

LICENSE AGREEMENT

THIS AGREEMENT is made and entered into by and between EBSCO Publishing, Inc., whose principal place of business is at 10 Estes Street, Ipswich, Massachusetts, 01938-0682, USA (“EP”) and **University MB / Faculty of Business and Law**, whose principal place of business is at **Teodora Dražera Street, No. 27, 11040 Beograd, Srbija**. (“Licensor”).

WHEREAS, Licensor has the right to publish or cause to be published the Publications (as hereinafter defined); and

WHEREAS, Licensor desires to license EP to disseminate the Content (as hereinafter defined) of the Publications, in text, image, other electronic format or such other formats or on such other media as may now exist or hereafter be discovered, to end-users through the re-license or sale of information products using online hosts, internet services and other electronic or optical media or formats now known or hereafter discovered.

NOW, THEREFORE, in consideration of the mutual promises and covenants contained in this Agreement, and for other good and valuable consideration, EP and Licensor hereby agree as follows:

1. **Definitions.** The following terms shall be used in this Agreement as defined in this Section 1:
 - (a) “Adapt”, EP shall make no change to the editorial content of the Publication(s) licensed hereunder. Notwithstanding the above, EP shall be entitled to insert into each transmission such subject or descriptor field and codes, instructions and other technical applications as may be necessary to make the Content compatible with the database structure and search logic of the Products and to normalize data elements to facilitate Product usage.
 - (b) "Publications" are the titles listed in Schedule 1, as may be amended from time to time, and which is incorporated into this Agreement by this reference.
 - (c) "Content" is for text, image, including cover images, and other content contained within the Publications.
 - (d) “Current Content” is Content that Licensor publishes after the expiration or termination of this Agreement.
 - (e) “Discovery Content” means all current and future titles published by Licensor. Additional Discovery Content shall be automatically added to this Agreement as soon as it is published by Licensor and shall be provided to EP by Licensor to be used in accordance with Section 2(e) herein.
 - (f) “Logo” shall mean the marks or trademarked banner graphics owned by Licensor which are used on the cover of each issue of the Publications.
 - (g) “Past Content” is Content that Licensor published, and that EP included in Products during the term of this Agreement.
 - (h) “Open Access” means free availability on the public Internet, permitting any users to read, download, copy, distribute, print, search or link to the full texts of these articles, crawl them for indexing, pass them as data to software or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the Internet, or access which is available at a cost significantly below the cost for Licensor’s other Content, or for a lump sum payment or substantially a lump sum payment providing long term or perpetual access to the Content. For purposes of clarification, Subscribe to Open (S2O) Publications shall also be considered Open Access.

- (i) "Products" are information products distributed by EP (and by virtue of agreements with EP, by EP's distributors, resellers, agents, and sublicensees), which contain all or part of the Content of the Publications, and are subject to modification at EP's discretion. A list of the Products can be found here: <https://www.ebsco.com/products/research-databases>
- (j) "User" shall mean third persons or organizations that have entered into agreements with EP and/or its distributors, resellers, agents or sublicensees respecting the Products.
- (k) "Effective Date" means the latest execution date set forth on the signature block below.

