



## AGENDA REPORT

**Meeting Date:** October 18, 2010  
**Item Number:** G-9  
**To:** Honorable Mayor and City Council  
**From:** Brenda Lavender, Real Estate & Property Manager  
**Subject:** LEASE, MEMORANDUM OF LEASE AND BROKER COMMISSION AGREEMENT BY AND BETWEEN THE CITY OF BEVERLY HILLS AND THE ART OF SHAVING

**Attachments:**

1. Lease
2. Memorandum of Lease
3. Broker Commission Agreement

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### RECOMMENDATION

It is recommended that City Council approve the Lease, Memorandum of Lease by and between The City of Beverly Hills and the Art of Shaving and the Broker Commission Agreement by and between the City of Beverly Hills and Schuster Group Incorporated. A copy of the lease and commission agreement is on file with the City Clerk. The Art of Shaving will be located at 9520 Brighton Way in the City owned Rodeo/Brighton parking structure.

### INTRODUCTION

The Art of Shaving is leasing the retail space that was previously occupied by Oilily and their subsidiary company Qelavi. The location is approximately 3,600 square feet. The lease term is ten (10) years and five (5) months at a starting lease rate of \$6.25/SF.

The Art of Shaving will open this location for the retail sale of men's grooming and shaving products and will provide a full line of barbering services.

### DISCUSSION

The Art of Shaving is responsible for all tenant improvements and associated permits. Landlord's approval of the space design is required and staff will work with the Art of Shaving to ensure all City requirements are met.

**FISCAL IMPACT**

The fiscal impact of this deal is revenue of \$107,263.97 which is the annual base rent \$270,000, less a broker commission of approximately (\$95,236) and free rent of (\$67,500).

  
Scott G. Miller, Director of  
Administrative Services, CFO  

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Approved By

# **Attachment 1**

**LEASE**

by and between the

**CITY OF BEVERLY HILLS,**

a municipal corporation,

Landlord

and

**THE ART OF SHAVING -- CA, LLC,**

a California limited liability company

Tenant

9520 Brighton Way  
Beverly Hills, California

DATE: October \_\_\_, 2010

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- Exhibit A – Diagram of Premises
- Exhibit B – Initial Tenant Improvements
- Exhibit C – Rules and Regulations
- Exhibit D – Memorandum of Lease

## LEASE

THIS LEASE (this "Lease") is dated as of October \_\_\_\_, 2010 (the "Effective Date"), and is entered into by and between CITY OF BEVERLY HILLS, a municipal corporation ("Landlord"), and THE ART OF SHAVING – CA, LLC, a California limited liability company ("Tenant").

**1. TERMS AND DEFINITIONS.** For the purposes of this Lease, the following terms shall have the following definitions and meanings:

(a) Address of Premises  
9520 Brighton Way  
Beverly Hills, CA 90210

(b) Address of Tenant (for notices):

The Art of Shaving  
Attn: Global Retail Leader  
1301 NW 84th Avenue, Suite 101  
Miami, FL 33126  
Phone: 305-593-0667

With a copy to:

The Procter & Gamble Company  
Attn: North America Retail Real Estate Manager (TE-9, Box 5C)  
2 Procter & Gamble Plaza  
Cincinnati, OH 45202  
Phone: (513) 983-7766  
E-mail: haines.cr@pg.com

(c) Address of Landlord (for notices):

City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, California 90210  
Attn: Real Estate Property Manager  
Phone: (310) 285-2426

With a copy to:

City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, California 90210  
Attention: City Attorney

(d) Premises: Those certain premises configured as shown on the diagram attached hereto as Exhibit A. The Premises constitute a portion of the ground floor of the building located at 9520 Brighton Way, Beverly Hills, California (the “Building”).

(e) Term: Ten (10) years and six (6) months commencing upon the Effective Date, as may be extended pursuant to Section 3 below.

(f) Monthly Rent: Commencing on the date that is four (4) calendar months after the “Commencement Date” (as defined in Section 3 below), \$22,500.00 per month, increased by three percent (3%) on the anniversary of the Commencement Date and each anniversary of the Commencement Date thereafter (on a cumulative basis).

Monthly Rent during the “Extension Term” (if any) shall be determined as provided in Section 3(b).

(g) Security Deposit: \$135,000 (in the form of a Letter of Credit in form and substance acceptable to Landlord); subject to reduction as provided in Section 5(b) below.

(h) Operating Expenses: Tenant is not obligated to reimburse Landlord for taxes, insurance or other operating expenses. Tenant shall pay possessory interest taxes and personal property taxes, as provided in Sections 6 and 8, respectively.

(i) Utilities: All utilities serving the Premises are separately metered and Tenant will contract directly with the utility providers for all such services, as more fully set out in Section 14.

(j) Permitted Uses: Retail sale of men’s grooming and shaving products which shall include, but shall not be limited to: (i) the sale of creams, lotions, gels, razors, accessories and related items sold under “The Art of Shaving” name; (ii) the operation of up to six barber stations; and (iii) the sale of an incidental amount of complementary products under other trade names.

(k) Broker: Scott Schuster of Schuster Group Incorporated (representing the Tenant).

(l) Parking: Landlord shall supply two parking passes granting the non-exclusive right to two (2) spaces in the Parking Structure at 440 N. Camden Drive at prevailing market rates and on the same terms as the general public (the “Parking Structure”). Tenant shall also pay Landlord’s standard charges for the actual parking passes.

