



**Hootsuite Inc.**  
111 East 5th Avenue  
Vancouver, BC  
Canada, V5T 4L1

Authorization Form Prepared For:  
Intellectual Property Office  
Concept House  
Cardiff Road  
Newport, South Wales  
NP10 8QQ United Kingdom

Quote #: Q-420879-2  
Date: 20-MAR-2024  
Expires 29-FEB-2024  
Prices quoted in GBP  
Account Executive: REDACTED

Item	Total Price
Hootsuite Package for Intellectual Property Office includes: <ul style="list-style-type: none"><li>• Hootsuite Enterprise Plan includes:<ul style="list-style-type: none"><li>— Hootsuite Enterprise Platform with Single Sign On (SSO)</li><li>— 10 Users</li><li>— Unlimited Social Profiles</li><li>— Platform includes 10 Ad Profiles with Hootsuite Social Advertising and Unlimited Boost Spend</li></ul></li><li>• Hootsuite Insights, powered by Brandwatch (Third-Party Service) Daily Sample Rate - 5 queries<ul style="list-style-type: none"><li>— Includes:<ul style="list-style-type: none"><li>- Sampling on queries with over 1500 mentions per day</li><li>- Unlimited "Quick Search" on 30 days' data</li><li>- Data saved per query for 1 year rolling period</li><li>- Up to 20 configurable alerts</li><li>- Connect up to 100 social channels</li><li>- Mentions exports up to 5k per day</li></ul></li></ul></li></ul>	GBP 23,260.50

<b>Customer:</b> Intellectual Property Office <b>Contact Name:</b> REDACTED <b>Phone:</b> REDACTED <b>Customer Billing Address:</b> Concept House Cardiff Road Newport, South Wales NP10 8QQ United Kingdom	<b>Billing Schedule:</b> Annually <b>Payment Terms:</b> Payments are due within 30 days of invoice date  <b>Start of Initial Term:</b> 1-MAR-2024 <b>End of Initial Term:</b> 28-FEB-2027
<b>Primary Contact Email:</b> REDACTED <b>Billing Contact Name:</b> REDACTED <b>Billing Contact Phone:</b> REDACTED <b>Billing Contact Email:</b> REDACTED	

Additional Terms:

This Authorization Form supersedes the Authorization Form Q-334705-1 issued by Hootsuite and executed by Customer on 08-FEB-2023.

For greater clarity, Customer acknowledges that "Hootsuite Insights powered by Brandwatch" is a Third-Party Service as defined in the Terms, and expressly agrees to the Brandwatch Terms and Conditions published at <https://www.brandwatch.com/terms-and-conditions/> and the Brandwatch User Privacy Policy published at <https://www.brandwatch.com/legal/user-privacy-policy/>.

By signing this Authorization Form, you agree to: (a) purchase the products and services pursuant to the terms and fees set forth herein; (b) pay the Total Price (and applicable sales and use taxes) and authorize Hootsuite to submit invoices for such payment; and

(c) be bound by the terms and conditions published at <https://hootsuite.com/enterpriseterms> (the “Terms”). This Authorization Form will renew as set forth in the Terms, unless expressly stated otherwise herein.

### **Signed by an authorised signatory for and behalf of the Supplier**

Supplier\_Signature

REDACTED

Full Name: REDACTED

Job Title/Role: REDACTED

Date Signed: March 21st 2024

### **For and on behalf of the Buyer**

Contracting\_Authority\_Signature

REDACTED

Full Name: REDACTED

Job Title/Role: REDACTED

Date Signed: 21/03/2024



Intellectual  
Property  
Office

Concept House  
Cardiff Road, Newport  
NP10 8QQ

T +44 (0) 30 0300 2000  
MC +44 (0) 30 0020 0015

**Direct Line:** REDACTED  
**E-Mail:** REDACTED  
**Our Ref:** C3400  
**Date:** 11 March 2024

Hootsuite Inc  
5 East 8th Ave.  
Vancouver, BC  
V5T 1RS  
Canada

FAO: REDACTED  
REDACTED

Dear  
REDACTED,

### **C3400 Provision of Social Media Monitoring & Listening Solution**

Acting on behalf of the Secretary of State for the Department of Science, Innovation and Technology (DSIT) operating through the Chief Executive of the Intellectual Property Office (an operating name of the Patent Office), I am pleased to award you the contract for the above services.

This award is based upon:

1. This Offer letter.
2. Your charges / pricing
3. Achieving Transparency and Information Sharing in Government Procurement Exercises.
4. Other conditions defined as part of this award letter.

### **Terms and Conditions**

As agreed, the Hootsuite terms and conditions will govern the provision of any services provided under this agreement.

### **Requirement**

Contract Start Date: 01 March 2024





Contract Period: 36 months

### Invoicing and Payment Terms

For the avoidance of doubt, the contract will be provided for the amount of £23,260.50 (excluding VAT). Payment will be made annually in advance and due no later than 01 March (or the next closest working day) of each year based on the schedule below.

Year No.	Invoice Period	Cost Excluding VAT	Cost Including VAT
1.	Fees for March 2024 to February 2025	£7,753.50	£9,304.20
2.	Fees for March 2025 to February 2026	£7,753.50	£9,304.20
3.	Fees for March 2026 to February 2027	£7,753.50	£9,304.20
Total		£23,260.50	£27,912.60

All valid invoices will be paid within 30 days of receipt. Please submit your Invoice by e-mail, quoting the purchase order reference and the contract reference C3400. Please include a full breakdown of charges for the services being provided to: REDACTED

The invoice must be submitted promptly following completion of the services and must contain sufficient detail to allow the IPO to determine the exact services for which it is being charged.

### Contact Information

*IPO Contract Manager:*

REDACTED  
REDACTED  
Tel: REDACTED  
E-mail: REDACTED

*Contractor:*

REDACTED  
E-mail: REDACTED

Nothing contained in this Offer and in the attached shall be construed as notifying or implying acceptance by the Authority of any estimated or suggested price or of any condition of Contract which may have been referred to orally or in writing in any previous discussion or correspondence.

Yours sincerely,

REDACTED

REDACTED  
REDACTED

**BY SIGNING THIS AWARD LETTER, THE SUPPLIER AGREES** to enter a legally binding contract with the Customer to provide the Services. The Parties hereby acknowledge and agree that they have read the terms and conditions and by signing below agree to be bound by the terms of this Contract.

**Signed by an authorised signatory for and behalf of the Supplier**

Supplier\_Signature

REDACTED

Full Name: REDACTED

Job Title/Role: REDACTED

Date Signed: March 21st 2024

**For and on behalf of the Buyer**

Contracting\_Authority\_Signature

REDACTED

Full Name: REDACTED

Job Title/Role: REDACTED

Date Signed: 21/03/2024