2 **Grant of License**

- (a) Licensor grants to EP the non-exclusive right and license to reproduce, distribute reproductions of, display, publicly perform, and Adapt the Content for purposes of incorporating the Content into the Products, and allowing the reproduction, distribution of reproductions of, the display of, public performance of, and adaptation of the Content as used in the Products. Licensor grants to EP the right to display cover images from all Licensor titles, including but not limited to the Publications, within the Products. EP will not make the Products available to persons or entities that are not authorized Users. EP will not authorize or permit any User to re-sell the Content, or any part thereof. However, university Users may make EP's alumni Products available to their alumni as a component of a larger package of services offered to alumni. Nothing in this Section is intended to restrict Licensor's right to promote its own print or electronic subscriptions or products which include the Publications, nor to limit its ability to reach agreements with other subscription agents or distributors. EBSCO may include Licensor's Open Access Content on Products made available via the open web.
- (b) Licensor shall retain all right, title, copyright, and other intellectual or proprietary rights in the Publications. EP does not acquire any intellectual property or other rights in the Publications except as specifically acknowledged in this Agreement.
- (c) The use of the Licensor's trademark(s) is subject to review and approval of the Licensor, however, general purpose materials, such as database catalogs, price lists, Customer Listserv Messages and other customer communications or other materials providing a general listing of services or databases, shall not require specific review or approval. To promote Licensor's brand recognition, EP may display the Publication's Logo only in conjunction with display of a full text article from the Publication. EP may also use the Publication's cover images in marketing and promotional materials.
- (d) Licensor agrees to make best efforts to include information in the masthead of the Publications indicating that the Publications are included in EP's Products.
- (e) Licensor grants EP the right to make the Discovery Content on EP's servers available to major search engines, third party sites, such as discovery services and EBSCO Discovery Service to crawl in order to make Users aware of the Discovery Content. Licensor shall provide the following data for the Discovery Content: all the full text and metadata elements, including cover images, with information that facilitates a link from the metadata to the full text on an online server. The search engines, third party sites, such as discovery services and EBSCO Discovery Service may search the full text and display a limited portion (no more than the first page) of the Discovery Content so that Users can connect to the Content via the result lists.
- (f) EP may, at its option, include the Content of the Publications beginning with Volume 1, Issue 1, unless otherwise specified in Schedule 1.

3 **Development of the Products**

(a) Licensors will deliver the Content of the Publications to EP in a timely manner in a mutually agreed upon format and medium, as stated in Schedule 1. EP may, at its option, download or otherwise obtain the Content from any available source.

(b) Licensors agree to deliver the best available data for the Content of the Publications, without charge to EP, according to the schedule stated in Schedule 1. Licensors agree to authorize EP to download Content for Publications from any third-party providers and to cover all associated costs (if any).

4 Representations and Warranties

(a) EP represents and warrants that it has the right to enter into this Agreement and to cause the Products to be sold in the form and in the manner set forth in this Agreement. Licensors represent and warrants to EP that: (a) Licensors has the right to enter into this Agreement with EP, (b) Licensors has the right to allow or cause the Content of the Publications to be licensed in the form and manner set forth in this Agreement, and (c) Licensors owns all right, title, and interest in and to, including the copyright in and to, the Publications being licensed pursuant to this Agreement, and the individual items of Content, or with respect to individual items of Content, the right and license to allow EP to use the Content as contemplated by this Agreement.

(b) EP indemnifies Licensors (and its officers, directors and partners) from and against any and all liability, damage, loss or expense arising from any claim, demand, action or proceeding based upon or arising out of the breach or alleged breach of any of the representations or warranties set forth in this Agreement or incurred in the settlement or avoidance of any such claim, provided, however, that Licensors shall give prompt legal notice to EP of the assertion of any such claim and provided further that EP shall have the right to participate in the defense thereof at its own expense. This agreement to indemnify shall survive any termination or expiration of this License Agreement.

(c) Licensors indemnifies EP (and its parents, affiliates, officers, directors and partners) from and against any and all liability, damage, loss or expense arising from any claim, demand, action or proceeding based upon or arising out of the breach or alleged breach of any of the representations or warranties set forth in this Agreement or incurred in the settlement or avoidance of any such claim, provided, however, that EP shall give prompt legal notice to Licensors of the assertion of any such claim and provided further that Licensors shall have the right to participate in the defense thereof at its own expense. This agreement to indemnify shall survive any termination or expiration of this License Agreement.

5 Copyright and Infringement

(a) Copyright of the Publications remains the property of Licensors. EP's customers agree to abide by the Copyright Act of 1976 as well as any contractual restrictions, copyright restrictions, or other restrictions provided by publishers and specified in the Products. Pursuant to these terms and conditions, the customer and Users may download, email or print limited copies of citations, abstracts, full text or portions thereof provided the information is used solely in accordance with copyright law. The customer and Users may also perform text or data mining of the Publications for educational, scientific or research purposes, including extraction and manipulation of the Content for the purpose of illustration, explanation, example, comment, criticism, teaching, research or analysis. EP instructs its customers that they may not use the Products as a component of or the basis of any other publication prepared for sale and will neither duplicate nor alter the Products or any of the content therein in any manner nor use same for sale or distribution. EP informs the customer that it must take all reasonable precautions to limit the usage of the Product(s) to those specifically authorized.