This Section 1 represents a summary of the basic terms of this Lease. In the event of any inconsistency between the terms contained in this Section 1 and any specific provision of this Lease, the terms of the more specific provision shall prevail.

## **2. PREMISES LEASED; COMMON AREAS.**

(a) Landlord hereby leases the Premises to Tenant and Tenant hereby hires the Premises from Landlord. The Premises are to be improved by Tenant with the “Tenant

Improvements” which will be designed, approved and constructed as described in Exhibit B attached hereto and incorporated herein by this reference, in accordance with the terms set forth in Exhibit B.

(b) The term “Project, as used in this Lease, shall mean the retail building and parking structure commonly referred to as Rodeo/Brighton Building.

(c) Tenant shall have the nonexclusive right, subject to the Rules and Regulations described in Section 32(a), to use and enjoy the following areas to the extent included in the Project (collectively, “Common Areas”): (i) common lobbies, restrooms, elevators, stairways, access ways, loading docks, ramps, drives and platforms and any passageways and service ways thereto, and the common pipes, conduits, wires and appurtenant equipment serving the Project; and (ii) loading and unloading areas, trash areas, parking areas, including, without limitation, the Parking Structure, roadways, sidewalks, walkways, driveways and landscaped areas and similar areas and facilities within the Project made available by Landlord for the common use and enjoyment of the occupants of the Project; provided, however, that notwithstanding the designation of the Parking Structure as a part of the Common Areas pursuant hereto, the Parking Structure shall remain available and open to the general public for parking. Notwithstanding the generality of the foregoing, Landlord shall provide Tenant with reasonable means of access to the Premises during business hours for purposes of the ingress and egress of vehicles and merchandise, which may include access through Common Areas.

(d) Landlord reserves the right from time to time, expressly provided Tenant's use and enjoyment of and access to the Premises and the visibility of the Premises from the public street and the Common Areas are not adversely affected (provided that in no event shall anything in this Lease affect or restrict in any way Landlord's rights with respect to public right of ways), including, without limitation: (i) to designate other land outside the current boundaries of the Project to be a part of the Project, in which event the Site shall be deemed to include such additional land, and the Common Areas shall be deemed to include Common Areas upon such additional land; (ii) to add additional buildings and/or other improvements (including, without limitation, additional parking structures and/or expansion of the Parking Structure) to the Project, which (by way of example only and without limitation) may be located on land added to the Site pursuant to clause (i) above, and/or to remove existing and/or future buildings and/or improvements; (iii) to make changes to the Common Areas, including, without limitation, addition of additional improvements, changes in the location, size, shape and number of driveways, entrances, parking spaces, parking areas, loading and unloading areas, ingress, egress, direction of traffic, landscape areas and walkways, except that Landlord will not erect or install any temporary or permanent cart, kiosk or other structure within 15 feet of any part of the storefront of the Premises (provided that in no event shall anything in this Lease affect or restrict in any way Landlord's rights with respect to public rights of way); (iv) to close temporarily any of the Common Areas for maintenance purposes so long as reasonable access to the Premises remains available; (v) to use the Common Areas while engaged in making additional improvements, repairs or alterations to the Building or the Project, or any portion thereof; and (vi) to install, use, maintain, repair and replace pipes, ducts, conduits, wires and appurtenant meters and equipment for service to other parts of the Project above the ceiling surfaces, below the floor surfaces, within the walls and in the central core areas, and to relocate any pipes, ducts, conduits, wires and appurtenant meters and equipment included in the Premises which are

located in the Premises or located elsewhere outside the Premises, provided any damage to the Premises is promptly restored by Landlord, and to alter, expand and/or demolish any building within the Project; and (vii) to do and perform such other acts and make such other changes in, to or with respect to the Common Areas, the Building or any other portion of the Project as Landlord deems to be appropriate in the exercise of its good faith business judgment.

### 3. TERM; EXTENSION OPTIONS.

(a) The term of this Lease ("Term") shall be for the initial period referenced in Section 1(e) above (such initial period is referred to herein as the "Initial Term"), commencing on the date that is forty-five (45) days after the Effective Date (the "Commencement Date"), subject to earlier termination or extension, in accordance with and subject to the terms of this Lease.

(b) Tenant shall have the option ("Extension Option") to extend the Term of this Lease for one (1) period of five years (the "Extension Term"). Tenant may exercise an Extension Option only by delivery to Landlord of written notice given no later than six (6) months nor earlier than twelve (12) months prior to expiration of the then-current Term (the "Option Exercise Window"). Within thirty (30) days after receipt of Tenant's request at any time during the Option Exercise Window, Landlord will deliver a written statement of Landlord's determination of the prevailing fair market rental rate for the Premises, based on the criteria set forth below (the "Fair Market Rental Rate"). If Tenant exercises the Extension Option, Monthly Rent for the first year of the Extension Term shall be adjusted as of the first day of the Extension Term to the Fair Market Rental Rate, and on each anniversary of the first day of the Extension Term, the Monthly Rent payable during the applicable Extension Term shall be adjusted by three percent (3%). As used in this Lease, references to the "Term" of this Lease shall mean the Initial Term as the same may be extended by the Extension Term, as the context may require.

