuant to this Agreement or the Confidential Operations Manuals for a period of not less than three (3) years after the Effective Date of Termination. Franchisee shall permit Franchisor to make final inspection of Franchisee's financial records, books, tax returns, and other accounting records at any time in the three (3) year period following the Effective Date of Termination.

18.5 No right or remedy conferred upon or reserved to Franchisor in this Agreement is exclusive of any other right or remedy contained in this Agreement, or provided or permitted by law or equity, but each shall be cumulative of every other right or remedy.

18.6 Nothing contained in this Agreement shall be deemed to relieve Franchisee of any obligations or responsibilities or liabilities incurred by Franchisee during the term of this Agreement or any renewal term, or Franchisee's lease or sublease and which obligations, responsibilities or liabilities shall survive the termination, expiration or non-renewal of this Agreement, Franchisee's lease or sublease.

18.7 Liquidated Damages. In addition to and without in any way limiting other remedies herein, Franchisee shall pay to Franchisor, as liquidated damages and not as a penalty, in addition to all sums otherwise due hereunder, the sum produced by multiplying twenty-four (24) by the average actual monthly Royalty Fees for which Franchisee was obligated during the term hereof. If less than twenty-four (24) months remain in the term hereof at the time of such termination, then the number of remaining months shall be substituted for the number of twenty-four (24). Such sum shall be fully due and payable within ten (10) days of receipt of notice thereof from Franchisor. Franchisee acknowledges the reasonableness of this liquidated damages provision as a measurement on Franchisor's lost future profits.

18.8 Franchisee acknowledges that its obligation to pay Franchisor liquidated damages is in addition to, not in lieu of, Franchisee's obligations to pay other amounts due to Franchisor under this Agreement up to the date of termination and to strictly comply with any other post-termination obligations required hereunder. Should any valid, applicable law or regulation of a competent governmental authority having jurisdiction over this Agreement limit Franchisee's ability to pay, and Franchisor's ability to receive, such liquidated damages, Franchisee shall be liable to Franchisor for any and all damages which it incurs, now or in the future, as a result of Franchisee's default under this Agreement.

ARTICLE XIX

COMMENCEMENT AND HOURS OF OPERATIONS

Franchisee recognizes that continuous and daily availability of any of the proprietary food items and Products to the public is essential to the adequate promotion of Franchisee's Restaurant, and that any failure to provide such availability affects Franchisor both locally and nationally. Franchisee shall make Franchisee or Franchisee's Approved Manager personally available to provide the Products to the consuming public at a minimum of ten (10) hours per day, seven (7) days per week, or as required by any lease or sublease if different, except where prohibited or otherwise regulated by a governmental authority, including any state or local licensing authority, and shall otherwise conduct the business in accordance with generally accepted business standards. These requirements may be changed by Franchisor from time to time and upon reasonable notice to Franchisee and may differ from one franchisee to another, based upon the specific characteristics of a particular location.

ARTICLE XX

TRANSFERABILITY OF INTEREST

20.1 For purposes of this Agreement, "Transfer" as a verb means to sell, assign, give away, transfer, pledge, mortgage, or encumber, either voluntarily or by operation of law (such as through divorce or bankruptcy proceedings), any interest in this Agreement, the Franchised Business, substantially all the assets of the Franchised Business, or in the ownership of Franchisee (if Franchisee is an Entity). "Transfer" as a noun means any such sale, assignment, gift, transfer, pledge, mortgage, or encumbrance. A "Control Transfer" means any Transfer of (i) this Agreement or any interest in this Agreement; (ii) the Franchised Business or all or substantially all of the Franchised Business's assets; or (iii) any Controlling Ownership Interest (defined below) in Franchisee (if Franchisee is an Entity), whether directly or indirectly through a transfer of legal or beneficial ownership interests in any Owner that is an Entity, and whether in one transaction or a series of related transactions, regardless of the time period over which these transactions take place. References to a "Controlling Ownership Interest" in Franchisee mean either (i) 10% or more of Franchisee's direct or indirect legal or beneficial ownership interests in Franchisee entity or (ii) an interest the acquisition of which grants the power (whether directly or indirectly) to direct or cause the direction of

management and policies of Franchisee or the Franchised Business to any individual or entity, or group of individuals or entities, that did not have that power before that acquisition.

20.2 Franchisee understands and acknowledges that the rights and duties created by this Agreement are personal to Franchisee, and that neither this Agreement nor the franchise granted shall be assignable or transferable by Franchisee, nor may the same be mortgaged, pledged or encumbered by him without the express prior written consent of Franchisor. Any purported Transfer of any rights under this Agreement or the franchise, without the prior written consent of Franchisor, shall be null and void, and will constitute a default under this Agreement, for which Franchisor may terminate this Agreement without opportunity to cure.

A. If Franchisee or any of its Owners desires to make a Transfer, Franchisee must promptly provide Franchisor with written notice. Franchisee agrees to provide any information and documentation relating to the proposed Transfer that Franchisor reasonably requires. Franchisor has the right to communicate with both Franchisee, its counsel, and the proposed transferee on any aspect of a proposed Transfer. No Control Transfer may be completed until at least 60 days after Franchisor receives all requested information to evaluate the proposed Control Transfer. No other Transfer may be completed until at least 30 days after Franchisor receives all requested information to evaluate such proposed Transfer.

B. Franchisor has sole and absolute discretion to withhold its consent, except as otherwise provided in Sections 20.4 through 20.6 and Article XXI. Without limiting the foregoing, Franchisor will not consent to a Transfer, and Franchisor is under no obligation to do so, if (i) the Franchised Business is not open and operating; or (ii) the Transfer would cause a transferee or its owners to breach another agreement (whether or not with Franchisor). Franchisor's consent to a Transfer does not constitute a waiver of any claims that Franchisor has against the transferor, nor is it a waiver of its right to demand exact compliance with the terms of this Agreement.

20.3 Control Transfer. For a proposed Control Transfer, in addition to any other conditions that Franchisor may specify and without limiting in any way Franchisor's sole and absolute discretion to grant or withhold consent for a proposed Control Transfer, at a minimum, all of the following conditions must be satisfied (unless waived by Franchisor):

A. Franchisee notifies Franchisor in writing at least 90 days prior to any proposed Control Transfer and provide all requested information at least 60 days prior to any proposed Control Transfer.

B. All sums Franchisee owes Franchisor and its affiliates are paid.

C. Franchisee is (i) at the time of the Transfer request or the Transfer closing, in default in any material respect under this Agreement or any other agreement with Franchisor, or any of its affiliates, or any of its approved suppliers and (ii) Franchisee has not been during the Term, in default in any material respect under this Agreement or any other agreement with Franchisor, any of its affiliates, or any of its approved suppliers without curing such default within the applicable cure period.

D. The transferee and its directors, officers, shareholders, partners, members, and managers, as applicable, shall meet Franchisor's requirements for approval as new franchisees, including Franchisor's requirement for the moral and credit background checks, which approval shall not be unreasonably withheld. If the transferee, its affiliates, or any of its directors, officers, shareholders, partners, members, or managers owns an interest in another INS Ice Beer business or another franchise licensed by one of our affiliates, those individuals or entities must (i) at the time of the Transfer request or the Transfer closing, not be in default in any material respect under any agreement with Franchisor, any of its affiliates,

or any suppliers, (ii) during the previous two years, not have been in default in any material respect under any agreement with Franchisor, its affiliates, or any suppliers without curing such default within the applicable cure period, and (iii) in Franchisor's sole judgment, have been approved to develop and operate additional franchises.

E. The transferee, and all owners of a legal or beneficial interest in the transferee (if transferee is an Entity), shall at Franchisor's option either personally assume in writing all of the obligations of Franchisee, disclosed or undisclosed including all obligations under this Agreement, or at Franchisor's option, execute the then-current Franchise Agreement and all other then-current related agreements, in the form used by Franchisor, except that the Royalty Fee and Marketing Fee under the then-current Franchise Agreement shall not be greater than that provided by Article V and IX above for the remainder of what would have been the initial term of this Agreement. However, Franchisor shall have the right to reasonably increase the Royalty Fee and the Marketing Fee, in conformity with the System, during any renewals of the Agreement. The terms of our then-current franchise agreement may be materially different than the terms of this Agreement.

F. The transferee (and, if the transferee is not an individual, such owners of a legal or beneficial interest in the transferee as Franchisor may request) must (i) enter into a written assignment, in a form satisfactory to Franchisor, assuming and agreeing to discharge and guarantee all of Franchisee's obligations under this Agreement and (ii) must execute our then-current form of personal guarantee.

G. Franchisee, all Owners and guarantors, the transferee, and all individual owners of the transferee, execute a general release in favor of Franchisor, its officers, directors, and employees, of any and all claims and causes of action that they may have against Franchisor or its subsidiary or affiliated corporations in any way relating to this Agreement or the performance or non-performance under this Agreement by Franchisor.

H. Franchisor receives a fully-signed copy of all transfer documents.

I. Franchisee must not be in default under this Agreement or any renewals of this Agreement or of any lease or sublease agreement to which Franchisee is a party. Franchisee must provide Franchisor with written notice from Franchisee's landlord indicating that the landlord has agreed to transfer the lease or sublease to the transferee.

J. The transferee and its proposed directors, officers, shareholders, partners, and members, as applicable, and its Manager and any other personnel Franchisor designates, who will be responsible for operating and managing the Outlet, satisfactorily complete before the date of Transfer Franchisor's initial training program.

K. Franchisee shall pay to Franchisor: (i) a non-refundable transfer review fee equal to Two Thousand Five Hundred Dollars (\$2,500) to reimburse Franchisor for its legal and accounting fees, credit investigation, and other charges and expenses in connection with such assignment, transfer or sale, prior to any such assignment and upon submission of required documentation for Franchisor's review, whether or not the transfer is consummated; and (ii) a non-refundable training and transfer fee equal to Twenty Thousand Dollars (\$20,000), upon Franchisor's consent and approval of such transfer, to reimburse Franchisor for its legal and accounting fees, expenses for training the assignee, transferee, or purchaser, and other charges and expenses in connection with such assignment, transfer or sale.

L. Franchisor must determine, in its sole discretion, that the purchase price and payment terms will not adversely affect the operation of the Franchised Business, and if Franchisee or its Owners finance any part of the purchase price, Franchisee and its Owners must agree that all obligations

under promissory notes, agreements, or security interests reserved in the Franchised Business are subordinate to the transferee's obligation to pay all amounts due to Franchisor and its affiliates and otherwise to comply with this Agreement.

20.4 Non-Control Transfers. For any Transfer that does not result in a Control Transfer, Franchisee must give Franchisor advance notice and submit a copy of all proposed contracts and other information concerning the Transfer and transferee that Franchisor may request. Franchisor will have a reasonable time (not less than 30 days) after Franchisor has received all requested information to evaluate the proposed Transfer. Franchisee and/or its transferee must satisfy, in addition to others that Franchisor may specify, the conditions in Sections 20.3.B. (pay all sums owed), 20.3.C. (not in default), 20.3.D. (transferee meets qualifications), 20.3.F. (sign assignment and guaranty), and 20.3.G. (sign general release). Franchisee must pay Franchisor a transfer review fee equal to Two Thousand Five Hundred Dollars (\$2,500). Franchisee and its Owners must sign the form of agreement and related documents that Franchisor then specify to reflect Franchisee's new ownership structure. Franchisor will not unreasonably withhold its consent.

20.5 Related Party Transfers. If Franchisee is an individual, Franchisor hereby consents, upon thirty (30) days' prior written notice, to the Transfer by Franchisee of all of Franchisee's rights and benefits under this Agreement to a corporation of which Franchisee owns at least a majority of the voting and equity stock, provided that:

A. Such corporation is newly organized and its activities and corporate purposes are confined exclusively to acting as a Restaurant franchised under this Agreement;

B. Such corporation and all of its stockholders execute a Transfer of Franchise to a Corporation form (Exhibit "F" attached hereto), or such other form as shall be provided or approved by Franchisor, in which they jointly and severally assume all of the past and future obligations of Franchisee under this Agreement, to the same extent as if they had originally executed this Agreement as Franchisee;

C. Franchisee or Franchisee's approved manager actively manages such corporation and continues to devote Franchisee's best efforts and full and exclusive time to the day-to-day operation and development of the franchise and the business of the Restaurant and Franchisee shall remain personally liable in all respects under this Agreement, including but not limited to payment for the purchase of any of the Products, jointly and severally with such corporation and any and all other stockholders thereof; and

D. All stock certificates of such corporation bear a legend substantially in the following form, which shall be printed legibly and conspicuously on the front of each such stock certificate:

"The transfer of this stock certificate is subject to the terms and conditions of a certain Franchise Agreement entered into with Wevelopment USA, Inc. dated _____, 20__".

20.6 Security Interests. Franchisee may not grant any security interest in the Franchised Business, the assets used in the operation of the Franchised Business, or any direct or indirect legal and/or beneficial interest in Franchisee without Franchisor's prior written consent, which will not be unreasonably withheld. Franchisor's consent may be conditioned, in its sole discretion, on the written agreement by the secured party that, in the event of a default by Franchisee under any agreement related to the security interest, Franchisor will have the right and option (but not the obligation) to purchase the rights of the secured party upon payment of all sums then due to the secured party. Any foreclosures or other exercise of the rights granted under that security interest are subject to all applicable terms and conditions of this

Article XX. Notwithstanding the foregoing, however, Franchisee may grant, without obtaining Franchisor's prior written approval, a security interest in the assets of the Franchised Business (not including this Agreement) to a lender for the sole purpose of financing Franchisee's acquisition, development, and/or operation of the Franchised Business.

