

NON-DISCLOSURE AGREEMENT

This Non-Disclosure Agreement is entered into as of the Effective Date set forth below (“Effective Date”), by and between Figueroa Mountain Brewing, LLC, a California limited liability company (“Disclosing Party”), and the undersigned Receiving Party (“Receiving Party”).

In consideration of the mutual promises and covenants contained in this Agreement, the parties hereto agree as follows:

1. Confidential Information

1.1 “Confidential Information” means any proprietary information that is disclosed by the Disclosing Party to the Receiving Party which relates to the Disclosing Party’s business (including without limitation, business plans, financial data, customer information, marketing plans, etc.), technology (including without limitation, technical drawings, designs, schematics, algorithms, technical data, product plans, research plans, software, etc.), products, services, trade secrets, know-how, formulas, processes, ideas, and inventions (whether or not patentable) and which should be reasonably understood by the Receiving Party as the confidential or proprietary information of the Disclosing Party.

1.2 Confidential Information shall not include any information that: (i) is or falls into the public domain without fault of the Receiving Party; (ii) the Receiving Party can show by written documentation was in its possession without any obligation of confidentiality prior to receipt thereof from the Disclosing Party; (iii) is independently developed by the Receiving Party without the benefit of any Confidential Information of the Disclosing Party; or (iv) is obtained by the Receiving Party from a third party without any obligation of confidentiality to the Disclosing Party.

2. Nondisclosure Obligations

2.1 Confidential Information of a Disclosing Party shall be used by the Receiving Party solely for the purpose of evaluating whether or not the Receiving Party wishes to enter into a business transaction with the Disclosing Party and shall not be used for any other purpose. Each party shall hold the other party’s Confidential Information in strictest confidence at all times in perpetuity and shall not disclose the other party’s Confidential Information without the prior written consent of such other party. Each party may disclose the other party’s Confidential Information to such party’s employees, representatives, agents and consultants on a need-to-know basis provided that such employees and consultants shall have executed appropriate written agreements with such party to ensure compliance with all the provisions of this Agreement. Each party agrees to take all reasonable measures to protect the Confidential Information of the other party from falling into the public domain or the possession of persons other than those persons authorized to have any such Confidential Information, which measures shall

include the highest degree of care that such party utilizes to protect its own information of a similar nature, but in no event less than a reasonable degree of care.

2.2 Nothing in this Agreement shall prohibit either party from disclosing Confidential Information of the other party if legally required to do so by judicial or governmental order or in a judicial or governmental proceeding ("Required Disclosure"); provided that the disclosing party shall (i) give the other party prompt notice of such Required Disclosure prior to disclosure; (ii) cooperate with the other party in the event that it elects to contest such disclosure or seek a protective order with respect thereto, and/or (iii) in any event only disclose the exact Confidential Information, or portion thereof, specifically requested by the Required Disclosure.

3. General Provisions

3.1 All Confidential Information of a Disclosing Party is and shall remain the property of the Disclosing Party. Nothing contained in this Agreement shall be construed as granting or conferring any rights by license or otherwise, either express, implied or by estoppel, to any Confidential Information of a Disclosing Party, or under any patent, copyright, trademark or trade secret of the Disclosing Party.

3.2 ALL CONFIDENTIAL INFORMATION FURNISHED UNDER THIS AGREEMENT IS PROVIDED BY THE DISCLOSING PARTY "AS IS, WITH ALL FAULTS." NEITHER PARTY MAKES ANY WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE ACCURACY, COMPLETENESS, PERFORMANCE, MERCHANTABILITY, FITNESS FOR USE, NONINFRINGEMENT OR OTHER ATTRIBUTES OF ITS RESPECTIVE CONFIDENTIAL INFORMATION.

3.3 Potential purchasers should not rely on any information contained in this memorandum or provided by Disclosing Party (or their respective staff, agents, designated representatives and attorneys) in connection herewith, whether transmitted orally or in writing as a statement, opinion, or representation of fact. Interested parties should satisfy themselves through independent investigations as they or their legal and financial advisors see fit.

3.4 Upon request by the Disclosing Party at any time, the Receiving Party shall return to the Disclosing Party all copies or extracts of the Disclosing Party's Confidential Information, in any medium, and certify, in writing by an authorized officer of the Receiving Party, the destruction of the same to the Disclosing Party.

3.5 Neither party may assign or transfer this Agreement or any of its rights hereunder or delegate any of its obligations hereunder (whether by merger, operation of law or in any other manner) without the prior written consent of the other party, which consent may be withheld at such party's sole discretion. Subject to the foregoing, this Agreement shall inure to the benefit of and be binding upon the parties, their permitted successors and permitted assigns.

3.6 Neither party may remove, export or reexport from the United States any Confidential Information of the other party or any direct product thereof except in compliance with, and with all licenses and approvals required under applicable export laws and regulations, including without limitation, those of the U.S. Department of Commerce.

3.7 Nothing in this Agreement shall be construed to require either party to negotiate or enter into any business transaction with the other party and any such business transaction shall be governed solely by its applicable written agreement entered into by the parties if, when and as executed by the parties.

3.8 This Agreement does not create any agency or partnership relationship.

3.9 This Agreement shall be construed and governed by the laws of the State of California, without giving effect to its conflicts of law principles. The parties hereby submit to the personal jurisdiction of, and agree that any legal proceeding with respect to or arising under this Agreement shall be brought solely in, the state courts of the State of California for the County of Santa Barbara or the United States District Court for the Central District of California, if such court has subject matter jurisdiction.

3.10 If any legal action or proceeding is commenced in connection with a dispute arising hereunder, the prevailing party shall be entitled to recover all attorneys' fees and costs incurred in connection with such dispute.

3.11 This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes any prior understanding and agreements between and among them respecting the subject matter hereof. It shall not be modified except by a written agreement signed by both parties. No delay, failure or waiver of either party's exercise or partial exercise of any right or remedy under this Agreement shall operate to limit, impair, preclude, cancel, waive or otherwise affect such right or remedy. No waiver of any provision of this Agreement shall constitute a waiver of any other provision(s) or of the same provision on another occasion.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized representatives as of the Effective Date.

EFFECTIVE DATE: _____, 2021

DISCLOSING PARTY:
FIGUEROA MOUNTAIN BREWING, LLC.

RECEIVING PARTY:

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

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