

BROADCAST LICENSING AGREEMENT

Broadcast Rights License: Subject to the terms and conditions of this Agreement, GlaxoSmithKline (herein "GSK") hereby grants _____ (name of institution) (herein "the Institution") a limited, non-transferable, nonexclusive license, with no right to sublicense and/or assign, during the Term to display and broadcast the Program only on the Institution, On-Demand System including CCTV Rights.

**Once completed and signed, please fax both pages to GSK at 215.751.6327.
Attention: Arixtra Brand Management**

Program Title: **Arixtra patient education video**

Program Producer: **GlaxoSmithKline**

Program Origination Date: **August 2008**

Length of Program 5 min
(In minutes)

Broadcast Location: _____ (name of institution)
_____ (address of institution)

Additional Locations: No

Length of Agreement: 2 years 5 years In-perpetuity
(Circle one)

Digital Conversion Format MPEG2

Licensing Fee: **\$ 0.00**

Agreement date: ____/____/____ [today's date]

Renewal date: ____/____/____

Demographics
of producer: One Franklin Plaza
Philadelphia, PA 19102

Additional Terms and Conditions: The Institution acknowledges that GSK is and shall remain the sole and exclusive owner of all right, title and interest in and to the Program and the goodwill associated therewith. GSK maintains the right to edit, change, or

replace the Program at anytime. Nothing in this Agreement will be deemed to convey to the Institution any ownership interest in the Program. All rights not expressly granted to the Institution are reserved to GSK and nothing herein shall prevent or restrict GSK from using, selling, developing or licensing the Program for or to any third party.

GSK may terminate this Agreement for cause or upon breach or default by the Institution, by providing the Institution written notice thereof, such termination to be effective immediately upon receipt by the Institution. Further, GSK reserves the right to terminate this Agreement at any time, without cause, by providing the Institution 30 days written notice. Upon termination or expiration of this Agreement, (i) the Institution shall immediately cease all use of the Program in any form or media, (ii) the Institution will either destroy or deliver to GSK all copies of the Program in whatever form or media, (iii) and all rights granted to the Institution shall automatically terminate and revert to GSK.

This Agreement is the final and complete understanding of the parties concerning the subject matter hereof and supersedes all prior or contemporaneous discussions, negotiations, and agreements concerning such subject matter.

GlaxoSmithKline

Date_____

Date_____

(print name of institution)

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