20.7 Transfer by Franchisor. Franchisor shall have the right, without the need for Franchisee's consent, to assign, transfer or sell its rights under this Agreement to any person, partnership, corporation or other legal entity, provided that the transferee agrees in writing to assume all obligations undertaken by Franchisor in this Agreement and Franchisee receives a statement from both Franchisor and its transferee to that effect. Upon such assignment and assumption, Franchisor shall be under no further obligation hereunder, except for accrued liabilities, if any. Franchisee further agrees and affirms that Franchisor may go public; may engage in a private placement of some or all of its securities; may merge, acquire other corporations, or be acquired by another corporation; and/or may undertake a refinancing, recapitalization, leveraged buyout or other economic or financial restructuring. With regard to any of the above sales, assignments and dispositions, Franchisee expressly and specifically waives any claims, demands or damages arising from or related to the loss of Franchisor's name, Marks (or any variation thereof) and System and/or the loss of association with or identification of Wevelopment USA, Inc. as Franchisor under this Agreement. Franchisee specifically waives any and all other claims, demands or damages arising from or related to the foregoing merger, acquisition and other business combination activities including, without limitation, any claim of divided loyalty, breach of fiduciary duty, fraud, breach of contract or breach of the implied covenant of good faith and fair dealing.

Franchisee acknowledges and agrees that Franchisor has the right, now or in the future, to purchase, merge, acquire or affiliate with an existing competitive or non-competitive franchise network, chain or any other business, regardless of the location of that chain's or business's facilities, and to operate, franchise or license those businesses and/or facilities as INS Ice Beer Restaurants operating under the Marks or any other marks following Franchisor's purchase, merger, acquisition or affiliation, regardless of the location of these facilities, which Franchisee acknowledges may be near to any of Franchisee's locations.

If Franchisor assigns its rights in this Agreement, nothing in this Agreement shall be deemed to require Franchisor to remain in the "INS Ice Beer" business or to offer or sell any products or services to Franchisee.

20.8 Right of First Refusal. If Franchisee, any Owners of an Entity Franchisee, or any legal heir or legatee of any deceased Franchisee, or of any deceased Owner of any Entity Franchisee, desires to effect any Transfer, Franchisee or such other authorized person or party shall give Franchisor written notice of all of the terms of any such bona fide offer within fifteen (15) days after receipt of such offer, and providing Franchisor with all other documents and data required prior to Franchisor approving the sale. Franchisor shall have the right of first refusal, for a period of fifteen (15) days after receipt of such notice, to notify Franchisee or such other authorized person or party of Franchisee's desire to exercise such option under the same terms and conditions as the bona fide offer. If Franchisor fails to exercise such option in the time period allotted, then Franchisee shall be free to contract with the person who made such bona fide offer solely on the same terms and conditions, subject to Franchisee's compliance with all of the other terms and provisions of this Agreement. In the event the terms of such bona fide offer change at any time, then at the time of any change, Franchisee must re-offer the franchise to Franchisor for an additional fifteen (15) day period.

20.9 Securities Offering. If, subject to the restrictions and conditions of Transfer contained in this Article, Franchisee shall attempt to raise or secure funds by the sale of securities (including, without limitation, common or preferred stock, bonds, debentures or general or limited partnership interests) in Franchisee or any affiliates of Franchisee, Franchisee, recognizing that the written information used with

respect thereto may reflect upon Franchisor, will submit any such written information to Franchisor prior to its inclusion in any registration statement, prospectus or similar offering circular or memorandum and will obtain the written consent of Franchisor to the method of financing prior to any offering or sale of such securities. For each proposed offering, Franchisee shall pay Franchisor and reimburse Franchisor for its reasonable costs and expenses associated with reviewing the proposed offering, including, without limitation, legal and accounting fees. The written consent of Franchisor pursuant to this Section 20.9 shall not imply or constitute the approval of Franchisor with respect to the method of financing, the offering literature submitted to Franchisor or any other aspect of the offering. No information respecting Franchisor or any of its affiliates shall be included in any securities disclosure document, unless such information has been furnished by Franchisor, in writing, pursuant to the written request of Franchisee, in which Franchisee states the specific purpose for which the information is to be used. Should Franchisor, in its sole discretion, object to any reference to Franchisor or any of its affiliates or any of their businesses in such offering literature or prospectus, such literature or prospectus shall not be used unless and until the objections of Franchisor are withdrawn. Franchisor assumes no responsibility for any offering.

The prospectus or other literature utilized in any such offering shall contain the following language in bold-face type on the first textual page thereof:

“NEITHER WEVELOPMENT USA, INC. NOR ANY OF ITS AFFILIATES ASSUMES ANY RESPONSIBILITY WITH RESPECT TO THIS OFFERING AND/OR THE ADEQUACY OR ACCURACY OF THE INFORMATION SET FORTH HEREIN, INCLUDING ANY STATEMENTS MADE WITH RESPECT TO ANY OF THEM. NEITHER WEVELOPMENT USA, INC. NOR ANY OF ITS AFFILIATES ENDORSES OR MAKES ANY RECOMMENDATION WITH RESPECT TO THE INVESTMENT CONTEMPLATED BY THIS OFFERING.”

Franchisee and each of its Owners agrees to indemnify, defend and hold harmless Franchisor and its affiliates, and their respective officers, directors, employees and agents, from any and all claims, demands, liabilities, and all costs and expenses (including, without limitation, reasonable attorneys’ fees) incurred in the defense of such claims, demands or liabilities, arising from the offer or sale of such securities, whether asserted by a purchaser of any such security or by a governmental agency. Franchisor shall have the right (but not the obligation) to defend any such claims, demands or liabilities and/or to participate in the defense of any action to which Franchisor or any of its affiliates or any of their respective officers, directors, employees or agents is named as a party.

ARTICLE XXI

DEATH OR INCAPACITY OF FRANCHISEE

21.1 In the event of the death or permanent incapacity or disability of Franchisee, i.e., Franchisee is unable to operate the Restaurant as an individual franchisee, or any partner of a Franchisee which is a partnership, or any shareholder owning fifty percent (50%) or more of the capital stock of a Franchisee which is a corporation, Franchisor shall consent to a transfer of that Franchisee’s interest to Franchisee’s heirs, beneficiaries or family designees (referred to in this Article as “Transferee”) without payment of a transfer fee, subject to the following conditions:

A. Transferee must complete, and be approved through, Franchisor’s standard franchise selection process, including satisfactorily demonstrating to Franchisor that Transferee meets the

financial character and managerial criteria as Franchisor shall then be applying in considering applications for new franchisees;

B. Transferee shall agree, in writing, to personally assume liability for and to perform all the terms and conditions of this Agreement to the same extent as the original Franchisee; and

C. If Transferee is not approved, Franchisee or Franchisee's legal representative shall use that person's best efforts to sell the Restaurant to a party acceptable to Franchisor within twelve (12) months from the date of Franchisee's death or permanent incapacity or disability and Franchisor shall have the option, but not the obligation, to operate and/or manage the Restaurant for the account of Franchisee's estate until the deceased or incapacitated Franchisee's interest is transferred to another party acceptable to Franchisor. Should Franchisor elect to operate and/or manage the franchised Restaurant, all monies from the operation of the Restaurant during such period of operation by Franchisor shall be kept in a separate account, the expenses of the Restaurant, including reasonable compensation and expenses for Franchisor's representative, shall be charged to that account. Franchisor also shall have the right to charge a management fee of twenty percent (20%) of the Gross Sales earned during the period that Franchisor's appointed manager operates the Restaurant. If the conveyance of the Restaurant to a party acceptable to Franchisor has not taken place within the twelve (12) month period, Franchisor shall have the option, but not the duty, to purchase the Restaurant and its equipment at the fair market value thereof as determined by independent qualified appraisers selected by Franchisor and the estate. In the event that these appraisers cannot agree on a fair market value, a third appraiser shall be selected by the other two appraisers and that appraiser's determination shall be binding on both parties. However, if Franchisor chooses not to repurchase the Restaurant, then it may elect to terminate this Agreement, in which event the business franchised under this Agreement will automatically revert back to Franchisor, with Franchisor being obligated to purchase the equipment and trade fixtures at their book value, as set forth in the last certified financial statement of Franchisee.

ARTICLE XXII

OPERATION IN THE EVENT OF ABSENCE OR DISABILITY

In order to prevent any interruption of the Restaurant operations which would cause harm to the Restaurant, thereby depreciating its value, if Franchisee is absent for any reason or is incapacitated by reason of illness and is unable, in the sole and reasonable judgment of Franchisor, to operate the Restaurant or upon Franchisee's failure to cure any default within the applicable time period (if any) provided under this Agreement, Franchisee authorizes Franchisor, who may, at its option, operate the Restaurant for so long as Franchisor deems necessary and practical, and without waiver of any other rights or remedies Franchisor may have under this Agreement. All monies from the operation of the Restaurant during such period of operation by Franchisor shall be kept in a separate account, the expenses of the Restaurant, including reasonable compensation and expenses for Franchisor's representative, shall be charged to that account. Franchisor also has the right to charge a management fee of twenty percent (20%) of the Gross Sales earned during the period that Franchisor's appointed manager operates the Restaurant. If, as provided in this Article, Franchisor temporarily operates the Restaurant for Franchisee, Franchisee will indemnify and hold harmless Franchisor and any representative of Franchisor who may act under this Agreement, from any and all acts which Franchisor may perform, as regards the interests of Franchisee or third parties.

ARTICLE XXIII
INJUNCTIVE RELIEF

23.1 If Franchisee is in default, except for default with respect to monies required to be paid by Franchisee to Franchisor, under any provisions of this Agreement, Franchisor shall be entitled to seek a permanent injunction and any preliminary or temporary equitable relief in order to restrain the violation of this Agreement by Franchisee or any person acting for Franchisee or in Franchisee's behalf. Franchisor shall be entitled to its reasonable attorneys' fees and courts costs in connection with taking such action or in connection with any other remedy sought by Franchisor, provided Franchisor is the prevailing party. This remedy shall be cumulative to any other remedy available to Franchisor.

23.2 Franchisee agrees that it is impossible to measure in money the damages which Franchisor will sustain in the event of Franchisee's breach of this Agreement and, therefore, in the event Franchisor institutes injunctive proceedings under this Article, Franchisee waives the defense that Franchisor has an adequate remedy at law.

ARTICLE XXIV
RISK OF OPERATIONS

THERE ARE MANY UNCERTAINTIES AND RISKS OF THIS BUSINESS. THE SUCCESSFUL OPERATIONS, THE LEVEL OF BUSINESS OR PROFITS THAT FRANCHISEE MIGHT REASONABLY EXPECT, OR THE DESIRABILITY, PROFITABILITY OR EXPECTED CUSTOMER VOLUME OF THE RESTAURANT ARE NECESSARILY DEPENDENT IN PART UPON VARIABLES WHICH ARE BEYOND FRANCHISOR'S CONTROL, INCLUDING, WITHOUT LIMITATION, THE ABILITY, MOTIVATION, AMOUNT AND QUALITY OF EFFORT EXPENDED BY FRANCHISEE.

ARTICLE XXV
OTHER OBLIGATIONS

Nothing contained in this Agreement shall inhibit or limit the unrestricted right of Franchisor to enter into or engage in any business or in the sale itself, or the licensing to others for the sale, of the proprietary food items other than the limitations imposed upon Franchisor by Article I above; Franchisee shall have no rights, benefits or entitlement with respect thereto.

ARTICLE XXVI
FORCE MAJEURE

Except for (i) Franchisee's covenants and obligations set forth in Articles I and II of this Agreement, (ii) Franchisee's monetary obligations under this Agreement, and (iii) as otherwise specifically provided in this Agreement, if either party to this Agreement shall be delayed or hindered in or prevented from the performance of any act required under this Agreement by reason of strikes, lock-outs, labor troubles, inability to procure materials, failure of power, war, acts of terror, riots, insurrection, acts of God, Pandemic (as hereinafter defined), inclement weather, failure of power, restrictive governmental law or regulations, or other causes beyond the reasonable control of the party required to perform such work or act under the terms of this Agreement not the fault of such party (a "Force Majeure"), then performance of such act shall be excused during the period of such Force Majeure. The party whose performance is affected by a Force Majeure shall give prompt, written notice to the other party of such Force Majeure. If there shall be a Force

Majeure that Franchisor deems economically harmful or otherwise detrimental to Franchisor or the System, then Franchisor shall be entitled to terminate this Agreement on 90 days' written notice to Franchisee; provided, however, that Franchisor may withdraw such notice if, within such 90-day period, Franchisor determines that the economically harmful or otherwise detrimental effects have ceased. The term "Pandemic" shall mean an outbreak of a pandemic disease provided the outbreak is classified as a worldwide pandemic, including the United States, by the World Health Organization, and the Centers for Disease Control and Prevention. The provisions of this Section shall not: (a) operate to excuse Franchisee from prompt payment of its monetary obligations under this Agreement; nor (b) be applicable to delays resulting from the inability of a party to obtain financing or to proceed with its obligations under this Agreement because of a lack of funds.