(b) Each party will use reasonable efforts to notify the other of any allegations of infringements of patent, copyright, trademark or other intellectual property rights in the Products that come to such party's attention.

(c) EP acknowledges and agrees that Licensor may, with respect to any Content or any Publication, or a portion thereof, request EP to remove or cease distributing any portion of the Content or the Publications which Licensor reasonably believes may be in violation of law or the proprietary or contractual rights of a third party, and EP will reasonably cooperate with Licensor in that regard.

6 Confidentiality

(a) Neither party shall, without the written consent of the other, or as specified below, communicate confidential information of the other orally or in writing (including, without limitation, future business plans and services and the identity and addresses of the Users) to any third party and shall protect such information from inadvertent disclosure to any third party in the same manner that it protects its own confidential information. Each party's obligations of confidentiality and non-disclosure shall not apply to disclosures to such party's counsel or other advisors or to a court, arbitration panel or other similar body, in the event such party has a bona fide dispute with the other party regarding this Agreement.

(b) Both parties further agree that all confidentiality commitments hereunder shall survive any termination or expiration of the Agreement.

(c) For the avoidance of doubt, the terms of this Agreement are considered to be confidential information.

7 Term and Termination

(a) The term of this Agreement shall commence on the Effective Date and shall automatically renew on the date which is 3 years thereafter, subject to successive 1 year renewals of this Agreement on the terms contained herein unless either party hereto provides written notice to the other party at least 90 days in advance of any renewal date of its intention not to renew this Agreement.

(b) This Agreement may be terminated by either party on written notice of termination, upon material breach of any obligation hereunder by the other party, if such other party fails to cure such breach within sixty (60) days after written notice thereof.

(c) This Agreement may be terminated immediately by either party in the event an order for relief in any bankruptcy or reorganization proceeding is entered against the other party, a receiver is appointed for all or substantially all of the assets of the other party, the other party is dissolved or liquidated other than in connection with a sale of all or substantially all of its assets, the other party completely discontinues its business other than in connection with a sale of all or substantially all of its assets, or the other party attempts to assign this Agreement in contravention thereof.

(d) Upon termination of this Agreement, each party shall promptly return to the other all confidential and business-sensitive information in tangible form which is then in possession or control of such party. After termination, EP will no longer have any license to include Current Content from Publications in its Products, but may continue to include Past Content from the Publications in its Products.

8 Code of Conduct

(a) Licensor shall comply with all applicable laws, ordinances, codes, regulations, standards and judicial and administrative orders (collectively, "Applicable Laws") relating to its duties, obligations and performance under this Agreement, including, without limitation, the EBSCO Supplier Code of Conduct and the EBSCO Anti-Corruption Policy, Applicable Laws pertaining to data protection and privacy and Applicable Laws prohibiting bribery, including, without limitation those enforced internationally (such as the US Foreign Corrupt Practices Act) and those enforced in the country where business is being conducted and/or EP's place of business or residency (available at www.ebsco.com).

(b) In the event that Licensor notifies EP of any breach of this Code of Conduct section or EP has reasonable grounds to suspect that Licensor may be in breach of this Code of Conduct section then, at the written request of EP, Licensor shall allow EP and/or its authorized representatives, at its own expense, to audit Licensor's facilities, books, records, and other documents as necessary to verify the Licensor's adherence to this Agreement. If Licensor violates this Section and such breach remains uncured for thirty (30) days or more after Licensor's receipt of notice, then EP may terminate the Agreement.

