



W - Warranties

What is important?

A - Acceptance, Affiliates, Acquisitions, Advertising & Audit

Can we try it first?

Description of what we are getting.

Who can use it?

What can be said about it?

I - Indemnification

Risk Allocation

T - Term / Termination

Exit Strategy

LL - Limitation of Liability

Direct

Indirect

Consequential

P - Price Protection

During the Term.

Price Caps

On the back end.

U - Use Rights

Who owns what?

What use is allowed?

How is the use monitored?

Where can the use take place?

P - Proprietary Information

How do we protect information?

S - SLA's / Security

Service Level Agreements

How do we protect the company jewels?