ARTICLE XXVII
WAIVER OF VIOLATION OR DEFAULT

Waiver by Franchisor or Franchisee of any violation or default hereunder shall not alter or impair either party's right with respect to any subsequent violation or default, nor shall any delay or omission on the part of either party to exercise any right arising from such violation or default alter or impair such party's rights as to the same or any future violation or default. An acceptance by Franchisor of any payment from Franchisee after the date on which such payment is due shall not operate as a waiver of Franchisee's default or violation hereunder, nor alter or impair Franchisor's rights with respect to such violation or default.

ARTICLE XXVIII
NOTICE AND TIME

28.1 All communications required or permitted to be given hereunder shall be in writing and shall be deemed to have been duly given when delivered personally or by fax transmission, or one (1) business day after being sent by overnight commercial courier service for next business day delivery, or five (5) days after being deposited in the United States mail, for certified or registered delivery, return receipt requested, postage prepaid. Notice to Franchisor shall be addressed to:

Notices to Franchisor:

Wevelopment USA, Inc.

3435 Wilshire Blvd., Suite 460
Los Angeles, CA 90010
Tel: (657) 620-0113
Attention: CEO

Notice to Franchisee shall be addressed to:

Either party may designate another address at any time by written notice to the other. Additionally, all payments and reports, required to be made, by Franchisee under this Agreement shall be given to Franchisor at the above address, except that regular reports may be sent by regular mail.

28.2 Time is of the essence in this Agreement with respect to each and every provision in which time is a factor. Whenever this Agreement refers to a period of days, the first day to be counted shall be the first day following the designated action or event. For any period of five (5) or fewer days, only business days (excluding Saturdays, Sundays and national holidays) shall be counted. Unless expressly stated otherwise, any period longer than five (5) days shall be measured by calendar days, except that if the last day of any such period is not a business day, the period shall automatically be extended to the next business day.

ARTICLE XXIX **APPLICABLE LAW**

29.1 This Agreement takes effect upon its acceptance and execution by Franchisor in California, and shall be interpreted and construed under the laws of California, which laws shall prevail in the event of any conflict of law.

29.2 Except as otherwise stated in this Agreement, no right or remedy that the parties have under this Agreement is exclusive of any other right or remedy under this Agreement or under applicable law. Each and every such remedy will be in addition to, and not in limitation of or substitution for, every other remedy available at law or in equity or by statute or otherwise.

29.3 Notwithstanding Franchisor's agreement to arbitrate, either party will have the right to seek temporary restraining orders and temporary or preliminary injunctive relief from a court of competent jurisdiction with respect to any dispute subject to arbitration; provided, however, that such party must contemporaneously submit the dispute for arbitration on the merits as provided in Section 30.1 above. In addition to any other relief available at law or equity, Franchisor will have the right to obtain restraining orders or temporary or permanent injunctions to: (i) enforce, among other matters, the provisions of this Agreement related to the System; (ii) enforce Franchisee's obligations on termination or expiration of this Agreement; and (iii) prohibit any act or omission by Franchisee or Franchisee's employees that is a violation of applicable Law or that threatens the intellectual property of Franchisor.

29.4 Franchisee acknowledges that Franchisee has and will continue to develop a substantial and continuing relationship with Franchisor at its principal offices in the State of California, where Franchisor's decision-making authority is vested and franchise operations are conducted and supervised. Therefore, the parties irrevocably agree and consent that in any action or proceeding brought by either party to this Agreement, in the event the arbitration provision in Article XXX below is found invalid, unenforceable or illegal, each will submit to the exclusive jurisdiction and venue of any local, state or federal court located in Los Angeles County, California.

29.5 The parties agree to waive, now and forever, any and all rights either may have under the federal RICO statute.

29.6 Waiver of Punitive Damages. **EXCEPT FOR FRANCHISEE'S OBLIGATION TO INDEMNIFY FRANCHISOR FOR THIRD PARTY CLAIMS UNDER ARTICLE XIII, CLAIMS FOR FRANCHISEE'S INFRINGEMENT OF FRANCHISOR'S INTELLECTUAL PROPERTY, AND CLAIMS FOR FRANCHISEE'S BREACH OF FRANCHISEE'S OBLIGATIONS UNDER ARTICLE XIV (RESTRICTIVE COVENANTS) OF THIS AGREEMENT, NEITHER PARTY WILL BE ENTITLED TO RECOVER SPECIAL, CONSEQUENTIAL, EXEMPLARY, OR PUNITIVE DAMAGES UNDER THIS AGREEMENT.**

29.7 In the event Franchisor employs legal counsel or incurs other expense to enforce any obligation of Franchisee under this Agreement, or to defend against any claim, demand, action or proceeding by reason of Franchisee's failure to perform any obligation imposed upon Franchisee by this Agreement, Franchisor shall be entitled to recover from Franchisee the amount of all reasonable attorneys' fees of such counsel and all other expenses incurred in enforcing such obligation or in defending against such claim, demand, action, or proceeding, whether incurred prior to or in preparation for or contemplation of the filing of such action or thereafter.

29.8 Franchisee agrees that he/she/it will not, on grounds of the alleged non-performance by Franchisor of any of its obligations under this Agreement, withhold payment of any Royalty Fee, advertising contributions or any other amounts due to Franchisor.

29.9 Waiver of Jury Trial. **FRANCHISEE AND FRANCHISOR IRREVOCABLY WAIVE TRIAL BY JURY IN ANY ACTION, PROCEEDING, OR COUNTERCLAIM, WHETHER AT LAW OR IN EQUITY, BROUGHT BY EITHER OF THE PARTIES.**

ARTICLE XXX **ARBITRATION**

30.1 Arbitration. Except as stated in Section 30.4 (Excepted Disputes) below and as specifically otherwise provided in this Agreement, all disputes that between Franchisee, Franchisee's affiliates, owners, operating principals, guarantors, and/or Franchisee's or Franchisee's affiliates' officers, directors, and employees, on the one hand, and Franchisor, Franchisor's affiliates, and/or Franchisor's or Franchisor's affiliates' officers, directors and employees, on the other hand, relating to this Agreement, our relationship with Franchisee, or Franchisee's Franchised Business, will be resolved by binding arbitration. The arbitration proceeding shall be conducted by one arbitrator and, except as this Section 30.4 otherwise provides, according to the then-current Commercial Arbitration Rules of the American Arbitration Association (the "AAA") or any successor thereof. All arbitration proceedings will be held at AAA's offices or other suitable offices that Franchisor selects in the metropolitan area in which Franchisor's principal place of business is then located. The arbitrator shall have no authority to select a different hearing locale. All matters relating to arbitration will be governed by the Federal Arbitration Act (9 U.S.C. §§ 1 et seq.).

30.2 Relief. The arbitrator has the right to award or include in his or her award any relief which he or she deems proper, including money damages (with interest on unpaid amounts from the date due), specific performance, injunctive relief, and the costs of arbitration, including the reasonable fees of the arbitrators and attorneys' fees and costs, provided that the arbitrator may not declare any Marks generic or otherwise invalid or, except as expressly provided in Section 29.6 (Waiver of Punitive Damages), award any special, consequential, exemplary, or punitive damages against either party (Franchisor and Franchisee hereby waiving to the fullest extent permitted by law, except as expressly provided in Section 29.6 above, any right to or claim for any special, consequential, exemplary, or punitive damages against the other.

30.3 Individual Actions. The parties intend that any arbitration between Franchisee and Franchisor regarding a claim of Franchisee shall be of Franchisee's individual claim, and that no such claim subject to arbitration shall be arbitrated on a class-wide basis. Any arbitration proceeding between Franchisor and Franchisee may not be consolidated with any other arbitration proceeding between Franchisor and any other person. Notwithstanding the foregoing or anything to the contrary in this Article XXX, if any court or arbitrator determines that this prohibition on class-wide arbitration is unenforceable with respect to a dispute that otherwise would be subject to arbitration under this Article XXX, then the

parties agree that this arbitration clause shall not apply to that dispute and that such dispute will be resolved in a judicial proceeding in accordance with Section 30.4 (Excepted Disputes).

30.4 Excepted Disputes. The following disputes will not be resolved through arbitration unless Franchisor consents to arbitration: (i) disputes that arise under or are related to the Lanham Act, as now or later amended; (ii) disputes that otherwise relate to the ownership or validity of any of the Franchisor's intellectual property; (iii) disputes that involve enforcement of Franchisor's intellectual property rights or protection of Franchisor's Confidential Information or Trade Secrets; or (iv) disputes related to the payment of sums Franchisees owes Franchisor or its affiliates. Any litigation under this subsection will be filed exclusively in the United States District Court for the district in which Franchisor has its principal place of business at the time of filing, and Franchisee irrevocably consents to this court's jurisdiction over Franchisee.

30.5 Binding Decision. The decision and award of the arbitrator will be final, conclusive, and binding on all parties regarding any claims, counterclaims, issues, or accountings presented or pled to the arbitrator, and judgment on the award, including any partial, temporary or interim award, may be entered in any court of competent jurisdiction. The parties agree that the arbitrator may award interest from the date of any damages incurred for breach or other violation of this Agreement, and from the date of the award, until paid in full, at a rate to be fixed by the arbitrator, but in no event less than 2.5% per annum above the Citibank Preference Rate quoted for the corresponding periods, as reported in The Wall Street Journal, or the maximum rate permitted by applicable law, whichever is less.

30.6 Limitation of Claims. **EXCEPT FOR CLAIMS ARISING FROM (i) FRANCHISEE'S NON-PAYMENT OR UNDERPAYMENT OF AMOUNTS FRANCHISEE OWES FRANCHISOR, (ii) FRANCHISEE'S COMPLIANCE WITH ANY POST-TERMINATION OBLIGATIONS, OR (iii) ANY VIOLATION OF FRANCHISOR'S INTELLECTUAL PROPERTY RIGHTS, ANY AND ALL CLAIMS ARISING OUT OF OR RELATING TO THIS AGREEMENT OR FRANCHISOR'S RELATIONSHIP WITH FRANCHISEE WILL BE BARRED UNLESS A JUDICIAL OR ARBITRATION PROCEEDING IS COMMENCED WITHIN 24 MONTHS FROM THE DATE ON WHICH THE ACT, CONDUCT, EVENT, OR OCCURRENCE GIVING RISE TO THE CLAIMS OCCURS, REGARDLESS OF WHEN THE CLAIMS WERE, OR SHOULD HAVE BEEN, DISCOVERED.**

ARTICLE XXXI **ACKNOWLEDGMENTS**

Franchisee acknowledges and is aware of the fact that some franchisees of Franchisor may operate under different forms of agreements and, consequently, that Franchisor's obligations and rights in respect to its various franchisees may differ materially in certain circumstances.

ARTICLE XXXII **ENTIRE AGREEMENT**

This Agreement constitutes the entire agreement between Franchisor and Franchisee with respect to the subject matter hereof, and this Agreement supersedes all prior and contemporaneous agreements between Franchisor and Franchisee in connection with its subject matter. Nothing in this Agreement or in any related agreement, however, is intended to disclaim the representations we made in the Franchise Disclosure Document that we furnished to you. In the event of any conflict between the terms of this Agreement and the terms of any other agreements between Franchisor and Franchisee, the terms of this

Agreement shall prevail. No officer, employee or other servant or agent of Franchisor or Franchisee is authorized to make any representation, warranty or other promise not contained in this Agreement. No change, termination or attempted waiver of any of the provisions of this Agreement shall be binding upon Franchisor or Franchisee unless in writing and signed by Franchisor and Franchisee.

ARTICLE XXXIII

JOINT AND SEVERAL OBLIGATION

If Franchisee consists of more than one (1) person, their liability under this Agreement shall be deemed to be joint and several.

ARTICLE XXXIV

SECURITY INTEREST

Franchisee grants to Franchisor a security interest in all of Franchisee's interest in all leasehold improvements, furniture, furnishings, fixtures, equipment, inventory and supplies located at or used in connection with the Restaurant, now or hereafter leased or acquired, together with all attachments, accessions, accessories, additions, substitutions and replacements therefore, and all cash and non-cash proceeds derived from insurance or the disposition of such collateral, to secure payment and performance of all debts, liabilities and obligations of any kind, whenever and however incurred, of Franchisee to Franchisor. Franchisee agrees to execute and deliver to Franchisor in a timely manner all financial statements and other documents necessary or desirable to evidence, perfect and continue the priority of such security interests under the Uniform Commercial Code. For such purposes, the address of Franchisee and Franchisor are set forth in Article XXVIII of this Agreement. If Franchisee is in good standing, Franchisor will, upon request, execute subordinations of its security interest to suppliers, lenders and/or lessors furnishing equipment or financing for the Restaurant.

ARTICLE XXXV

COUNTERPART; PARAGRAPH HEADINGS; PRONOUNS

This Agreement may be executed in any number of counterparts, all of which when taken together shall constitute one and the same instrument. The paragraph headings in this Agreement are for convenience only, and shall not be deemed to alter or affect any of its provisions. Each pronoun used in this Agreement shall be deemed to include the other number of genders.

ARTICLE XXXVI

SEVERABILITY AND CONSTRUCTION

36.1 Each section, part, term and provision of this Agreement shall be considered severable, and if, for any reason, any section, part, term or provision is determined to be invalid and contrary to, or in conflict with, any existing or future law or regulation, that shall not impair the operation of, or affect the remaining portions, parts, terms or provisions of this Agreement, and the latter will continue to be given full force and effect and bind the parties, and the invalid sections, parts, terms or provisions shall be deemed not to be a part of this Agreement; provided, however, that if Franchisor determines that the finding of illegality adversely affects the basic consideration of this Agreement, Franchisor and Franchisee may terminate this Agreement.