The Fair Market Rental Rate for the first full year of the Extended Term shall be determined as follows:

(i) If Tenant objects to Landlord's determination of the Fair Market Rental Rate for the Premises (delivered in accordance with Section 3(b) above), then Tenant shall, within ten (10) business days after receipt of Landlord's notice, notify Landlord in writing that Tenant disagrees with Landlord's determination, whereupon Landlord and Tenant shall meet and endeavor in good faith to agree upon the Fair Market Rental Rate for the Extension Term. If Landlord and Tenant fail to reach agreement within twenty (20) days after Tenant's notice, then, within twenty (20) days thereafter, each party, at its own cost and by giving notice to the other party, shall appoint a licensed commercial real estate broker with at least seven (7) years full-time experience as a real estate broker active in the leasing of commercial space or appraising properties in the City of Beverly Hills and surrounding areas, but not then or previously employed or engaged by either party for any other purpose, to determine the Fair Market Rental Rate for the Extension Term. Fair Market Rental Rate shall be based on prevailing rates for leases of retail space similar to and in the vicinity of the Premises, but shall not take into account or afford Tenant with any savings to Landlord by virtue of Landlord's not having to pay additional tenant improvement or inducement costs, or pay additional brokers commissions,

upon such extension, and shall not reflect the value added to the Premises by virtue of tenant improvements made by Tenant at its expense. Until the Fair Market Rental Rate determination is completed, Tenant shall continue to pay to Landlord the amount of Monthly Rent due immediately preceding the commencement of the Extension Term. After the Fair Market Rental Rate determination is completed and the Fair Market Rent Rate for the Extension Term is established, Tenant shall make payment to Landlord for any underpayment of Monthly Rent owing for prior months within ten (10) days after written demand from Landlord. If a party does not appoint a broker within the aforementioned period, the single broker appointed shall determine the Fair Market Rental Rate for the Extended Term. If there are two (2) brokers appointed by the parties as stated above, the brokers shall meet within twenty (20) days after the second agent has been appointed and attempt to determine the Fair Market Rental Rate for the Extension Term. If they are unable to agree on such Fair Market Rental Rate within twenty (20) days after the second broker has been appointed, they shall, within ten (10) days: (i) notify all of the parties in writing as to their respective Fair Market Rental Rate determinations, and (ii) select a third broker who shall be a licensed commercial real estate agent meeting the qualifications stated above. If Landlord's broker and Tenant's broker are unable to agree on the third broker within such ten (10) day period, then either Landlord or Tenant may request the President of the BOMA Chapter including the area of the Project to select a third broker meeting the qualifications stated in this subsection. Each of the parties shall bear one-half (1/2) of the cost of appointing the third broker and the third broker's fee.

(ii) Within ten (10) business days after the selection of the third broker, the third broker shall notify both parties in writing as to which of the two determinations is closest to the Fair Market Rental Rate for the Extension Term, and the Fair Market Rental Rate determination so selected by the third broker shall be the Fair Market Rental Rate for the first year of the Extension Term.

(iii) Each broker shall consider such information as Landlord and Tenant timely presents regarding the determination of Fair Market Rental Rate for the first year of the Extension Term, and each broker shall be given access to the information used by each other broker.

**4. DELIVERY OF POSSESSION; "AS IS" CONDITION.** Tenant hereby accepts the Premises on the Effective Date, in their current "AS IS" condition, without representation or warranty, express or implied, and Tenant acknowledges that Tenant has fully inspected the heating, ventilation, air conditioning and plumbing systems and all other utilities and that they are in good working condition.

**5. RENT; SECURITY DEPOSIT.**

(a) Commencing on the date that is four calendar months after the Commencement Date, Tenant agrees to pay Landlord the Monthly Rent designated in Section 1(f) in equal monthly installments in advance, on the first day of each and every calendar month during the Term. In the event the Term of this Lease commences on a day other than the first day of a calendar month or ends on a day other than the last day of a calendar month, then the rent (as hereinafter defined) for such periods shall be prorated in the proportion that the number of days this Lease is in effect during such periods bears to the actual number of days in

such month, and such rent shall be paid at the commencement of such period. In addition to the Monthly Rent, commencing on the date that is three calendar months after the Commencement Date, Tenant agrees to pay all other amounts required to be paid hereunder as and when they are due as hereinafter provided in this Lease. All charges to be paid by Tenant under this Lease shall constitute rent and are collectively referred to herein as “Rent”. Except as otherwise specifically provided in this Lease, Rent shall be paid to Landlord, without any prior notice or demand therefor, and without any abatement, deduction or offset whatsoever except as specifically authorized in this Lease, in lawful money of the United States of America, which shall be legal tender at the time of payment, at the address of Landlord designated in Section 1(c) or to such other person or at such other place as Landlord may from time to time designate in writing.

