



**CONFIDENTIALITY AGREEMENT**  
*Between the Parties*

**(Perspective Affiliate/Licensee or Franchisee)**

Principal and Founder

**Address:**

**And**

**Lew Bayer (Licensor)**

President

CivilityExperts.com –a division of COCC

Canada 1-204-996-4792

Please direct questions regarding this information to [lew@civilityexperts.com](mailto:lew@civilityexperts.com)

**Dated:**

**Non-disclosure/Confidentiality**

**Regarding:** Proposed ideas, costing, strategies, sources, methods and other details discussed verbally, electronically or in print related to Civility Experts and/or In Good Company Affiliate/Franchise package components.

- a) The above listed parties agree that the content, times, and terms of all communications, ideas, drafts, shared materials, and potential agreements discussed and/or negotiated between the parties agreement are to remain confidential. This confidentiality continues regardless of whether the parties negotiate a final deal or not.
- b) In addition, any documents, voicemails, fax documents, e-mails, conversations, materials or quotes between the parties are strictly confidential and the contents will not be discussed, duplicated, copied, forwarded, or translated for review, feedback, or use by a third party with the exception of the immediate family and legal advisors of the parties.
- c) Any personal information, financials, pricing, methodology, strategies, or any other details specific to the parties or the business at hand between the parties will be held in strictest confidence by the parties.
- d) Any/all copyright materials that may be shared with the Perspective Affiliate as sample or test materials and/or as gift or training tools remains the intellectual property of the Licensor and may not be duplicated, or distributed in any way by the Perspective Affiliate.
- e) Discussions between the parties regarding future agreements, and/or any decision to work together or not to work together; will be discussed only between the parties and no other designate of or other affiliate companies of either party with the exception of immediate family, and/or legal representatives and confidentiality is extended to such parties. If the parties determine not to work together, they will not discuss the reasons for this decision, or details of negotiations, terms or draft agreements with any 3<sup>rd</sup> parties aside from legal advisors.

**Dated:**

*Lewena Bayer (Via electronic signature and witnessed by Lauren Capri)*

Lew Bayer for Civility Experts Worldwide and In Good Company- divisions of COCC

Representing – Perspective Affiliate/Licensee