36.2 Anything to the contrary in this Agreement notwithstanding, nothing in this Agreement is intended, nor shall be deemed, to confer upon any person or legal entity, other than Franchisor or Franchisee and such of their respective successors and assigns as may be contemplated by this Agreement, any rights or remedies under or by reason of this Agreement.

36.3 Franchisee expressly agrees to be bound by any promise or covenant imposing the maximum duty permitted by law, which is subsumed within the terms of any provision hereof as though it were separately articulated in and made a part of this Agreement, that may result from striking from any of the provisions of this Agreement any portion or portions which a court may hold to be unreasonable and unenforceable in a final decision to which Franchisor is a party, or from reducing the scope of any promise or covenant to the extent required to comply with such a court order.

36.4 All captions in this Agreement are intended solely for the convenience of the parties, and none shall be deemed to affect the meaning or construction of any provision.

36.5 This Agreement shall be executed in two or more counterparts, and each copy so executed shall be deemed a duplicate original.

36.6 Notwithstanding anything to the contrary, no statement, questionnaire, or acknowledgment signed or agreed to by 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 Franchisor, its franchise seller, or other person acting on behalf of Franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

The parties have executed this Agreement on the date first written above.

FRANCHISOR

FRANCHISEE

By: _____

By: _____

WEVELOPMENT USA, INC.

FRANCHISE AGREEMENT

EXHIBIT "A"

LOCATION AND TERRITORY

Franchisee's Location and Territory shall be as follows:

FRANCHISOR

By: _____

FRANCHISEE

By: _____
Franchisee

WEVELOPMENT USA, INC.

FRANCHISE AGREEMENT

EXHIBIT "B"

GUARANTEE AGREEMENT

THIS GUARANTEE AGREEMENT ("Guarantee") entered into this ____ day of _____, 20__, by and between Wevelopment USA, Inc., a California corporation ("Secured Party" or "Franchisor") and each of the undersigned persons and their spouses (each a "Guarantor"), being all of the shareholders or members, partners, principals or other owners or controlling persons, as applicable, of the "Franchisee" or "Debtor" (as hereafter defined).

WITNESETH:

WHEREAS, Franchisee, ("Franchisee" or "Debtor") has entered into a Franchise Agreement dated _____, 20__ (collectively, the "Franchise Agreement") with the Secured Party;

WHEREAS, Guarantor holds ____% of ownership interest in the Franchisee or other beneficial owner or controlling person, as applicable, in Debtor, or a spouse of such person, and will benefit from the Franchise Agreement;

WHEREAS, the Secured Party is willing to enter the Franchise Agreement with Debtor only if Guarantor agrees to guarantee the full, prompt, complete and faithful performance of all the terms, covenants, conditions and obligation(s) on Debtor's part to be performed under the Franchise Agreement, and all other agreements and instruments ancillary to such agreements, and including any amendments or renewals thereof (the "Documents");

NOW, THEREFORE, in order to induce the Secured Party to enter the Franchise Agreement and the Documents with Debtor and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, each Guarantor hereby jointly and severally agrees to be bound by the Documents and jointly and severally covenants and agrees with the Secured Party as follows:

ARTICLE I
GUARANTEE

1.1 Guarantor unconditionally guarantees the full, prompt, complete and faithful performance, payment, observance and fulfillment by Debtor of all of the terms, covenants and conditions and any obligation(s) under the Documents when due and any and all fees, royalties and other sums that may become due to the Secured Party from Debtor under the Documents ("Obligation(s)"). Guarantor further agrees to pay all expenses (including reasonable attorneys' fees and legal expenses) incurred by the Secured Party in endeavoring to collect the Obligation(s), or any part thereof, or in securing the performance thereof, or in enforcing this Guarantee.

1.2 Guarantor hereby covenants and agrees unconditionally that in the event Debtor fails to make any payment due under the Obligations on the due date as set forth in the Documents, or an event of default occurs, as defined in the Documents ("Event of Default"), within ten (10) days of the receipt of

written notice from or on behalf of the Secured Party to the effect that there exists such an Event of Default and of the amount or nature of the Obligation(s) which Debtor has failed to pay or perform, Guarantor will pay the entire unpaid amount thereof to the Secured Party at its office set forth on the signature page attached hereto. In the event that the Guarantor should fail or decline to pay any sums properly due to the Secured Party hereunder within ten (10) days following the Secured Party's request for the payment of any such sums, then said sums shall bear interest at annual interest rate equal to twelve percent (12%). Further, if Guarantor shall fail to pay any amount or perform any Obligation(s) properly due to the Secured Party hereunder, the Secured Party may institute and pursue any action or proceeding to judgment or final decree and may enforce any such judgment or final decree against Guarantor and collect, in the manner provided by law, out of Guarantor's property, wherever situated, the monies adjudged or decreed to be payable.

1.3 This Guarantee shall not be limited to any particular period of time, but rather shall continue absolutely, unconditionally and irrevocably until all the terms, covenants and conditions of the Documents have been fully and completely performed by Debtor or otherwise discharged and/or released by the Secured Party, and Guarantor shall not be released from any duty, obligation or liability hereunder so long as there is any claim of the Secured Party against Debtor arising out of the Documents which have not been performed, settled or discharged in full.

ARTICLE II

REMEDIES AND RIGHTS OF SECURED PARTY

2.1 The Secured Party shall give Guarantor notice in writing of an Event of Default or any event which might mature into an Event of Default known to Secured Party (but neither failure to give, nor defect in, any notice shall extinguish or in any way affect the Obligation(s) of Guarantor hereunder). Neither demand on, nor the pursuit of any remedies against, Debtor or any other guarantor of the Obligation(s) ("Obligor") shall be required as a condition precedent to, or neither the dependency nor the prior termination of any action, suit or proceeding against the Debtor or any Obligor (whether for the same or a different remedy) shall bar or prejudice the making of a demand on Guarantor by the Secured Party and the commencement against Guarantor after such demand of, any action, suit or proceeding, at law or in equity, for the specific performance of any covenant or agreement contained in the Documents or for the enforcement of any other appropriate legal or equitable remedy.

2.2 Guarantor's liability hereunder is primary, direct and immediate. Guarantor agrees that neither:

(i) The exercise or the failure to exercise by the Secured Party of any rights or remedies conferred on it under the Documents, hereunder or existing at law or otherwise, or against any collateral;

(ii) The recovery of a judgment against Debtor or Obligor;

(iii) The commencement of an action at law or the recovery of a judgment at law against Debtor or any Obligor and the enforcement thereof through levy or execution or otherwise;

(iv) The taking or institution or any other action or proceeding against Debtor or any Obligor; nor

(v) The delay in taking, pursuing or exercising any of the foregoing actions, rights, powers or remedies (even though requested by Guarantor) by the Secured Party

shall extinguish or affect the Obligation(s) of Guarantor hereunder, but Guarantor shall be and remain liable for and until all Obligation(s) shall have been fully paid notwithstanding the previous discharge (total or partial) from further liability of Debtor or any Obligor or the existence of any bar (total, partial or temporary) to the pursuit by Guarantor of any right or claim to be subrogated to the right or claims of the Secured Party resulting from any action or failure or omission to act or delay in acting by the Secured Party, or anyone entitled to act in its place.

2.3 In case any of the Guarantor shall become insolvent or admit in writing his, her or its inability to pay his, her or its debts as they mature, or apply for, consent to or acquiesce in the appointment of a trustee, receiver, liquidator, assignee, sequestrator or other similar official for either Guarantor, or any of his, her or its property; or, in the absence of such application, consent or acquiescence, a trustee, receiver, liquidator, assignee, sequestrator or other similar official is appointed for Guarantor, or for a substantial part of his, her or its property and is not discharged within 60 days; or any bankruptcy, reorganization, debt arrangement or other proceeding under any bankruptcy, admiralty or insolvency law or at common law or in equity is instituted by or against Guarantor, or remains for 60 days undismissed, then if any such event shall occur at a time when any of the Obligation(s) may not be then due and payable, Guarantor will pay to the Secured Party forthwith the whole unpaid amount under the Documents and Documents plus any other sums due under the Documents and other Documents, irrespective of whether any demand shall have been made on Guarantor, Debtor or any Obligor by intervention in or initiation of judicial proceedings relative to Guarantor, his, her or its creditors or his, her or its property. The Secured Party may file and prove a claim or claims for the whole unpaid amount or any portion thereof and for any other sums due under the Documents and other Documents and file such other papers or documents as may be necessary or advisable in order to have such claim allowed in such judicial proceedings and to collect and receive any monies or other property payable or deliverable on any such claim, and to distribute the same; and any receiver, assignee or trustee in bankruptcy or reorganization is hereby authorized to make such payments to the Secured Party.

2.4 The benefits, remedies and rights provided or intended to be provided hereby for the Secured Party are in addition to and without prejudice to any rights, benefits, remedies or security to which the Secured Party might otherwise be entitled.

2.5 Notwithstanding anything mentioned herein to the contrary, the Secured Party, from time to time, without notice to Guarantor, may take all or any of the following actions without in any manner affecting or impairing the liability of Guarantor hereunder:

- (i)** Obtain a security interest in any property to secure any of the Obligation(s) hereunder;
- (ii)** Retain or obtain the primary or secondary liability of any party or parties, in addition to Guarantor, with respect to any of the Obligation(s);
- (iii)** Extend the time for payment of the Documents or any installment thereof for any period;
- (iv)** Release or compromise any liability of Guarantor hereunder or any liability of any nature of any other party or parties with respect to the Obligation(s);
- (v)** Resort to Guarantor for payment of any Obligation(s), whether or not the Secured Party shall proceed against any other party primarily or secondarily liable on any of the Obligation(s); or

(vi) Agree to any amendments, modification or alteration of the Documents and exercise its rights to consent to any action or non-action of Debtor which may violate the covenants and agreements contained in the Documents with or without consideration, on such terms and conditions as may be acceptable to it.

2.6 Guarantor agrees that if at any time all or any part of any payment theretofore applied by the Secured Party to any of the Obligation(s) is or must be rescinded or returned by the Secured Party for any reason whatsoever (including, without limitation, the insolvency, bankruptcy or reorganization of Debtor) such Obligation(s), for purposes of this Guarantee, to the extent that such payment is or must be rescinded or returned, shall be deemed to have continued in existence, notwithstanding such application by the Secured Party, and this Guarantee shall continue to be effective or be reinstated, as the case may be, as to such Obligation(s), all as though such application by the Secured Party had not been made.

ARTICLE III **GUARANTOR'S WARRANTIES**

3.1 Guarantor represents and warrants to the Secured Party that:

(i) This Guarantee has been duly executed and delivered by the Guarantor and constitutes a legal, valid and binding obligation of Guarantor enforceable against him, her or it in accordance with its terms;

(ii) There is no action, litigation or other proceeding pending or threatened against Guarantor, before any court, arbitrator or administrative agency which may have a materially adverse effect on the assets, businesses, or financial condition of Guarantor, or which would prevent, hinder or jeopardize his, her or its performance under this Guarantee;

(iii) Guarantor is fully familiar with all of the covenants, terms and conditions of the Documents and the Documents;

(iv) The Guarantor is not party to any contract, agreement, indenture or instrument or subject to any restriction which might materially adversely affect his, her or its financial condition which would in any way jeopardize the ability of Guarantor to perform hereunder; and

(v) The Financial Statement of Debtor attached hereto as Exhibit "1" is correct in all material respects and accurately represents the financial condition of Debtor as of _____, 20__.

ARTICLE IV **MISCELLANEOUS PROVISIONS**

4.1 All the covenants, stipulations, promises and agreements contained in this Guarantee by or on behalf of Guarantor are for the benefit of the Secured Party, its successors or assigns and shall bind Guarantor and his, her or its heirs, executors, personal representative, successors and assigns.

4.2 Any notice or demand which by any provision of this Guarantee is required or permitted to be given by Secured Party to Guarantor shall be deemed to have been sufficiently given for all purposes if given by first-class mail, postage prepaid, to Guarantor at the address set forth after his, her or its signature below (until another address is filed by Guarantor with Secured Party for such purposes).

4.3 The Secured Party, without notice of any kind, may sell, assign or transfer the Documents, and in such event each and every immediate and successive assignee or transferee thereof may be given the right by the Secured Party to enforce this Guarantee in full, by suit or otherwise, for its own benefit. Guarantor hereby agrees for the benefit of any such assignee or transferee that his, her or its Obligation(s) hereunder shall not be subject to any reduction, abatement, defense, set-off, counterclaim or recoupment for any reason whatsoever.

4.4 Guarantor hereby expressly waives:

- (i) Notice of the acceptance by the Secured Party of this Guarantee;
- (ii) Notice of the existence, creation or non-payment of all or any of the Obligation(s);
- (iii) Presentment, demand, notice or dishonor, protest and all other notices whatsoever;
and
- (iv) All diligence in collection or protection of or realization on the Obligation(s) or any thereof hereunder, or any security for or guarantee of any of the foregoing.

4.5 No delay on the part of the Secured Party in the exercise of any right or remedy shall operate as a waiver thereof, and no single or partial exercise by the Secured Party of any right or remedy shall preclude other or further exercise thereof or the exercise of any other right or remedy; nor shall any modification or waiver of any of the provisions of this Guarantee be binding on the Secured Party except as expressly set forth in writing, duly signed and delivered on behalf of the Secured Party.