(b) Within thirty (30) days after Landlord’s execution and delivery of this Lease, Tenant shall deliver to Landlord a letter of credit from PNC Bank in the amount described in Section 1(f). The Security Deposit shall be held by Landlord as security for the faithful performance by Tenant of all of the terms, covenants, and conditions of this Lease to be kept and performed by Tenant during the Term hereof. If an Event of Default (as defined in Section 21) by Tenant occurs under this Lease, including but not limited to the provisions relating to the payment of Rent, Landlord may (but shall not be required to) draw on the letter of credit and use, apply or retain all or any part of the funds (also part of the Security Deposit) for the payment of any Rent or any other sum in default, or for the payment of any other amount which Landlord may spend or become obligated to spend by reason of the Event of Default or to compensate Landlord for any loss or damage which Landlord may suffer by reason of the Event of Default. If any portion of the Security Deposit is so used or applied, Tenant shall, within ten (10) days after demand therefor, deposit cash (or an additional letter of credit from PNC Bank in the form required hereunder for the initial letter of credit) with Landlord in an amount sufficient to restore the Security Deposit to the then required amount. Landlord shall not be required to keep the Security Deposit separate from its general funds, and Tenant shall not be entitled to interest on such Security Deposit. **TENANT WAIVES ANY RIGHTS IT MAY HAVE UNDER SECTION 1950.7 OF THE CALIFORNIA CIVIL CODE WITH RESPECT TO THE SECURITY DEPOSIT.** Within thirty (30) days following the expiration of the Term or earlier termination of this Lease and Tenant’s performance of all of its obligations under this Lease, the Security Deposit (i.e. letter of credit and unused funds drawn thereunder) shall be returned to Tenant. If Landlord sells its interest in the Project during the Term hereof and deposits with the purchaser thereof the then unappropriated Security Deposit funds, identified in writing as the Security Deposit and delivered as the Security Deposit (and not as any deposit or payment by Landlord), Landlord shall be discharged from any further liability with respect to such Security Deposit funds accruing after the date Landlord deposits such Security Deposit with such purchaser and such purchaser assumes responsibility therefor. The letter of credit shall be assignable by Landlord to any person or entity who acquires the Project (and their successors-in-interest), or Tenant shall cause the letter of credit to be re-issued at Tenant’s cost to each such successor-in-interest. Provided no default by Tenant exists as of the date of the application reduction, Tenant may cause the letter of credit to be reduced by \$22,500 on each of the first three anniversaries of the Commencement Date. The letter of credit shall remain in effect during the entire Term, as extended under Section 3(b), and shall provide that it may be drawn in full if evidence of renewal is not given to Landlord at least 30 days in advance of its expiry date (unless the expiry date is after the expiration of the Term or, if the Extension Option is exercised, the expiry date is after the end of the Extension Term).

(c) Tenant acknowledges that the late payment by Tenant to Landlord of any sums due under this Lease will cause Landlord to incur costs not contemplated by this Lease, the exact amount of such costs being extremely difficult and impracticable to fix. Such costs include, without limitation, processing and accounting charges, and late charges that may be imposed on Landlord by the terms of any encumbrance or note secured by all or any portion of the Project. Therefore, if Tenant fails to pay any Rent within five (5) business days after the due date under this Lease for any reason, Tenant shall pay to Landlord, as Additional Rent, the sum of five percent (5%) of the overdue amount as a late charge. Any past-due installment of Rent shall also bear interest, the "Interest Rate" (as hereinafter defined), from the date due until paid. For purposes of this Lease, the "Interest Rate" shall mean the lesser of (i) ten percent (10%) per annum, or (ii) two percent (2%) per annum plus the then prevailing per annum "prime rate" as most recently published in the Wall Street Journal (or the then "prime" rate as established by a comparable alternate source reasonably designated by Landlord in the event the Wall Street Journal ceases to publish a prevailing "prime" rate), provided that in no event shall the Interest Rate exceed the maximum rate permitted by applicable law. Landlord's acceptance of any late charge or interest shall not constitute a waiver of Tenant's default with respect to the overdue amount or prevent Landlord from exercising any of the other rights and remedies available to Landlord under this Lease, at law or in equity.

**6. POSSESSORY INTEREST TAXES.** TENANT ACKNOWLEDGES AND AGREES THAT FOR SO LONG AS LANDLORD'S INTEREST IN THE PROJECT IS OWNED BY THE STATE OR ANY LOCAL PUBLIC ENTITY OR GOVERNMENT, INCLUDING WITHOUT LIMITATION A MUNICIPAL CORPORATION, THIS LEASE AND TENANT'S INTEREST HEREUNDER MAY CONSTITUTE A POSSESSORY INTEREST SUBJECT TO PROPERTY TAXATION AND AS A RESULT TENANT MAY BE SUBJECT TO THE PAYMENT OF POSSESSORY INTEREST TAXES LEVIED ON THAT INTEREST. TENANT SHALL PAY SUCH TAXES WHEN DUE.

**7. USE.**

(a) Upon completion of the Tenant Improvements, Tenant shall use the Premises for the use or uses set forth in Section 1(j) above subject to any limitations therein and the limitations hereinafter set forth. Tenant shall use and occupy the Premises in compliance with all applicable federal, state and local laws, codes, rules, ordinances, statutes and other requirements (collectively, "Laws") (which Laws shall include, without limitation, the Americans with Disabilities Act, applicable fire-life safety codes of the City of Beverly Hills, and governmental requirements imposed in connection with the development or occupancy of the Building, including, without limitation, participation in any transportation management programs and compliance with any applicable air quality/trip reduction requirements), and shall, upon written notice from Landlord, discontinue any use of the Premises which is declared by any governmental authority having jurisdiction to be a violation of applicable Laws. Tenant shall make any and all alterations or improvements to the Premises required to comply with applicable Laws, except that Tenant shall not be required to make structural alterations or improvements to the Premises required to comply with applicable Laws unless such compliance is necessitated by the Tenant Improvements or by Tenant's particular use of, or Alterations to, the Premises. Tenant shall comply with all rules, orders, regulations and requirements of any insurance authority having jurisdiction over the Project or any present or future insurer relating to the

Premises or the Project. Tenant shall promptly, upon demand, reimburse Landlord for any additional premium charged for any existing insurance policy or endorsement required by reason of Tenant's failure to comply with the provisions of this Section or by reason of Tenant's use or occupancy of the Premises in violation of this Lease. Tenant shall not do or permit anything to be done in or about the Premises which will in any manner unreasonably obstruct or interfere with the rights of other tenants or occupants of the Project, or use or allow the Premises to be used for any unlawful purpose, nor shall Tenant cause, maintain or permit any nuisance in, on or about the Premises. Tenant shall not commit or suffer to be committed any waste in or upon the Premises. Tenant shall not place a load upon the Premises exceeding the average pounds of live load per square foot of floor area specified for the Building by Landlord's architect, and Landlord reserves the right to prescribe the weight and positions of all safes, files and heavy equipment which Tenant desires to place in the Premises so as to distribute properly the weight thereof.

