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AIR COMMERCIAL REAL ESTATE ASSOCIATION

MERCHANTS' ASSOCIATION

STANDARD LEASE ADDENDUM

Dated	
By and Between (Lessor) And (Lessee)	
Address of Premises:	
Paragraph	
(a) Association Membership. Lessee shall become a member of the Merchants' Ass Association") upon formation thereof or upon execution of the Lease, whichever occurs later, and will mabide by the bylaws and regulations and will cooperate in the activities of the Merchants' Association Merchants' Association shall be to encourage its members to deal fairly and courteously with their cust to assist the business of its members by sales promotions and centerwide advertising. If Lessor st personnel to formulate and effect the advertising, promotional and public relations program for the Shop Merchants' Association for the cost of such promotional services and personnel. Any promotional servithe exclusive control and supervision of Lessor who shall have the sole authority to employ and disc annual Merchants' Association Dues to the Merchants' Association in the amount specified in Paragrap payable at the time of execution of the Lease and thereafter on the first day of each January throug (including this Addendum) shall take precedence over any contradictory provision in the bylaws or regibylaws, rules or regulations of the Merchants' Association shall not affect the rights of Lessor. The provice covenants for the benefit of Lessor and the Merchants' Association and shall be enforceable by each payable by Lessee shall be deemed additional Rent under the Lease. Nothing contained in this Adden establish a Merchants' Association.	naintain such membership in good standing, will on throughout the Term. The purpose of the orders, to follow ethical business practices, and all elect to provide promotional services and ping Center, Lessor shall be reimbursed by the ices and personnel so provided shall be under harge such personnel. Lessee agrees to pay h 1.8 of the Lease. Said annual dues shall be ghout the Term. The provisions of the Lease ulations of the Merchants' Association, and the isions of this Addendum shall be deemed to be h of them. The Merchants' Association Dues
(b) Advertising. The Merchants' Association may, at its discretion (but without obligated which the Merchants' Association deems appropriate, and in which Lessee and other tenants of the Sh obligated to include its advertisements in all of the Merchants' Association advertisements (but advertisements in more than 12 Merchants' Association advertisements per year). Lessee's a advertisements shall be at least as large as the advertisements of a majority of the other tenants, are charged to a majority of the other tenants in the Merchants' Association. Lessee shall cooperate with L manner and in paying for the advertising costs. If Lessee does not provide its prepared advertise Merchants' Association's written request, then Lessor may, and is hereby authorized by Lessee to, prejutilized in the Merchants' Association's advertisements, and Lessee will reimburse Lessor for the costs Lessee's advertisement. Lessor shall not be obligated to provide advertising copy to enable Lessee's Association advertisements, and Lessee hereby agrees to hold Lessor and the Merchants' Association hosses, costs and expenses (including attorneys' fees) which may arise due to the failure to includ Association advertisements and/or due to the advertising copy created due to Lessee's failure to pradvertising fees and all of Lessor's costs and expenses incurred due to Lessee's default of this provision	opping Center may advertise. Lessee shall be Lessee shall not be obligated to include its dvertisements in the Merchants' Association of Lessee will be charged at the regular price essor in preparing its advertisement in a timely ment copy within 10 days of Lessor's or the pare an advertisement for Lessee which will be and expenses incurred by Lessor for preparing advertisement to be included in the Merchants harmless from and against any and all liabilities de Lessee's advertisement in the Merchants ovide the same. The Merchants' Association
(c) Hold Harmless. Lessee hereby acknowledges that the Merchants' Association is although Lessor may also be involved in such operation. To encourage the continuation of the Merchareby agrees to hold Lessor and the Merchants' Association harmless from and against any and all lia of any conduct done in good faith in connection with the operation of the Merchants' Association and Association.	chants' Association, once it is formed, Lessee bilities, losses, costs and expenses arising ou
Note: These forms are often modified to meet changing requirements of law and needs of the induare utilizing the most current form: AIR COMMERCIAL REAL ESTATE ASSOCIATION, 700 So. Flow (213) 687-8777	
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FORM MA-0-8/03E