4.6 This Guarantee shall in all respects be governed by and construed and enforced in accordance with the laws of the State of California and the parties hereto submit to the non-exclusive jurisdiction of the courts of Los Angeles County, California and all courts competent to hear appeals therefrom.

4.7 Guarantor: (i) submits to personal jurisdiction in California for the enforcement of this Guarantee; and (ii) waives all personal rights under the laws of California or of any state to object to jurisdiction within California for litigation related to this Guarantee, regardless of any present or future domicile of Guarantor, Franchisee, or Franchisor.

4.8 This Guaranty is to be construed under and governed by the law of the State of California without regard to California, or any other, choice of law or conflicts of law principles. Nothing in this Guarantee is intended to invoke the application of any franchise, business opportunity, antitrust, "implied covenant," unfair competition, fiduciary, or other doctrine of law of California or any other state.

4.9 Article XXX (Arbitration) of the Franchise Agreement is hereby incorporated herein by reference and will be applicable to any all disputes between Franchisor and any of the Guarantors, as though Guarantor were the "Franchisee" referred to in the Franchise Agreement.

4.10 Any provision of this Guarantee that is prohibited or unenforceable in any jurisdiction shall, as to such jurisdiction, be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof, and no such prohibition or unenforceability shall invalidate or render unenforceable such provision in any other jurisdiction.

4.11 The cessation of or release from liability of any Guarantor will not relieve any other Guarantor from liability under this Guarantee or the Franchise Agreement, except to the extent that the default has been remedied or monies owed have been paid.

4.12 Guarantor agrees that the Obligations survive the termination of the Franchise Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Guarantee as of the date first written above.

“SECURED PARTY”

FRANCHISOR

By:_____

“GUARANTORS”

“SPOUSE”

Name:
Address:

Name:
Address:

Name:
Address:

[Attach Debtor’s financial statements as Exhibit “1” to this Guarantee Agreement]

WEVELOPMENT USA, INC.

FRANCHISE AGREEMENT

EXHIBIT "C"

CONDITIONAL LEASE ASSIGNMENT PROVISIONS

The clauses referred to in Article 2.1 of the attached Franchise Agreement are as follows:

- (i) The premises being leased hereunder shall be used solely for the operation of a INS Ice Beer Restaurant.
- (ii) Lessor has examined Franchisor's standard design concepts and specifications and consents to Lessee's use of same and of Franchisor's Marks and such signage as Franchisor may prescribe for the Restaurant.
- (iii) Lessee may not sublease or assign all or any part of its occupancy rights, or extend the term or renew the lease, without Franchisor's prior written consent.
- (iv) Lessor shall furnish Franchisor a copy of the executed lease, including all attachments thereto and related agreements, if any, within five (5) days after its execution, and no change or amendment to such lease affecting the above terms and conditions shall be effective without Franchisor's prior written approval.
- (v) Notwithstanding anything to the contrary contained in this Lease, it is expressly understood and agreed that if the Franchise Agreement dated the ____ day of _____, 20__ between the Lessee and Franchisor expires or is terminated for any reason whatsoever, the Lessee's rights hereunder shall, at the option of Franchisor, be transferred and assigned to Franchisor. Said option may be exercised by Franchisor giving the Lessor a notice in writing within thirty (30) days following the expiration or termination of the said Franchise Agreement, such notice to specify, inter alia, the date of such expiration or termination. It is further agreed that such notice shall, without further act or formality, operate as an effective assignment of the Lessee's right hereunder to Franchisor and the assumption by Franchisor of the covenants herein required to be observed or performed by the Lessee.
- (vi) In the event Franchisor elects not to exercise the above option, Lessor shall permit Franchisor to enter the premises in order to make any modification necessary to protect Franchisor's Marks.
- (vii) The Lessor shall give written notice to Franchisor (concurrently with the giving of such notice to the Lessee) of any default by the Lessee under the Lease, and Franchisor shall have, after the expiration of the period during which the Lessee may cure such default, an additional fifteen (15) days to cure, at its sole option, any such default, providing that if such default arises by reason of the bankruptcy or insolvency of the Lessee or the appointment of a receiver over the Lessee's assets or part thereof, Franchisor shall have the right to assume this Lease upon payment of any arrears of rental to such date. In the event of any such assumption, the Lessee shall cease to have any further rights hereunder.
- (viii) The Lessor acknowledges that the said Franchise Agreement contains a right on the part of Franchisor, in the event of expiration or termination of the said Franchise Agreement for any reason

whatsoever, to enter the premises hereby demised and to operate the Restaurant for the account of the Lessee for a period as set forth in the said Franchise Agreement. The Lessor further acknowledges that such entry by Franchisor shall not constitute an assignment of this Lease, nor a subletting of the premises hereby demised.

(ix) The Lessor acknowledges that Franchisor is executing this Lease solely for the purpose of acknowledging the provisions contained in the foregoing clauses and agrees that such execution by Franchisor shall in no way be construed so as to obligate Franchisor for the performance of any of the terms, conditions, obligations and covenants contained herein, except as specifically set forth in clause (i).

The foregoing provisions shall be incorporated into Franchisee's lease or sublease agreement.

FRANCHISOR

By:_____

FRANCHISEE

By:_____

WEVELOPMENT USA, INC.

FRANCHISE AGREEMENT

EXHIBIT "D"

SITE LOCATION ADDENDUM

Site Location

Wevelopment USA, Inc. ("Franchisor") and Franchisee ("Franchisee") have on this date, _____, 20__, entered into a certain Franchise Agreement, ("Franchise Agreement") and desire to supplement its terms as set out below. The parties hereto therefore agree as follows:

A. Site Selection

Within 1 year, (365) days after execution of this Addendum, Franchisee shall acquire, by lease or purchase, at Franchisee's expense and subject to Franchisor's approval, as provided in the Franchise Agreement, a location for the franchised business.

B. Guidelines and Evaluation

In connection with Franchisee's selection of a site for the franchised business, Franchisor shall furnish to Franchisee the following:

1. Counseling and assistance on site selection guidelines as Franchisor may deem advisable.

2. Such on-site evaluation as Franchisor may deem advisable in response to Franchisee's request for site approval; provided, however, that Franchisor shall not provide on-site evaluation for any proposed site prior to the receipt of a market feasibility study for such site prepared by Franchisee pursuant to Paragraph C. hereof. If on-site evaluation is deemed necessary and appropriate by Franchisor (on its own initiative or at Franchisee's request), Franchisee shall reimburse Franchisor for all reasonable expenses incurred by Franchisor in connection with such on-site evaluation, including, without limitation, the cost of travel, lodging and meals, following Franchisee's approval in advance of same.

C. Site Approval

Prior to the acquisition by lease or purchase of any proposed location for the franchised business, Franchisee shall submit to Franchisor, in the form specified by Franchisor, a description of the proposed location and such other information or materials as Franchisor may reasonably require. Recognizing that time is of the essence, Franchisee agrees that it must submit such information and material for the proposed location to Franchisor for its approval no later than _____() days after the execution of the Franchise Agreement. Franchisor shall have _____() days after receipt of such information and materials from Franchisee to approve or disapprove, at its sole discretion, the proposed location as the location for the franchised business. The proposed location shall not be deemed approved unless written notice of approval is given to Franchisee by Franchisor.

D. Lease Provisions

The lease for the premises of the franchised business shall be submitted to Franchisor for its written approval prior to execution by Franchisee and the Lessor, and shall contain the following terms and conditions:

1. That the premises shall be used only for the operation of the franchised business.
2. That the landlord has examined Franchisor's standard design concepts and consents to Franchisee's use of such Proprietary Marks and signage as Franchisor may prescribe for the franchised business.
3. That the landlord agrees to furnish Franchisor with copies of any and all letters and notices sent to Franchisee pertaining to the lease and premises, at the same time that such letters and notices are sent to Franchisee.
4. That Franchisee may not sublease or assign all or any part of its occupancy rights, or extend the term or renew the lease, without Franchisor's prior written consent.
5. That Franchisor shall have the right to enter the premises to make any modification necessary to protect Franchisor's Proprietary Marks or to cure any default under the lease or under this Agreement.
6. That Franchisor shall have the option to assume Franchisee's occupancy rights, and the right to assign or sublease for all or any part of the remaining term, upon Franchisee's default or termination under such lease or under this Agreement.
7. That Franchisor shall be furnished a copy of the executed lease, ten (10) days after its execution, and no change or amendment to such lease affecting the above terms and conditions shall be effective without Franchisor's prior written approval.

E. Relocation

Upon Franchisor's approval of a location for the franchised business, or upon execution of this Agreement, whichever occurs earlier, the street address of the approved location of the franchised business shall be recorded and shall be attached as Exhibit "A" to this Agreement. Franchisee shall not relocate the franchised business without the express prior written consent of Franchisor.

F. Construction

Franchisee shall commence construction or leasehold improvements ("Construction") of the franchise business within _____ () days after Franchisee executes this addendum, executes a lease, or obtains the right to possession of the premises, whichever occurs latest. Franchisee shall provide written notice to Franchisor of the date Construction of the franchised business commences within _____ () days after commencement. Franchisee shall maintain continuous Construction of the franchised business premises and shall complete Construction, including all exterior and interior carpentry, electrical, painting and finishing work, and installation of all furnishings, fixtures, equipment, and signs, in accordance with the approved plans and specifications at Franchisee's expense, within _____ () months after commencement (exclusive of the time lost by reason of strikes, lockouts, fire and other casualties and acts of God). Each week during the Construction period, Franchisee and Franchisee's architect or general contractor shall certify in writing to Franchisor that all work is proceeding substantially on schedule, and in accordance with the approved plans and specifications and all applicable laws, regulations ordinances and restrictive

covenants. Franchisee further agrees that Franchisor and its agents shall have the right to inspect the Construction at all reasonable times.

G. Permits and Approvals

Before or upon completion of Construction, Franchisee shall obtain, and shall furnish to Franchisor copies of, all necessary permits, approvals, and certificates required for occupancy of the premises and operation of the franchised business. Franchisee shall obtain Franchisor's approval for opening and shall open the franchised business within _____ () months after the date of commencement of Construction.

H. Time of Essence

Franchisee and Franchisor agree that time is of the essence in Franchisee's performance of its obligations hereunder. Any failure by Franchisee to meet the time limits imposed under this Addendum shall constitute a default under Section 17.1 of the Franchise Agreement, for which Franchisor may terminate this Agreement upon notice to Franchisee.

I. Effect of Franchise Agreement

This Addendum shall be considered an integral part of the Franchise Agreement between the parties hereto, and the terms of this Addendum shall be controlling with respect to the subject matter hereof. Except as modified or supplemented by this Addendum, the terms of the Franchise Agreement are hereby ratified and confirmed.

IN WITNESS WHEREOF, the parties hereto have duly executed, sealed and delivered this Addendum in triplicate on the day and year first above written.

FRANCHISOR

FRANCHISEE

By:_____

WEVELOPMENT USA, INC.

FRANCHISE AGREEMENT

EXHIBIT "E"

CONFIDENTIALITY AND NON-COMPETITION AGREEMENT

THIS AGREEMENT is made by and between Wevelopment USA, Inc., a California corporation (the "Franchisor"), and _____ (the "Franchisee").

WHEREAS, Franchisor has developed an established business and is engaged in the development, marketing and sale to franchisees of an efficient and distinctive system of training employees, preparing, serving, merchandising, and selling products typically sold in an INS Ice Beer Restaurant, served by a distinctively uniformed staff, and well trained, in distinctively designed, furnished, decorated and equipped Restaurants under the name INS Ice Beer; and

WHEREAS, Franchisor has developed and uses the name "INS Ice Beer" and associated service marks, trademarks, designs, and symbols in the design and appearance of its Restaurants (collectively referred to as the "Marks"), identifying the goodwill which Franchisor has developed in connection with the operation of INS Ice Beer Restaurants by Franchisor and its franchisees (all of which is hereinafter referred to as the "System"); and

WHEREAS, Franchisor desires to preserve the Marks and the System, and has plans, where profitable, to increase the number of INS Ice Beer Restaurants within the United States and elsewhere; and

WHEREAS, Franchisee desires to be an INS Ice Beer Restaurant franchisee; and

WHEREAS, _____, Franchisee's Employee, has been hired by Franchisee to run the day-to-day activities of Franchisee's Restaurant and such Employee must therefore be bound by the same confidentiality and non-competition agreement that Franchisee is bound by.

IN CONSIDERATION of these premises, and the conditions stated herein, the parties agree as follows:

1. Purpose of Agreement. Franchisor is placing Franchisee in a position of trust and confidence in the development, marketing, sale and expansion of the System. As a precondition of the grant of the right to own and operate a INS Ice Beer Restaurant, Franchisor desires to receive from Franchisee (i) an agreement not to disclose certain information relating to Franchisor's business, (ii) an agreement not to compete against Franchisor for a certain period of time, and (iii) an agreement concerning the ownership of certain information. This Agreement sets forth the terms of their agreements and understandings.