(b) Except for supplies typically used in an office or retail area in the ordinary course of business, such as copier toner, liquid paper, glue, ink, cleaning solvents and Tenant's products used in connection with a permitted use of the Premises, for use in the manner for which they were designed and in accordance with applicable laws, in such amounts as may be normal for the business operations conducted by Tenant in the Premises, neither Tenant nor any of its subtenants nor any of their respective employees, agents, representatives, contractors, licensees or invitees, shall use, handle, store or dispose of any Hazardous Materials in, on, under or about the Premises, the Building or the Project. In the event of a breach of the covenant contained in the immediately preceding sentence, or in the event Hazardous Materials are released or otherwise caused to be located in, on, under or about the Premises, Building or Project by Tenant, any of its subtenants, or any of their respective employees, agents, representatives, contractors, licensees or invitees, Tenant shall be responsible for and shall indemnify, defend and hold Landlord harmless from and against any and all claims, judgments, damages, penalties, fines, costs, liabilities and losses (including, without limitation, diminution in valuation of the Premises, Building or Project, and sums paid in settlement of claims and for reasonable attorneys' fees, consultant fees and expert fees) which arise during or after the Term as a result of any contamination directly or indirectly arising from the activities which are the basis for such breach. This indemnification of Landlord by Tenant includes, without limitation, costs incurred in connection with any investigation of site conditions or any clean-up, remedial, removal or restoration work caused by Tenant or any of its subtenants or any of their respective employees, agents, representatives, contractors, licensees or invitees in violation of this Lease. Tenant shall promptly take all actions, at its cost and expense as are necessary to return the Premises, Building and/or Project to the condition existing prior to the introduction of any such Hazardous Materials by Tenant or any of its subtenants or any of their respective employees, agents, representatives, contractors, licensees or invitees in violation of this Lease, provided Landlord's approval of such actions shall first be obtained, which approval shall not be unreasonably withheld, and Tenant shall fully cooperate in connection with any such clean-up, restoration or other work, at Tenant's cost and expense. Furthermore, Tenant shall immediately notify Landlord of any inquiry, test, investigation or enforcement proceeding by or against Tenant or the Premises concerning the presence of any Hazardous Materials in violation of this Lease. Landlord, at Landlord's election, shall have the sole right, at Tenant's expense, to negotiate, defend, approve and appeal any action taken or order issued by any governmental authority with regard to any Hazardous Materials contamination which Tenant is obligated

hereunder to remediate. The covenants of Tenant under this Section shall survive the expiration of the Term or earlier termination of this Lease.

As used in this Lease, "Hazardous Materials" shall mean asbestos, petroleum fuel, natural gas or any fraction thereof, and any hazardous or toxic substance, material or waste which is or becomes regulated by any local governmental authority, the State of California or the United States Government, including, but not limited to, any material or substance defined as a "hazardous waste," "extremely hazardous waste," "restricted hazardous waste," "hazardous substance," "hazardous material" or "toxic pollutant" under state or federal laws, statutes or regulations, including, without limitation, the California Health and Safety Code anti/or under the Comprehensive Environmental Response, Compensation and Liability Act, 42. U.S.C. §9601, et seq.

(c) Tenant acknowledges that the City has a significant interest in promoting retail sales in the City in order to maximize sales tax revenues and otherwise benefit both the City and the retail businesses in the City. During the winter shopping/holiday season ("Winter Shopping Season") established or identified by the Beverly Hills Chamber of Commerce (the "Chamber") which begins the Friday after Thanksgiving and continues through the end of the year, Tenant shall: (i) reasonably participate in the extended hours recommended, established or identified for the winter shopping season by the Chamber and (ii) reasonably decorate the Premises for the Winter Shopping Season at Tenant's cost.

#### **8. TAXES ON TENANT'S PERSONAL PROPERTY.**

Tenant shall be liable for and shall pay, before delinquency, all taxes levied against any personal property and/or trade fixtures placed by Tenant in or about the Premises. If any such taxes on Tenant's personal property, trade fixtures or Alterations are levied against Landlord or Landlord's property or if the assessed value of the Premises or the Project is increased by the inclusion therein of a value placed upon such personal property, trade fixtures or Alterations, Tenant shall pay the amount thereof as invoiced to Tenant by Landlord within thirty (30) days following receipt of such invoice together with reasonable evidence of such allocation,

**9. CONDITION OF PREMISES.** Tenant acknowledges that except as set forth in Section 4, (i) the lease of the Premises by Tenant pursuant hereto shall be on an "as is" basis, (ii) neither Landlord nor any employee, representative or agent of Landlord has made any representation or warranty (express or implied) with respect to the Premises or any other portion of the Project, and (iii) Landlord shall have no obligation to improve or alter the Premises, Building or Project for the benefit of Tenant.