9 **Force Majeure**

Neither party shall be deemed in default of this Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, labor difficulty, sabotage, failure of suppliers or subcontractors or unavailability of material or supplies or any other cause beyond the control of such party ("Force Majeure"), provided that such party gives the other party written notice thereof promptly and in any event, within fifteen (15) days of discovery thereof. In the event of such a Force Majeure, the time for performance or cure shall be extended for a period equal to the duration of the Force Majeure but not in excess of six (6) months.

10 **Limitation of Liability**

Neither party shall be liable to the other for special, incidental, consequential or punitive damages of any nature, for any reason, including, without limitation, the breach of the Agreement or any termination of this Agreement, whether such liability is asserted on the basis of contract, tort (including negligence or strict liability) or otherwise, even if the other party has been warned of the possibility of such damages. Except as provided herein, all remedies, including, without limitation, the termination of this Agreement and all of the remedies provided by law shall be deemed cumulative and not exclusive.

11 **Assignment**

This Agreement shall be binding upon, and shall inure to the benefit of the parties hereto and their respective successors and assigns; provided, that this Agreement may not be assigned in whole or in part by either party without the written consent of the other, except that Licensor may assign this Agreement to any other entity controlled by Licensor without the consent of EP and EP may assign this Agreement to any affiliate without the consent of Licensor. Either party may, with the other's written consent, which consent shall not be unreasonably withheld or delayed, assign this Agreement to any person or entity which succeeds to its business to which this Agreement relates and which assumes all of its obligations hereunder in writing, provided that in such event the assigning party or its legal successor-in-interest shall remain bound as a guarantor of such obligations.

12 **Notices**

All notices required or permitted hereunder shall be in writing and shall be sent by registered or certified mail, return receipt requested, or by electronic mail, at an e-mail address as set forth herein, or to such other address or email address as such party shall have designated by notice hereunder. Unless otherwise specified, notices shall be deemed given when the return receipt is received or upon receipt of an appropriate answer back after transmission of the electronic mail.

13 **Waiver**

Any waiver of any right or default hereunder shall be effective only in the instance given and shall not operate as or imply a waiver of any similar right or default on any subsequent occasion.

14 **Entire Agreement**

This Agreement and the attached Schedules constitute the entire Agreement between the parties pertaining to the subject matter hereof and supersede all prior and contemporaneous agreements, negotiations and understandings, oral or written. This Agreement may be modified only by an instrument in writing duly executed by both parties.

15 **Enforceability**

If any provision or clause of this Agreement is found by a court of competent jurisdiction to be void, illegal, or unenforceable, that provision or clause shall be modified by the court so as to render it valid and enforceable; or, if such modification is impossible or the court is unable under the law to make the modification, then that provision or clause shall be regarded as stricken from the Agreement. In either event, the parties agree that the remainder of this Agreement shall remain in full force and effect.



16 **Governing Law**

This Agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Massachusetts.

Accepted and agreed to by the parties as of the Effective Date set forth below.

Licensor

EBSCO Publishing, Inc.

By:	3. 	By:	/Ebssigner2/ 
Title:	Rector, Full Professor	Title:	
Name:	Zoran Bingulac, PhD	Name:	m
Date Signed:	08.05.2024.	Date Signed:	/PubReIdatesigned2/
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Schedule 1 Publications (Please type or print clearly)

Delivery -Electronic

Licensors will provide the complete content of articles in the publications in Native PDF format, and XML if available, as soon as said format(s) are available.

Licensors contact for electronic data delivery to EP:

Name of contact:	Msc Marina Dabetić
e-mail:	marinadabetic20@gmail.com
Telephone:	+381 64 65 970 39

Publisher Web Site

Please provide publisher's web site to be included in the Products:

<https://mbuniverzitet.edu.rs/naucni-casopisi/>

Publication(s)

Enter the title, ISSN, eISSN, issue count per year, institutional subscription price, language and peer review status in the spaces provided below. If the list is lengthy, in addition to providing a hardcopy list, please feel free to provide the list in electronic format.

Title(s)	ISSN (8 digits)	eISSN	# issues per year	Institutional Sub Price	Peer Reviewed	Open Access
MB University International Review – MBUIR : journal of Theory and Practice	29562406	2956249X	2	1.00	Y	Y