

MUSICAL RECORDING SYNCHRONIZATION LICENSE

Agreement dated as February 16, 2011, by and between Sony ATV Music Publishing (“Publisher”) and Indiana University – Radio and Television Services (“Producer”) with respect to the musical recording titled “I Love Beer”, by Tom T. Hall (the “Work”) and the musical work performed therein, “I Love Beer” (“the Song”) and the Producer’s video production currently entitled Hoosier Hospitality: Craft Beer (the “Production”).

1. LICENSE GRANTED

Publisher hereby grants the Producer a non-exclusive license to record and fix the Work in timed relation to the visual images contained in the Production and to display and distribute the Production containing the Work throughout the world. The foregoing grant of rights includes the right to distribute the Production containing the Work on videocassettes and videodiscs (including digital videodiscs or “DVD”), the right to transmit the Work within the Production on commercial broadcast, non-commercial broadcast, cable, pay-per-view, or direct-to-home satellite television, but expressly excludes: (i) the right to perform publicly the Work within the Production (such public performance rights, if required by Indiana University - RTVS, to be obtained and/or cleared separately by Sony ATV Music Publishing); (ii) the right to distribute phonorecords, compact discs, and/or audiocassettes containing the Work. All other rights in the Work not expressly granted herein are reserved by Publisher. The rights granted in the paragraph 1 are hereafter referred to as “the License.”

2. TERM

The Term of the License shall commence upon the date of this Agreement as set forth above and terminate upon not applicable – license is in perpetuity unless renewed as provided herein. Upon expiration of the Term, all rights granted herein shall revert to Publisher.

3. PAYMENT

As full and complete consideration for the “I Love Beer” granted herein, Licensor will pay Publisher \$0 per track. Licensor shall have the right to renew the Term for not applicable – license is in perpetuity years upon written notice accompanied by an additional \$ n/a (n/a dollar) payment to Publisher, provided that such notice and payment is received by Publisher at least 30 days prior to expiration of the Term.

4. NO ALTERATIONS

The License does not include the right to alter the lyric or in any other way change the fundamental character of the Work. Any such alterations or changes must be approved in advance in writing by Publisher. The intent is to only use a portion, namely the chorus of the said musical performance.

5. REPRESENTATION, WARRANTIES, AND INDEMNIFICATION

Publisher represents and warrants that it has the full right and authority to enter into this Agreement and to grant the License. Publisher agrees to indemnify and to hold Producer harmless from any and all claims, damages, costs, and expenses (including court expenses and reasonable attorney fees) arising from any breach of the foregoing representation and warranty. Producer shall promptly notify Publisher of any claim or action involving or implicating the foregoing indemnification, and Publisher shall have the option at its own expense to control or participate in the defense of any such claim or action. Producer may not settle any such claim or action without the consent of Publisher, which consent may not be unreasonably withheld.

6. MISCELLANEOUS

This Agreement sets forth the entire agreement between Publisher and Producer concerning the subject matter hereof and supersedes any prior understandings, communications, or agreements with respect to that subject matter. This Agreement may be modified or amended only in writing signed by both parties. The License and rights granted hereunder are not assignable by Producer without the advance written permission of Publisher, such permission not to be unreasonably withheld. This Agreement will be subject

to and construed in accordance with the laws of the State of Indiana applicable to agreements executed and intended to be fully performed within that state, and without regard to that state's choice of law provisions. Any dispute or controversy arising from this Agreement shall be adjudicated in courts of competent jurisdiction in the County of Monroe, Indiana. This Agreement may be executed by original or facsimile signature and in counterparts, each of which will be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and date first set forth above.

PUBLISHER

By: _____

Its: _____

_Indiana University – Radio & Television
Services__

By: _____

Its: _____