#### **10. ALTERATIONS.**

(a) Except for the Tenant Improvements performed pursuant to Section 2(a) and Exhibit "B" which shall be governed by Section 2(a) and Exhibit "B", Tenant shall not make or allow to be made any alterations, additions or improvements (collectively, any "Alterations") in or to the Premises during the Term without obtaining Landlord's prior written consent (which consent shall not be unreasonably withheld or delayed); except, however, that Tenant may make interior, non-structural Alterations to the Premises costing less than Thirty-five Thousand Dollars

(\$35,000.00) per work of improvement and not (i) requiring the demolition of any existing improvements or (ii) affecting the roof, structure, mechanical or utility systems serving the Premises or the exterior appearance of the Building, without Landlord's prior consent but upon at least ten (10) business days' prior written notice to Landlord. Any request for consent to Alterations requiring consent shall be accompanied by two (2) complete sets of plans and specifications for the proposed Alterations suitable for submission to Landlord's architect for evaluation and a statement of the identity of the contractor who will perform such Alterations. If Landlord's consent is required for any Alterations, Tenant shall pay all reasonable out-of-pocket costs incurred by Landlord in the evaluation of the plans and specifications, including, but not limited to, Landlord's general contractor's, architects' and engineers' fees, up to a maximum of Four Thousand Dollars (\$4,000) per request. In addition, as a condition to Landlord's granting of its consent to any Alterations, Landlord shall have the right to approve Tenant's designated contractor performing such Alterations, such approval not to be unreasonably withheld or delayed (provided that in any event Building standard subcontractors shall be used for work on Building roof, exterior, mechanical and utility systems), and Landlord shall have the right to require that Tenant furnish assurances reasonably satisfactory to Landlord that all contractors and subcontractors who will perform such work have in force workers' compensation and such other employee and comprehensive general liability insurance in accordance with the standards set forth in Section 17(a) (but with a liability limit of not less than Two Million Dollars (\$2,000,000.00)), and such other insurance as Landlord reasonably deems necessary to supplement the insurance coverage provided for in Section 17(a). Tenant's contractor and any subcontractors shall name the City of Beverly Hills as additional insured by endorsement. All Alterations work to be performed by Tenant in the Premises requiring the consent of Landlord pursuant hereto shall be performed in accordance with any reasonable conditions or regulations imposed by Landlord. All Alterations work (whether or not Landlord's consent is required therefor) shall be completed in a good and workmanlike manner and in accordance with all applicable Laws. All Alterations requiring Landlord's consent shall be completed in accordance with the approved plans and specifications therefor. Promptly following the completion of any Alterations where the preparation of "as-built" plans would be customary for the particular Alterations work performed, Tenant shall deliver to Landlord both a "hard" copy and a copy on CAD diskette of the "as built" plans and specifications (including all working drawings) for such Alterations promptly following the completion of any Alterations for which any governmental permit, approval or sign-off is required under applicable Laws, Tenant shall deliver to Landlord a copy of signed-off permits, inspection cards or other documentation, if any is available given the nature of the Alterations work performed, evidencing governmental approval of completion of the work. Any supervision by Landlord of such Alterations shall in no event constitute Landlord's approval of the work so performed, nor shall Landlord be responsible for or have any liability with respect to such supervision or work. The construction of the initial Tenant Improvements shall be governed by Exhibit B to this Lease and the Tenant Improvements shall not be deemed to constitute Alterations for purposes of this Lease.

(b) The initial Tenant Improvements made pursuant to this Lease shall be the sole property of Tenant until the expiration of the Term, but shall not be removed by Tenant from the Premises. All other Alterations upon the Premises shall become the property of Landlord upon the expiration of the Term or earlier termination of this Lease, and shall remain upon and be surrendered with the Premises, as part thereof, at the expiration of the Term or earlier termination of this Lease (but exclusive of Tenant's trade fixtures and personal property

as further provided in Section 10(c) below). If Landlord requires Tenant to remove any Alterations, Landlord shall notify Tenant in writing at the time of Landlord's consent to such Alterations, and Tenant, at its sole cost and expense, agrees to remove the identified Alterations on or before the expiration of the Term or earlier termination of this Lease and repair any damage to the Premises caused by such removal (or, at Landlord's option, Tenant agrees to pay to Landlord Landlord's reasonable estimate of the costs of such removal and repair prior to such expiration or termination).

(c) Notwithstanding the foregoing or any other provision of this Lease, all articles of personal property and all business and trade fixtures (which are susceptible of removal without material damage to the Premises and which are not permanently affixed to the Premises), machinery, equipment, furniture and removable partitions owned by Tenant or installed by Tenant at its expense in the Premises shall be and remain the sole property of Tenant and may be removed by Tenant at any time during the Term of this Lease and shall be removed by Tenant prior to the expiration or any earlier termination of this Lease, provided that Tenant shall at its sole expense repair any damage caused by such removal. If Tenant shall fail to remove all of its personal property and business and trade fixtures from the Premises upon the expiration of the Term or earlier termination of this Lease for any cause whatsoever, Landlord may, at its option, either treat such property as being conveyed to Landlord in which case the same shall automatically and without further action be deemed to be the sole property of Landlord, or remove the same in any manner that Landlord shall choose, and store or dispose of said property without liability to Tenant for loss thereof, and Tenant agrees to pay to Landlord upon demand any and all expenses incurred in such removal, including court costs, reasonable attorneys' fees and storage charges on such property for any length of time that the same shall be in Landlord's possession. In the alternative, Landlord may, at its option, sell said property, or any of the same, in such manner as Landlord determines to be appropriate in Landlord's reasonable business judgment, for such prices as Landlord may obtain and apply the proceeds of such sale to any amounts due under this Lease from Tenant to Landlord and to the expense incident to the removal and sale of such property. Tenant waives the benefit of any statutory provisions governing the treatment by a landlord of a tenant's personal property left in leased premises following the expiration of the lease, in the event Tenant fails to remove all of its property from the Premises upon the expiration of the Term or earlier termination of this Lease, the parties hereby agreeing that the provisions of this Lease constitute the express agreement of the parties with respect thereto and are intended to govern such situation.

