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b. **Advertising.** Licensee may display the Logo without alteration in the formats provided. Licensee is permitted to use the Logo in its advertising, website, and other applications to indicate it is a member of Livingston Buy Local and to promote the campaign's message.

c. **Selling.** Licensee is permitted to use the Logo to promote their local and independently owned business in many creative promotional uses, but may not use the Logo on any merchandise intended for re-sale.

d. **Political campaigns.** Under no circumstances may the Logo be used in a political campaign or in a manner that suggests that Livingston Buy Local is affiliated with a political party, candidate, or issue.

e. **Indemnification.** Licensee agrees to indemnify fully and hold Livingston Buy Local harmless against any loss, damage, or expense arising out of any misuse of the Logo, or of any violation of the terms and conditions of this Agreement. Licensee also agrees to indemnify fully and hold Livingston Buy Local harmless against any loss, damage or expense, including reasonable attorney's fees, with respect to all third party claims of any kind, including product liability, arising in connection with its product(s), events or service(s).

f. **Relationship of Parties.** Licensee is not, and will not represent itself as an agent, representative, partner, joint venture, or employee of Livingston Buy Local, nor can Licensee bind or obligate, or represent that it has any authority to bind or obligate, Livingston Buy Local in any manner or in any thing. Specifically, nothing contained herein shall be construed to create any such employer-employee, joint venture, agency, or partnership relationship between the parties.

g. Nothing in this Agreement or in Licensee's use of the Logo shall confer any endorsement or approval of Licensee's product(s), event(s), or service(s). Licensee's use of the Logo is intended only to convey membership in Livingston Buy Local for purposes of furthering the campaign's objectives.