2. Franchisor Ownership of Materials. All information, ideas, research, methods, techniques, specifications, guidelines, secret recipes, manuals, procedures, systems, improvements, notes, data, tapes, reference items, financial information, literature, files, supplier lists, notebooks, calendars, sketches, drawings, memoranda, records and copyrighted and other materials, including Franchisor's Confidential Operating Manuals, and the goodwill associated with them, which in any way relate to Franchisor's past, present or potential business or which were prepared or received by Franchisee as a franchisee of Franchisor and a participant in the System (collectively referred to as "Confidential Information") are the exclusive

property of Franchisor. Franchisee agrees to deliver to Franchisor all copies of such materials including Franchisee's own personal work papers, which are in Franchisee's possession or under Franchisee's potential control at the request of Franchisor or, in the absence of such a request, upon the termination of that certain Franchise Agreement dated even date herewith between Franchisor and Franchisee (the "Franchise Agreement").

3. Confidential Information. Franchisee acknowledges that Franchisor's Confidential Information is a valuable and unique asset which Franchisee holds in trust for Franchisor's sole benefit. Franchisee agrees that Franchisee shall not, at any time during and for a period of fifty (50) years after Franchisee ceases to be a franchisee of Franchisor or a participant in the System, use for itself or for others, or disclose to any person, corporation or other entity for any reason, any of Franchisor's Confidential Information, without the prior written consent of Franchisor.

4. Trade Secrets. Franchisee acknowledges that Franchisor's Confidential Information and its methods and techniques of operation, and food preparation, merchandising, recipes, specifications, its financial condition, customer service, marketing and pricing strategies, as well as the information compiled and developed regarding improvements or enhancements to the System, including the Confidential Operating Manuals, are uniquely valuable to Franchisor and have been developed through considerable expense and effort, and thus are not usually ascertainable by a competitor without considerable investment of effort and expense ("Trade Secrets").

In light of the need to protect and preserve the confidentiality of these Trade Secrets and in consideration of Franchisee's continued right to own and operate a INS Ice Beer Restaurant, Franchisee agrees, at all times while a franchisee of Franchisor and for as long as Franchisor remains in business anywhere in the world, to respect the confidentiality of Franchisor's Trade Secrets, to use them solely for the benefit of Franchisor's business, and to refrain from disclosing or making available the Trade Secrets to any third party without the prior written consent of Franchisor. Franchisee further agrees to take all reasonable security measures to ensure that Franchisee's employees comply with this Agreement and such other security measures as are reasonably requested by Franchisor to prevent accidental disclosure.

5. Assignment of Inventions. All ideas, improvements, processes, names, menu items, and enhancements to the System or which relate to or are useful to Franchisor's business which Franchisee, alone or with others, may invent, discover, make or conceive ("Inventions") are the exclusive property of Franchisor, and Franchisee shall promptly and fully disclose them to Franchisor. At any time, at Franchisor's request and expense, Franchisee shall, without further compensation: (i) promptly record such Inventions with Franchisor; (ii) execute any assignments and other documents Franchisor deems desirable to protect its rights in the Inventions; and (iii) assist Franchisor in enforcing its rights with respect to these Inventions.

6. Restrictions on Unfair Competition. It is recognized by Franchisee that as the natural result of Franchisee's participation in the System as a franchisee of Franchisor, Franchisee will gain access to Franchisor's Trade Secrets and Confidential Information, and will gain the trust, confidence and respect of Franchisor's landlords, customers and suppliers. Franchisee acknowledges that Franchisor has a legitimate need to protect itself against unfair competition by its franchisees and their employees. Therefore, in consideration for Franchisee's participation in the System as a franchisee of Franchisor, Franchisee agrees that while it is a franchisee of Franchisor and for two (2) years after termination of the Franchise Agreement, regardless of the circumstances giving rise to the termination, or after Franchisee ceases to be a participant in the System, and within the Area of Minimum Competition as defined in Article XIV of the Franchise Agreement, Franchisee shall not:

(a) Have or acquire an interest in a similar business to that offered or developed by Franchisor which provides the same or substantially similar products as those sold, distributed,

manufactured or furnished by Franchisor during the term of the Franchise Agreement. For purposes of this Agreement, "similar business" means a retail food service shop or restaurant that sells the same or substantially similar products as Menu Items, as such term is defined in the Franchise Agreement, where the cumulative sales of such products comprise at least 50% of total sales of such business;

(b) Engage, directly or indirectly, on Franchisee's own behalf, or on behalf of any other person, firm, partnership or corporation, in providing, assisting, instructing or supervising the marketing, distribution or sale of the Products of any similar business to those offered and provided or manufactured by Franchisor as of the termination of this Agreement;

(c) Compete, directly or indirectly, with Franchisor in the offering, distribution or sale of products similar to the Products offered or provided or manufactured by Franchisor as of the termination of this Agreement. Prohibited competition under this subsection (c) may include, but is not limited to, the solicitation of, attempted solicitation, or other contacts with franchisees, landlords, suppliers and customers of Franchisor for the purpose of offering, providing or delivering Products or services similar to those offered and provided by Franchisor to the public; or the request, suggestion or advice to Franchisees, landlords, suppliers or customers, either directly or indirectly, to withdraw, curtail, limit or cancel their business with Franchisor; or to disclose, directly or indirectly, to any other person the names and addresses of franchisees, landlords, suppliers and customers of Franchisor; or the terms and conditions of Franchisor's contracts with suppliers of these Products;

(d) Hire or engage, or attempt to hire or engage, directly or indirectly, any individual who is an employee of Franchisor at the time of such solicitation, or was an employee during the calendar year immediately preceding Franchisee's termination as a participant in the System as a franchisee of Franchisor, whether such actions are undertaken on behalf of Franchisee or on behalf of another entity; or

(e) Otherwise take direct actions to disrupt the operations of Franchisor or interfere with Franchisor's performance of its contracts with third parties.

7. Enforcement.

(a) Injunction. Franchisee understands and agrees that Franchisor will suffer irreparable harm if Franchisee breaches any of Franchisee's obligations under this Agreement, and that monetary damages shall be inadequate to compensate Franchisor for any such violation. Accordingly, Franchisee agrees that in the event Franchisee violates or threatens to violate any of the provisions of this Agreement, Franchisor, in addition to all other remedies or damages which it may have, shall be entitled to seek an injunction to prevent or to restrain any such violation by Franchisee or by any or all of Franchisee's directors, stockholders, officers, partners, employees, agents or any other person directly or indirectly acting for, on behalf of or with Franchisee. Franchisee consents to the seeking of the injunction as being a reasonable measure to protect Franchisor's rights.

(b) Jurisdiction. Franchisee agrees that any lawsuit brought by Franchisor to enforce its rights under this Agreement shall be brought in the appropriate court located in the state where Franchisee's Restaurant is located, and the parties agree and consent to the jurisdiction of such court to resolve all disputes which arise out of this Agreement or any alleged breach thereof in a state court. Any lawsuit brought against Franchisor or its officers, directors or agents arising out of this Agreement, or any alleged breach thereof, must be brought within one (1) year of the event giving rise to the cause of action. The failure to commence such action by or on behalf of Franchisee within this time period shall serve to bar any rights Franchisee may have against Franchisor or its officers, directors and agents.

(c) Costs. Franchisee further agrees that if Franchisee acts in any manner which causes Franchisor to seek any form of judicial relief or remedy against Franchisee, and the court determines

Franchisee has or is violating any of the provisions of this Agreement, Franchisor, in addition to its other remedies, shall be entitled to recover from Franchisee all costs incurred, including its attorneys' fees.

8. Reasonableness of Restrictions; Severability. Franchisee has read and considered carefully the provisions of Sections 1 through 7 of this Agreement, and agrees that the restrictions are fair and reasonably required for the protection of the interests of Franchisor, its business and its officers, directors and employees, even though no geographic limitation is included because of the national nature of the franchise business. Franchisee further agree that the restrictions set forth in this Agreement shall not impair Franchisee's ability to secure employment or acquire an interest in a business in another field of choice, other than the restricted field described in Section 6.

9. Miscellaneous.

(a) All agreements and covenants contained herein are severable. If any of them, or any part or parts of them, shall be held invalid by any court of competent jurisdiction for any reason, then Franchisee agrees that the court shall have the authority to reform and modify that provision in order that the restriction shall be the maximum necessary to protect Franchisor's legitimate business needs as permitted by applicable law and public policy. In so doing, Franchisee agrees that the court shall impose the provision with retroactive effect as close as possible to the provision held to be invalid. Further, Franchisee agrees that a breach or alleged breach by Franchisor of any obligation owed by Franchisor shall not affect the validity or enforceability of the provisions of this Agreement.

(b) This Agreement was entered into and shall be governed by the laws of the State of California.

(c) No delay or failure by Franchisor to exercise any right under this Agreement, and no partial or single exercise of that right, shall constitute a waiver of that or any other right provided herein, and no waiver of any violation of any terms and provisions of this Agreement shall be construed as a waiver of any succeeding violation of the same or any other provision of this Agreement.

(d) In the event that any provision of this Agreement, or a portion thereof, shall be held to be invalid or unenforceable, this ruling shall not affect in any manner the validity of the remaining provisions.

(e) The rights and obligations of Franchisor under this Agreement shall inure to the benefit of and shall be binding upon the parties hereto, as well as the affiliates of Franchisor and any future successors and assigns of Franchisor.

(f) No modification of this Agreement shall be valid unless it is in writing and signed by both Franchisee and an authorized representative of Franchisor. This Agreement contains the entire agreement between the parties and is expressly intended by Franchisee and Franchisor to supersede and replace any prior agreements on these issues between the parties.

(g) The Employee, if any, hereby executes this Agreement to evidence his/her or their consent to be bound by each and every provision.

[Remainder of page intentionally left blank; signature page to follow.]

IN WITNESS WHEREOF, Franchisor and Franchisee attest that each has read and understands the terms of this Agreement, and voluntarily signed this Agreement on this ____ day of _____, 20__.

FRANCHISOR

By:_____

FRANCHISEE:

By:_____
(Franchisee)

By:_____
(Employee)

WEVELOPMENT USA, INC.

FRANCHISE AGREEMENT

EXHIBIT "F"

TRANSFER OF FRANCHISE TO A CORPORATION

The undersigned, as Franchisee of the Restaurant under a Franchise Agreement executed on the date set forth below between Franchisee and Wevelopment USA, Inc., as Franchisor, granting Franchisee a franchise to operate at the location set forth below, and the other undersigned shareholders or members of the Corporation, who together with Franchisee constitute all of the Shareholders of the Corporation, in order to induce Franchisor to consent to the assignment of the Franchise Agreement to the Corporation in accordance with the provisions of Article XX of the Franchise Agreement, agree as follows:

1. The undersigned Franchisee shall remain personally liable in all respects under the Franchise Agreement and all the other Shareholders of the Corporation intending to be legally bound hereby, agree jointly and severally to be personally bound by the provisions of the Franchise Agreement including the restrictive covenants contained in Article XIV thereof, to the same extent as if each of them were Franchisee set forth in the Franchise Agreement and they jointly and severally personally guarantee all of Franchisee's obligations set forth in said Agreement.

2. The undersigned agree not to transfer any stock in the Corporation without the prior written approval of Franchisor and agree that all stock certificates representing shares in the Corporation shall bear the following legend:

"The shares of stock represented by this certificate are subject to the terms and conditions set forth in a Franchise Agreement dated _____, 20__ between Franchisee and Wevelopment USA, Inc.".

3. Franchisee or his designee shall devote his best efforts to the day-to-day operation and development of the Restaurant.

4. _____ hereby agrees to become a party to and to be bound by all of the provisions of the Franchise Agreement executed on the date set forth below between Franchisee and Wevelopment USA, Inc. to the same extent as if it were named as Franchisee herein.

Date of Franchise Agreement: _____

Location of Restaurant: _____

Name of Corporation

Name: _____

Title: _____

In consideration of the execution of the above Agreement, Wevelopment USA, Inc. hereby consents to the above referred to assignment on this ____day of _____, 20__.

WEVELOPMENT USA, INC.

By:_____

WEVELOPMENT USA, INC.

FRANCHISE AGREEMENT

EXHIBIT "G"

**WEBSITE LISTING, TELEPHONE NUMBER ASSIGNMENT AGREEMENT
AND POWER OF ATTORNEY**

FOR VALUE RECEIVED, the undersigned ("Franchisee") irrevocably assigns the telephone listing and numbers stated below and any successor, changed or replacement number or numbers effective upon the date of termination of the Franchise Agreement described below to Wevelopment USA, Inc. upon the following terms:

1. This assignment is made under the terms of INS Ice Beer Restaurant Franchise Agreement dated _____, 20__ authorizing Franchisee to do business as "INS Ice Beer" Restaurant (the "Franchise Agreement") between Franchisor and Franchisee, which in part pertains to the telephone and listing and numbers Franchisee uses in the operation of the Restaurant covered by the Franchise Agreement.

2. Franchisee retains the limited right to use the website listing, telephone numbers and business listings (collectively, the "Listings") only for transactions and advertising under the Franchise Agreement while the Franchise Agreement between Franchisor and Franchisee remains in full force, but upon termination or expiration of the Franchise Agreement, Franchisee's limited right of use of the Listings also terminates. In this event, Franchisee agrees to immediately discontinue use of all Listings. At Franchisor's request, Franchisee will immediately sign all documents, pay all monies, and take all other actions necessary to transfer the Listings to Franchisor.

3. The Listings subject to this assignment are: _____ (to be determined) and all numbers on the rotary series and all numbers Franchisee uses in the Restaurant in the future.