## **11. MAINTENANCE AND REPAIRS.**

(a) Subject to the provisions of Sections 11(b), 18 and 19, below, Tenant shall keep, maintain and preserve the Premises in a good condition and repair, and shall, as and when needed, at Tenant's sole cost and expense, make all repairs to the Premises, store front, and every part thereof and all personal property, trade fixtures and equipment within the Premises. Subject to the provisions of Section 10(c) above, upon the expiration of the Term or sooner termination of this Lease, Tenant shall surrender the Premises to Landlord in the same condition as when received, as improved by the Tenant Improvements and permitted Alterations which Tenant is not required to remove pursuant to Section 10(b) above, subject to reasonable wear and tear, damage or destruction by fire or other casualty or condemnation, and damage caused by Landlord. Subject to the provisions of Sections 18 and 19 below, there shall be no abatement of

Rent and no liability of Landlord by reason of any injury to or interference with Tenant's business arising from the making of any repairs, alterations or improvements in or to any portion of the Project or in or to fixtures, appurtenances and equipment therein.

(b) Landlord shall maintain in good condition and repair the roof (including any skylights, and including as needed any replacement thereof), exterior and other weight-bearing walls not installed by Tenant as part of the Tenant Improvements, exterior entrances (excluding lock mechanisms), structural elements, and foundation of the Building, but not any improvements installed by Tenant. Landlord shall commence all such repairs within a reasonable time after receipt of Tenant's written notice of any condition requiring repair pursuant to this Section, considering Landlord's potential obligation to publicly bid work.

**12. LIENS.** Tenant shall not permit any mechanics', materialmen's or other liens to be filed against the Project nor against Tenant's leasehold interest in the Premises on account of any work performed by or on behalf of Tenant or its employees, agents, invitees or contractors. Landlord shall have the right at all reasonable times to post and keep posted on the Premises any notices which it deems necessary for protection from such liens. If any such liens are filed and are not discharged by Tenant (by bonding or otherwise) within forty (40) days following receipt of notice thereof from Landlord), Landlord may, without waiving its rights and remedies based on such breach by Tenant and without releasing Tenant from any of its obligations, cause such liens to be released by any means it shall deem proper, including payment in satisfaction of the claim giving rise to such liens. Tenant shall pay to Landlord, as additional Rent, within three (3) days of receipt of written notice by Landlord, any sums paid by Landlord to remove such liens.

**13. ENTRY BY LANDLORD.** Landlord and its employees, agents, representatives, consultants and/or contractors shall have the right from time to time with reasonable advance notice to Tenant (but without the requirement of such notice to Tenant in the event access is necessary to deal with an emergency situation) to enter the Premises to inspect the same, to supply any service to be provided by Landlord to Tenant hereunder, to show the Premises to prospective purchasers, encumbrancers or tenants, to post "for lease" or other similar signs during any event of default of Tenant and/or during the last six (6) months of the Term, or to post notices of non-responsibility. Landlord shall minimize any interference with the operation of Tenant's business from the Premises resulting from any such entry. Landlord shall at all times have and retain a key with which to unlock all doors to and in the Premises. In the event of an emergency, Landlord shall have the right to use any and all means which Landlord may deem proper to open said doors in order to obtain entry to the Premises. Any entry to the Premises obtained by Landlord by any of said means, or otherwise, shall not be construed or deemed to be a forcible or unlawful entry into the Premises, or an eviction of Tenant from the Premises or any portion thereof. It is understood and agreed that no provision of this Lease shall be construed as obligating Landlord to perform any alterations, improvements or decorations, except as otherwise expressly agreed in writing by Landlord.

**14. UTILITIES AND SERVICES.** Tenant agrees not to connect any apparatus or device with wires, conduits or pipes, or other means by which such services are supplied, for the purpose of using amounts of such services in excess of the capacity within the Premises without the written consent of Landlord, which consent shall not be unreasonably withheld, conditioned or delayed. All utility services to the Premises are measured by separate meters and/or submeters

to the Premises. Tenant agrees to pay directly to the appropriate utility company all charges for utility services supplied to the Premises. LANDLORD SHALL NOT BE LIABLE IN DAMAGES FOR ANY FAILURE OR INTERRUPTION OF ANY UTILITY OR SERVICE IT BEING UNDERSTOOD THAT TENANT WILL MAINTAIN ADEQUATE BUSINESS INTERRUPTION INSURANCE. No failure or interruption of any utility or service shall entitle Tenant to terminate this Lease or discontinue making payments of Rent payable by Tenant under this Lease. However, if utility services are discontinued as a result of Landlord's gross negligence or intentional misconduct, and Tenant is therefore unable to operate its business in the Premises for more than three (3) business days, then Monthly Rent will abate on a per diem basis beginning on the 3<sup>rd</sup> business day until the date that utility service is restored.

