



D&R Start Up Partnership Agreement

The D&R partnership agreement aims at promoting partner products by increasing their visibility on www.design-reuse.com dedicated to silicon IPs and www.dr-embedded.com a satellite portal dedicated to ESL tool, design kits, IP based subsystem and platform etc.

D&R will do its best efforts to provide to the Partner the services below:

- **Product Listing and Lead Service**

Partners' products will be promoted on both sites www.design-reuse.com and www.dr-embedded.com. The lead service is included.

- **Hot News**

Partner Hot News get a special highlight.

- **New Products Announcements**

Your new products are announced in the corresponding section of D&R home page and of D&R SoC News Alert (limitation of one product per week, D&R reserves the right to reject some materials)

Summary of your package as bundled on <http://www.dr-embedded.com/dr-partnership/>

Items	Options	Price	Discounted Price
IP/Products Publishing with Lead Service	Start up - Research center - Trial period to be negotiated	\$ 1200.0	\$ 1200.0
New Products Highlight in homepage	Up To 10 New Products	\$ 1000.0	Free
Hot News published in D&R News Alert	Up To 10 News	\$ 1000.0	Free
		Total :	\$ 3200.0 \$ 1200.0

Payment Terms and Process

The Partner pays **US\$ 1200 (USD One Thousand Two Hundred)** for a duration of 12 months.

Please fill the following form and fax it back to +33 476 49 00 52 or +33 826 33 56 59).

Company:	_____		
Address:	_____		
Tel:	_____	Fax:	_____
E-mail:	_____		
Contact Name:	_____	Title:	_____
Date:	_____	Signature:	_____
VAT No. (European Company only):	_____		

Instructions: D&R Partner Program/Setting Up a Protocol

The standard D&R partner program set-up procedure is as follows:

1. The company signs up the relevant D&R Partner Program sheet and faxes it back to D&R.
2. The company sends to support@design-reuse.com a high resolution version of your company logo and the following contact information:
 - recipient name(s) and email address(es) for receiving leads from D&R;
 - name of the main contact person responsible for the relationship between the company and D&R;
 - name of an authorized uploader in the partner company (This person will be responsible for uploading/modifying the partner company's product description at the D&R web portal.)
3. Payment Issue: Upon receiving the signed partnership sheet from the company, D&R will send back an invoice and trigger the lead-forward process. Payment for this invoice shall be immediate. If the payment is not cleared within 1 month after the effectiveness of the partnership, the lead-forward is to be stopped and a recovery process will be started.

*** For technical support, please contact support@design-reuse.com.