4. Franchisee shall pay all amounts owed for the use of the Listings it incurs. On termination or expiration of the Franchise Agreement, Franchisee shall immediately pay all amounts owed for the Listings, whether or not due, including all sums owed under existing contracts for telephone and online business directory advertising.

5. Franchisee appoints Franchisor as his/her attorney-in-fact to act in Franchisee's place for the purpose of assigning any Listings covered by Paragraph 3 above to Franchisor or Franchisor's designees or transferees. Franchisee grants Franchisor full authority to act in any manner proper or necessary to exercise these powers, including full power of substitution and signing or completion of all documents required or requested by any directory or listings service company to transfer the numbers, and ratifies every act that Franchisor lawfully performs in exercising those powers.

This power of attorney is effective for ten (10) years from the date of expiration, cancellation or termination of Franchisee's rights under the Franchise Agreement for any reason.

Franchisee intends that this power of attorney be coupled with an interest. Franchisee declares this power of attorney to be irrevocable and renounces all right to revoke it or to appoint another person to perform the acts referred to in this instrument. This power of attorney is not affected by Franchisee's later incapacity. This power is created to secure performance of a duty to Franchisor and is for consideration.

THE PARTIES have caused this Agreement to be duly signed as evidenced by their signatures appearing below. Persons signing this Agreement must check the appropriate space and sign in the appropriate place provided.

FRANCHISEE: EACH OF THE BELOW PERSONS AGREES TO BE BOUND BY THE PROVISIONS OF THIS AGREEMENT, IN BOTH INDIVIDUAL AND REPRESENTATIVE CAPACITIES.

Signed the ____ day of _____, 20__

Franchisee

By: _____

FRANCHISOR:

Signed and accepted as of the ____ day of _____, 20__

WEVELOPMENT USA, INC.

By: _____

WEVELOPMENT USA, INC.

FRANCHISE AGREEMENT

EXHIBIT "H"

**AUTHORIZATION TO HONOR CHARGES DRAWN BY AND PAYABLE TO
WEVELOPMENT USA, INC., INCLUDING CHECKS AND ELECTRONIC TRANSFERS**

Depositor hereby authorizes and requests _____ (the "Bank") to initiate debit and credit entries to Depositor's account indicated below drawn by and payable to the order of WEVELOPMENT USA, INC. (the "Company") in checks drawn on such account payable to the Company or by Electronic Funds Transfer, provided there are sufficient funds in said account to pay the amount upon presentation.

Depositor agrees that the Bank's rights with respect to each such charge shall be the same as if it were a check drawn by the Bank and signed by Depositor. Depositor further agrees that if any such charge is dishonored, whether with or without cause and whether intentionally or inadvertently, the Bank shall be under no liability whatsoever.

Bank Name: _____

Bank Address: _____

Transit/ABA Number: _____

Account Number: _____

This authority is to remain in full force and effect until the Company has received written notification from the depositor of its termination in such time and in such manner to afford the Company and Bank a responsible opportunity to act on such request.

Restaurant Address: _____

Name of Depositor: _____ (Please print Franchisee name)

Date Signed

Signature of Depositor

Signature of Depositor (in case more than 1 depositor)

PLEASE ATTACH ONE VOIDED BLANK CHECK FOR PURPOSES OF SETTING UP BANK AND TRANSIT NUMBERS.

WEVELOPMENT USA, INC.

FRANCHISE AGREEMENT

EXHIBIT "I"

ENTITY INFORMATION DISCLOSURE

Franchisee represents and warrants that the following information is accurate and complete in all respects:

1. Franchisee is a (check as applicable):

- ☐ corporation
☐ limited liability company
☐ general partnership
☐ limited partnership
☐ other (specify) _____

State of incorporation/organization _____

Franchisee entity name _____

Federal Tax Identification Number _____

2. Franchisee shall provide to Franchisor concurrently with the execution of this Agreement true and accurate copies of its charter documents including Articles of Incorporation/Organization, Bylaws, stock certificates/ledger, Operating Agreement, Partnership Agreement, resolutions authorizing the execution of this Agreement and any amendments to the foregoing (the "Entity Documents").

3. Franchisee promptly shall provide all additional information that Franchisor may from time to time request concerning all persons who may have any, direct or indirect, financial interest in Franchisee.

4. The name and address of each Owner is:

Name	Address	Number of Shares or Percentage Interest
_____	_____	_____
_____	_____	_____

5. The names, addresses, and titles of Franchisee Owner who will be devoting their full time to the Franchised Restaurant are:

Name	Address	Title
_____	_____	_____
_____	_____	_____

6. The address where Franchisee's financial records and Entity Documents are maintained is:

7. The General Manager is: _____

8. Franchisee represents and warrants to Franchisor as an inducement to Franchisor's execution of the Franchise Agreement that the information set forth in this Entity Information Disclosure is true, accurate and complete in all material respects on the Effective Date and that Franchisee shall provide Franchisor with all additional information. Franchisor may request with respect to the partners shareholders and members of Franchisee and the ownership of Franchisee upon demand by Franchisor In addition. Franchisee shall notify Franchisor within ten (10) days of any change in the information set forth in this Entity Information Disclosure and shall provide Franchisor with a revised Entity Information Disclosure certified by Franchisee to be true, correct and complete in all material respects Franchisor grants Franchisee the rights in the Franchise Agreement in reliance upon each and all of the terms of this Entity Information Disclosure.

IN WITNESS WHEREOF, Franchisor and Franchisee attest that each has read and understands the terms of this Agreement, and voluntarily signed this Agreement on the Effective Date.

FRANCHISOR

By: _____

FRANCHISEE:

By: _____

WEVELOPMENT USA, INC.

FRANCHISE AGREEMENT

EXHIBIT "J"

FORM OF GENERAL RELEASE

THIS GENERAL RELEASE AGREEMENT (this "**Release Agreement**") is made this ____ day of _____, 20__ (the "**Effective Date**") by and among WEVELOPMENT USA, INC., a California corporation ("**Franchisor**"), on the one hand, and _____, a[n] _____ and its/his/her Constituents (collectively, "**Releasing Parties**") on the other hand, with reference to the following facts:

A. On _____, Franchisor and _____ as "**Franchisee**" executed a Franchise Agreement (the "**Franchise Agreement**") pursuant to which Franchisor granted Franchisee a license to use the service mark and trade name "INS ICE BEER" (the "**Marks**") and the INS Ice Beer System (the "**System**") in connection with the operation of a INS Ice Beer Restaurant (the "**Restaurant**") located at _____ (the "**Franchised Location**").

B. Franchisee desires to exercise its right to renew/transfer the Franchise Agreement under the Franchise Agreement.

C. The execution of this Release is one of several conditions precedent to Franchisee's right of renewal/transfer of the Franchise Agreement.

NOW, THEREFORE, in consideration of the foregoing Recitals (which are incorporated herein by this reference) and the covenants and conditions set forth below and to induce Franchisor to consent to the renewal, Franchisee hereby agrees as follows:

1. Definitions. As used herein, the following capitalized terms have the meanings ascribed to them.

1.1. "**Claims**" means all actual and alleged claims, demands, Losses, charges, agreements (whether written or oral), covenants, responsibilities, warranties, obligations, contracts (whether oral or written), debts, violations, suits, counterclaims, cross claims, third party claims, accounts, liabilities, costs, expenses (including attorneys' fees and court costs), rights to terminate and rescind, rights of action and causes of action of any kind or nature.

1.2. "**Constituents**" means past, present and future affiliates, subsidiaries, divisions, partners, members, trustees, receivers, executors, representatives, administrators, owners, shareholders, distributors, parents, predecessors, officers, directors, agents, managers, principals, employees, insurers, successors, assigns, representatives and attorneys and the past, present and future officers, directors, agents, managers, principals, members, employees, insurers, successors, assigns, representatives and attorneys of each of the foregoing.

1.3. "**Excluded Matters**" means Franchisor's continuing contractual obligations which arise or continue under and pursuant to the Franchise Agreement on and after the Effective Date. This Release Agreement is not intended to terminate or amend the Franchise Agreement; this Release Agreement is intended to relieve Franchisor and its Constituents of responsibility for its or their failure, if any, to have timely performed or completed obligations which by the terms of the Franchise Agreement were to have been performed or completed prior to the Effective Date.

1.4. **"Franchisor Released Parties"** means Franchisor and each of its Constituents.

1.5. **"Losses"** means all damages, debts, liabilities, accounts, suits, awards, judgments, payments, diminutions in value and other losses, costs and expenses, however suffered or characterized, all interest thereon, all costs and expenses of investigating any Claim, reference proceeding, lawsuit or arbitration and any appeal therefrom, all actual attorneys' fees incurred in connection therewith, whether or not such Claim, reference proceeding, lawsuit or arbitration is ultimately defeated and, all amounts paid incident to any compromise or settlement of any such Claim, reference proceeding, lawsuit or arbitration.

2. General Release Agreement. Releasing Parties for themselves and their Constituents, hereby irrevocably and unconditionally release and forever discharge Franchisor Released Parties from any and all Claims, whether known or unknown, based upon anything that has occurred or existed, or failed to occur or exist, from the beginning of time to the Effective Date of this Release Agreement, except for the Excluded Matters and obligations under this Release Agreement. Each of the Releasing Parties agrees that each Franchisor Released Parties is a direct beneficiary with respect to each provision of this Release Agreement applicable to Franchisor Released Parties and may enforce each of these provisions.

3. Waiver of Section 1542 of the California Civil Code.

3.1. Releasing Parties for themselves and on behalf of their Constituents, expressly, knowingly, and voluntarily waive all rights under Section 1542 of the California Civil Code, which states:

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.

3.2. With respect to those claims being released pursuant to Section 2 hereunder, Releasing Parties, for themselves and on behalf of their Constituents, acknowledge that they are releasing unknown claims and waives all rights they have or may have under Section 1542 of the California Civil Code or any other statute or common law principle of similar effect. For purposes of this Section 3, Releasing Parties shall be considered to be creditors of Franchisor Released Parties, and each of them.

3.3. Releasing Parties acknowledges that this general release extends to claims which Releasing Parties do not know or suspect to exist in favor of Releasing Parties at the time of executing this Release Agreement, which if known by Releasing Parties may have materially affected their decision to enter into this Release Agreement. It is understood by Releasing Parties that the facts in respect of which this Release Agreement as given may hereafter turn out to be other than or different from the facts in that connection known or believed to be true. Releasing Parties, therefore, expressly assume the risk of the facts turning out to be so different and agree that this Release Agreement shall be in all respects effective and not subject to termination or rescission by any such difference in facts.

4. Representations and Warranties. Releasing Parties hereby represent and warrant to Franchisor that, in entering into such release, they (i) are doing so freely and voluntarily upon the advice of counsel and business advisor of their own choosing (or declined to do so, free from coercion, duress or fraud); (ii) have read and fully understand the terms and scope of the Release Agreement that the parties are entering into; (iii) realize that it is final and conclusive, and intends to be final and conclusive, as to the matters set forth in the Release Agreement entered into by the parties; and (iv) have not assigned, transferred, or conveyed to any third party all or any part of or partial or contingent interest in any of the Claims which are called for to be released by

this Release Agreement now or in the future, that they are aware of no third party who contends or claims otherwise, and that they shall not purport to assign, transfer, or convey any such claim hereafter.

5. Covenants Not to Sue; Assertion of Release as Bar to Proceedings. Releasing Parties hereby irrevocably covenant to refrain from, directly or indirectly, asserting any claim or demand, or commencing, initiating or causing to be commenced, any proceeding of any kind against any Franchisor Released Party, based upon any matter purported to be released hereby. This Release Agreement may be asserted by any of Franchisor Released Parties as a defense and complete bar to any action, claim, cross claim, cause of action, arbitration or other proceeding that may be brought, or could have been brought, instituted or taken by, against, or involving any of Releasing Parties, or anyone acting or purporting to act on behalf of any of Franchisor Released Parties with respect to any of the claims released herein.

6. Indemnity. Without in any way limiting any of the rights and remedies otherwise available to any Franchisor Released Party, Releasing Parties shall defend, indemnify and hold harmless each Franchisor Released Party from and against all Claims whether or not involving third party Claims, arising directly or indirectly from or in connection with (i) the assertion by or on behalf of Releasing Parties or their Constituents of any Claim or other matter purported to be released pursuant to this Release Agreement, (ii) the assertion by any third party of any Claim or demand against any Franchisor Released Party which Claim or demand arises directly or indirectly from, or in connection with, any Claims or other matters purported to be released pursuant to this Release Agreement; and (iii) any breach of representation s, warranties or covenants hereunder by Releasing Parties or their Constituents.

7. Miscellaneous.

7.1. This Release Agreement cannot be modified, altered or otherwise amended except by an agreement in writing signed by all of the parties hereto.

7.2. This Release Agreement, together with the agreements referenced herein, constitute the entire understanding between and among the parties hereto with respect to the subject matter hereof and supersedes all prior and contemporaneous agreements, understandings, discussions and representations, oral or written, with respect to such matters, which the parties acknowledge have been merged into such documents, exhibits and schedules.

7.3. This Release Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument. Signatures transmitted electronically or by facsimile will be deemed original signatures. Electronic copies of this Release Agreement shall constitute and be deemed an original copy of this Release Agreement for all purposes, provided that such electronic copies are fully executed, dated and identical in form to the original hard copy version of this Release Agreement.

7.4. This Release Agreement shall be binding upon and inure to the benefit of the parties to this Release Agreement and their respective successors and permitted assigns.

