

**SCHEDULE B:
PROJECT ORDER NO. 1**

This Project Order No. 1 is entered into as of the date last signed by and between **ABX Studios**, and **Lobo Builders**, pursuant to and in accordance with the Master Creative Services Agreement signed between ABX Studios and Lobo Builders with an effective date of June 20th. This Project Order No. 1 defines the Services, Schedule, Fees and other specifications for work to be completed by ABX Studios for Lobo Builders.

1. **TERM OF PROJECT ORDER.** The period of performance for this Project Order No. 1 shall begin on June 20, 2023 and shall be completed no later than August 1, 2023. Any extension beyond the Expiration Date must be in writing and signed by both parties.
2. **SCOPE OF SERVICES AND DELIVERABLES.** ABX Studios shall provide the following Services and Deliverables to Client:

2.1 Research & Analysis

- 2.1.1 Description: Brand strategy development through research and consultation.
- 2.1.2 Deliverables: Research reference sheet summarizing key data and findings
- 2.1.3 Revisions: N/A
- 2.1.4 Includes: Survey expenses
- 2.1.5 Fee for Service and Deliverable: \$1,260.
- 2.1.6 Due Date for Deliverables: August 1, 2023.

2.2 Strategic Brand Messaging

- 2.2.1 Description: Define brand voice & tone, market messaging, mission statements, taglines, and communication resources for Lobo
- 2.2.2 Deliverables: Messaging pamphlet for the Lobo team
- 2.2.3 Revisions: Optional visual revisions on request.
- 2.2.4 Includes: Printing expenses.
- 2.2.5 Fee for Service and Deliverable: \$1,260.
- 2.2.6 Due Date for Deliverables: August 1, 2023.

2.3 Digital Update & SEO

- 2.3.1 Description: Update Google Business info, research keywords, implement keywords on wordpress website, track SEO progress, support with Google reviews, custom Lobo QR codes, social media check-up
- 2.3.2 Deliverables: Digital assets downloads folder
- 2.3.3 Revisions: N/A
- 2.3.4 Includes: Full customer support
- 2.4.5 Fee for Service and Deliverable: \$1,260.
- 2.5.6 Due Date for Deliverables: August 1, 2023.

3. PAYMENTS.

3.1 Compensation. For all of the services described above, the client shall pay ABX Studios a total of \$3,780. Any additional deliverables outside of the scope of this document will incur additional fees. Payments will default to the following schedule:

- $\frac{1}{3}$ of the total due upon commencement of Project Order No. 1
- $\frac{1}{3}$ of the total due upon halfway of estimated timeline: after 1.5 months
- Any remainders of the final total shall be due upon project completion

3.2 Terms of Payment: Unless mutually agreed otherwise, receipts for authorized expenses and invoices for services must be presented to the client before payment can be made. Payment will be sent either by PayPal, check, wire transfer, or Federal Express.

4. CLIENT MANAGER AND DIRECT REPORT. ABX Studios shall report to and receive direction from Thomas Wolfe and additional team members. Diego Alexander Balcells shall be Thomas Wolfe's primary contact at ABX Studios.

5. TIMELINE. If any milestone and/or delivery is delayed due to late feedback or approvals, overages will incur. In the event that the client notifies ABX Studios in writing of delays in its project timeline, ABX Studios may slow or stop work accordingly, and ABX Studios will initiate scheduling a conference with the client to coordinate and determine new due dates and timelines, which shall be memorialized in writing. If the client fails to respond or places the project on hold for longer than ten (20) business days without prior notice and agreement, a new Project Order will be required to continue.

7. AUTHORIZATION. This Project Order No. 1 is authorized and incorporated fully by reference in the above-identified Agreement through the signatures below. By their signatures below, each party agrees to be bound by these terms and conditions.

AGENCY:

CLIENT:

Name: _____

Name: _____

Signed: _____

Signed: _____

Date: _____

Date: _____