7.5. The rule that an agreement is to be construed against the party drafting the agreement is hereby waived by the parties hereto, and shall have no applicability in construing this Release Agreement or the terms of this Release Agreement.

7.6. Whenever possible each provision of this Release Agreement shall be interpreted in such manner as to be effective and valid under applicable law, but if any provision of this Release shall be or become invalid, illegal or unenforceable under applicable law in any respect, the validity and enforceability of the remaining terms and provisions of this Release shall not in any way be affected or impaired thereby and the parties will

attempt to agree upon a valid, legal and enforceable provision that is a reasonable substitute therefore, and upon so agreeing, shall incorporate such substitute provision in this Release Agreement.

7.7. Each of the parties acknowledges that it had the right and opportunity to seek independent legal counsel of its own choosing in connection with the execution of this Release Agreement, and each of the parties represents that it has either done so or that it has voluntarily declined to do so, free from coercion, duress or fraud.

7.8. This Release Agreement supersedes any prior negotiations and agreements, oral or written, with respect to its subject matter. The Release Agreement may not be amended except in a writing signed by all of the parties. No representations, warranties, agreements or covenants have been made with respect to this Release Agreement, and in executing this Release Agreement, none of the parties is relying upon any representation, warranty, agreement or covenant not set forth herein.

7.9. This Release Agreement shall be governed by and construed in accordance with the internal laws of the State of California, without reference to conflict of law principles. The parties agree that, subject to the express arbitration requirement set forth in the Franchise Agreement, any action brought by either party against the other in any court, whether federal or state, shall be brought in Los Angeles County, California, and the parties hereby waive all questions of personal jurisdiction or venue for the purpose of carrying out this provision.

7.10. Nothing in this Agreement applies to Claims that arise under the Franchise Investment Protection Act, chapter 19.100 RCW, or the rules adopted thereunder.

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

RELEASING PARTIES:

(Entity Name)

By: _____
Print Name: _____
Title: _____

(Entity Name)

By: _____
Print Name: _____
Title: _____

FRANCHISOR:

WEVELOPMENT USA, INC.

By: _____
Print Name: _____
Title: _____

EXHIBIT D

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INS ICE BEER RESTAURANT

INS ICE BEER RESTAURANT

Operations Manual

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EXHIBIT E

LIST OF CURRENT FRANCHISEES

Franchisee	Address	Telephone Number
Sung Won Kim*	2149 Loma Alta Dr., Fullerton, CA 92833	(714) 882-9249

*Franchise agreement signed but outlet not yet opened.

EXHIBIT F

LIST OF FRANCHISEES WHO HAVE LEFT THE SYSTEM IN 2024

NONE.

EXHIBIT G

FINANCIAL STATEMENTS

WEVELOPMENT USA, INC.

FINANCIAL STATEMENTS

(With Independent Auditors' Report)

DECEMBER 31, 2024

Dow & Sohn CPAs

PROFESSIONAL CORPORATION
LOS ANGELES, CALIFORNIA

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Dow & Sohn CPAs

Professional Corporation

3435 Wilshire Blvd Suite 460

Los Angeles, CA 90010

TEL. (213) 487-3690

FAX. (866) 737-2131

**The Board of Directors of
Wevelopment USA, Inc.**

INDEPENDENT AUDITORS' REPORT

Opinion

We have audited the accompanying financial statements of **Wevelopment USA, Inc.** which comprise the statement of balance sheet as of December 31, 2024, and the related statements of operation, changes in stockholder's equity, and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of **Wevelopment USA, Inc.** as of December 31, 2024, and the result of its operation and its cash flows for the year then ended, in conformity with U.S. generally accepted accounting principles.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America (GAAS). 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 the Organization 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 the Company's ability to continue as a going concern for one year after the date that the financial statements are issued.

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 GAAS 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 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 GAAS, 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 the Organization'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 about the Organization'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.
accepted accounting principles.

Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The Supplementary Information is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.



Professional Corporation
Los Angeles, California
February 17, 2025

WEVELOPMENT USA, INC.
BALANCE SHEET
AS OF DECEMBER 31, 2024

ASSETS

Current Assets

Cash and cash equivalents	\$ 151,092
Accounts receivable	5,010
Total current assets	<u>156,102</u>

Total Assets	<u>\$ 156,102</u>
---------------------	--------------------------

LIABILITIES AND STOCKHOLDER'S EQUITY

Current Liabilities

Accounts payable	\$ 10,820
Current portion of deferred revenues	10,000
Due to related party	400
Income tax payable	1,424
Total current liabilities	<u>22,644</u>

Long-term Liabilities

Deferred revenues, net of current portion	<u>30,000</u>
Total long-term liabilities	<u>30,000</u>

Total Liabilities	52,644
--------------------------	---------------

Stockholder's Equity

Common stock, \$1 par value, 1,000,000 shares authorized, 100,000 shares issued and outstanding	\$ 100,000	
Retained earnings	<u>3,458</u>	<u>\$ 103,458</u>
Total Liabilities and Stockholder's Equity		<u>\$ 156,102</u>

The notes to the financial statements are an integral part of these statements.

WEVELOPMENT USA, INC.
STATEMENT OF OPERATION
FOR THE YEAR ENDED DECEMBER 31, 2024

Revenues	\$ 64,338
Costs of revenues	<u>34,019</u>
Gross profits	30,319
Operating expenses	<u>25,437</u>
Income from operation	4,882
Other Income and (expense)	<u>-</u>
Income before provision for income tax	4,882
Provision for income tax	<u>1,424</u>
Net Income	<u><u>\$ 3,458</u></u>

The notes to the financial statements are an integral part of these statements.

WEVELOPMENT USA, INC.
STATEMENT OF CHANGES IN STOCKHOLDER'S EQUITY
FOR THE YEAR ENDED DECEMBER 31, 2024

	<u>Common Stock Shares</u>	<u>Common Stock Amounts</u>	<u>Retained Earnings</u>	<u>Total Stockholder's Equity</u>
Balance at January 4, 2024	-	-	-	-
Issuance of common stock	100,000	\$ 100,000	\$ -	\$ 100,000
Net Income	<u>-</u>	<u>-</u>	<u>3,458</u>	<u>3,458</u>
Balance at December 31, 2024	<u>100,000</u>	<u>\$ 100,000</u>	<u>\$ 3,458</u>	<u>\$ 103,458</u>

The notes to the financial statements are an integral part of these statements.

WEVELOPMENT USA, INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2024

Cash Flows from Operating Activities

Net Income	\$ 3,458
Adjustments to reconcile net income to net cash provided by(used in) operating activities:	
Amortization and depreciation	-
Changes in operating assets and liabilities	
Accounts receivable	(5,010)
Accounts payable	10,820
Deferred revenues	40,000
Income tax payable	1,424
Net cash provided by operating activities	50,692

Cash Flows from Investing Activities

Net cash used in investing activities	-
--	----------

Cash Flows from Financing Activities

Proceed from issuance of common stock	100,000
Proceed from due to related party	400
Net cash provided by financing activities	100,400

Net decrease in cash and cash equivalents	151,092
--	----------------

Cash and cash equivalents at the beginning of period	-
---	----------

Cash and cash equivalents at the end of period	\$ 151,092
---	-------------------

Supplemental disclosures of cash flow information:

Cash paid during the period for interest	\$ -
--	------

The notes to the financial statements are an integral part of these statements.

WEVELOPMENT USA, INC.
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2024

Note 1 - Organization and Nature of Business

Wevelopment USA, Inc. ("the Company") was incorporated in January 4, 2024 under the laws of state of California, is a wholly owned by Wevelopment Co., Ltd. a South Korea Company. The Company was created for the purpose of developing and selling franchises under the brand name of "INS ICE BEER", "1943 CLASSIC" and "Sea Sun".

Note 2 - Summary of Significant Accounting Policies

This summary of significant accounting policies of the Company is presented to assist in understanding the Company's financial statements. The financial statements and notes are representations of the Company's management, who is responsible for their integrity and objectivity. These accounting policies conform to accounting principles generally accepted in the United States of America and have been consistently applied in the preparation of the financial statements.

Cash and Cash Equivalents

The Company considers all highly liquid investments purchased with original maturities of one year or less to be categorized as cash and cash equivalents.

Revenue Recognition

The Company recognizes revenue in accordance with FASB ASC No. 606, Revenue from Contracts with Customers.

The Company applies a five-step approach in determining the amount and timing of revenue to be recognized: (1) identifying the contract with a customer, (2) identifying the performance obligations in the contract, (3) determining the transaction price, (4) allocating the transaction price to the performance obligations in the contract and (5) recognizing revenue when the performance obligation is satisfied. Substantially all of the Company's revenue is recognized at the time control of the products transfers to the customer.

The Company generates revenue by establishing franchises and collecting related franchise fees, such as royalties and marketing fees. Initial franchise fees received from a franchisee to establish a new franchise are non-refundable and recognized upon completion of certain milestones prior to store opening with the remainder amortized over the life of the franchise agreement. Initial franchise fees for unopened stores and unamortized portions are recorded as deferred revenue. Continuing royalties, which are a percentage of net sales of franchisees, are accrued as revenue when the subsequent sales occur and those allocated royalties have been satisfied. Other fees are recognized as revenue for various general and administrative services provided.

As of December 31, 2024, the Company's total deferred revenues balance was \$40,000(current portion \$10,000 and net of current portion \$30,000).

WEVELOPMENT USA, INC.
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2024

Income taxes

The Company follows the provisions of ASC No 740-10, Income Taxes, which prescribes detailed guidance for financial statements recognition, e-recognition, measurement and disclosure of uncertain tax positions recognized in any entity's financial statements.

For the year ended December 31, 2024, the Company did not have any interest and penalties associated with tax position. As of December 31, 2024, the Company did not have any significant unrecognized uncertain tax positions.

Use of Estimates

The preparation of financial statements in conformity with GAAP requires managements to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Accordingly, actual results could differ from those estimates.

Note 3 - Related Party Transaction

The Company follows FASB ASC NO. 850-10 for the identification of related parties and disclosure of related party transactions.

On January 26, 2024, The Company issued 100,000 common stocks of \$ 1 per share to Wevelopment Co., Ltd. in exchange for cash. The total investment from the related party is \$100,000.

The Company purchased inventory in the amount of \$1,538 from a related party during 2024 and has an accounts payable in the amount of \$193 as of December 31, 2024.

Due to related party

The Company borrowed \$400 from a related party, which is unsecured and due on demand.

Note 4 – Commitments and Contingencies

The Company follows subtopic 450-20 of FASB Accounting Standards Codification to report accounting for contingencies. Liabilities for loss contingencies arising from claims, assessments, litigation, fines, and penalties and other sources are recorded when it is probable that a liability has been incurred and the amount of the assessment can be reasonably estimated.

The Company had no commitments and contingencies as of December 31, 2024.

Note 5– Subsequent Events

ASC 855, *Subsequent Events*, is intended to establish general standards of accounting for the disclosure of events that occur after the balance sheet date but before the financial statements are issued or available to be issued. The Company has not evaluated subsequent events through February 17, 2025, the date the financial statements were available to be issued.

SUPPLEMENTARY INFORMATION

Dow & Sohn CPAs
PROFESSIONAL CORPORATION
LOS ANGELES, CALIFORNIA

WEVELOPMENT USA, INC.
SCHEDULE TO STATEMENT OF OPERATION
FOR THE YEAR ENDED DECEMBER 31, 2024

Revenues

Education fees	\$ 8,800
Franchise fees	10,000
Other sales	45,538

Total revenues	\$ 64,338
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Costs of revenues(for other sales)

Beginning Inventory	-
Purchases	21,030
Freight-in & Customs	12,989
Ending Inventory	-

Total costs of revenues	\$ 34,019
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Operating expenses

Bank service charge	137
Event expense	2,000
Professional fees	23,300

Total operating expenses	\$ 25,437
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The notes to the financial statements are an integral part of these statements.

State Effective Dates:

The following states have franchise laws that require that the Franchise Disclosure Document be registered or filed with the states, 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	Pending
Illinois	Pending
Maryland	Pending
New York	Pending
Virginia	Pending
Washington	Pending

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.

RECEIPT

(RETURN ONE COPY TO US)

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 Wevelopment USA, Inc. offers you a franchise, it must provide this disclosure document to you 14 calendar-days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale.

Under New York law, this disclosure document must be provided to you 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 franchised relationship. Michigan requires that we provide you with this disclosure document 10 business days before you sign a binding agreement with, or make payment to, us or one of our affiliates in connection with the proposed sale.

If Wevelopment USA, Inc. 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, D.C. 20580 and the state administrators listed in Exhibit A.

The name, principal business address and telephone number of each franchise seller offering the franchise is as follows:

WEVELOPMENT USA, INC.
Taehyun Kim, CEO
3435 Wilshire Blvd., Suite 460
Los Angeles, CA 90010
(657) 620-0113

Date of Issuance: March 5, 2025

I have received a disclosure document dated March 5, 2025 that included the following Exhibits:

- A. State Administrators/Agents for Service of Process
- B. State Specific Addendum
- C. Franchise Agreement
- D. Table of Contents of Confidential Operating Manual
- E. List of Franchisees
- F. List of Franchisees Who Have Left the System
- G. Financial Statements

Dated: _____

Prospective Franchisee

Printed Name

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Dated: _____

Prospective Franchisee

Printed Name