## 15. INDEMNIFICATION.

(a) Subject to Section 17(b), Tenant shall indemnify, defend and hold Landlord harmless from and against, any and all claims, damages, judgments, suits, causes of action, losses, liabilities, penalties, fines, expenses and costs, including, without limitation, reasonable attorneys' fees and expenses (collectively, "Indemnified Claims"), arising or resulting from (i) any act or omission of Tenant, its subtenants and/or assignees and their respective agents, employees, representatives, licensees, contractors and/or invitees (collectively, the "Tenant Parties") in the Premises; (ii) Tenant's use of the Premises, conduct of Tenant's business by Tenant or any Tenant Parties, or any other activity, work or thing done, permitted or suffered by Tenant or any Tenant Parties, in or about the Premises, (iii) work performed by Tenant or any Tenant Parties in or about the Building or elsewhere within the Project. The foregoing provision shall not extend to any matter arising in whole or part from: (A) the negligence, wrongful act or strict or statutory liability of Landlord or its agents and contractors, and their respective employees, licensees, contractors and agents (the "Landlord Parties"); or (B) any defect or deficiency in the Building or the Premises which was not created by Tenant or any of the Tenant Parties. In case any action or proceeding is brought against Landlord by reason of any such Indemnified Claims, Tenant, upon notice from Landlord, agrees to promptly defend the same at Tenant's sole cost and expense by counsel approved in writing by Landlord, which approval shall not be unreasonably withheld.

(b) Subject to Section 17(b), Landlord shall indemnify, defend and hold Tenant harmless from and against, any and all Indemnified Claims arising or resulting from (i) any act or omission of the Landlord Parties in the Common Areas; and (ii) any activity, work or thing done, permitted or performed by any Landlord Parties, in or about the Premises, in or about the Building or elsewhere within the Project. The foregoing provision shall not extend to any matter arising in whole or part from the negligence or wrongful act of Tenant or the Tenant Parties; provide, however, that in no event shall Landlord be liable for consequential damages such as lost profits. If any action or proceeding is brought against Tenant by reason of any such Indemnified Claims, Landlord, upon notice from Tenant, agrees to promptly defend the same at Landlord's sole cost and expense by counsel approved in writing by Tenant, which approval shall not be unreasonably withheld.

(c) The provisions of this Section 15 shall survive the expiration of the Term or earlier termination of this Lease.

**16. DAMAGE TO TENANT'S PROPERTY; WAIVER.** Notwithstanding anything contained in this Lease to the contrary, Landlord or its agents and employees shall not be liable for (a) loss or damage to any property by theft or otherwise, or (b) any injury or damage to person or property resulting from fire, explosion, falling plaster, steam, gas, electricity, water or rain which may leak from any part of the Building or from pipes, appliances or plumbing work therein or from the roof, street, sub-surface or from any other place or resulting from dampness or any other cause whatsoever, except to the extent (i) resulting from the gross negligence, poor maintenance practices, or willful misconduct of Landlord or its contractors, agents, servants or employees or breach of this Lease by Landlord and (ii) not covered by the insurance maintained by Tenant (or which would not have been so covered if Tenant had maintained the insurance required to be maintained by Tenant pursuant to this Lease), provided, Landlord shall be responsible for the cost of any applicable deductible. Landlord or its agents shall not be liable for interference with light or other similar intangible property interests provided that Landlord shall not permit and shall be liable for any obstruction of Tenant's store fronts or directional signs unless and to the minimum degree necessary in connection with its making repairs or other necessary construction to the Building. Tenant shall give prompt notice to Landlord in case of fire or accidents in the Premises or the Building, and of defects therein or in the fixtures or equipment located therein.

**17. INSURANCE.**

(a) Tenant shall, during the Term hereof, at its sole cost and expense, keep in full force and effect the following insurance:

(i) All Risk insurance (including a vandalism and malicious mischief endorsement and sprinkler leakage coverage) upon all of Tenant's personal property, trade fixtures, furniture and equipment in the Premises, in an amount not less than one hundred percent (100%) of the full replacement cost thereof.

(ii) Commercial general liability insurance coverage, including personal injury, bodily injury, broad form property damage, automobile, Premises operations hazard, contractual liability (covering the indemnity contained in Section 15(a)), and products and completed operations liability, with a combined single limit of not less than Three Million Dollars (\$3,000,000.00). Such insurance shall name Tenant as named insured thereunder and shall name Landlord as additional insured thereunder, shall contain a cross liability endorsement, and shall be primary and non-contributing with respect to any insurance maintained by Landlord. Such liability insurance shall insure Tenant and each additional insured for (1) the actions of Tenant and/or any of Tenant's employees, agents, representatives, contractors and/or invitees, (2) Alterations to, and occurrences in, the Premises, and (3) the use or operation of the Premises. Landlord shall have the right, from time to time, to require an increase in such liability insurance limit if consistent with then standard industry practices for prudent risk management by a tenant of comparably-sized premises within comparable buildings.

(iii) Workers' Compensation and Employer's Liability Insurance in form and amounts as required by applicable law.

(iv) Any other insurance as Landlord may reasonably require from time to time.

The minimum limits of insurance set forth in this Section are not intended to limit the liability of Tenant under this Lease. All policies of insurance maintained by Tenant under this Section, shall be taken out with insurance companies holding a General Policyholders Rating of "A" and a Financial Rating of "X" or better, as set forth in the most current issue of Best's Insurance Reports. As soon as practicable after the placing of the required insurance, but prior to the date Tenant takes possession of all or any part of the Premises, Tenant shall deliver to Landlord certificates evidencing the existence of the amounts and forms of coverage required hereunder. No such policy shall be cancelable or reducible in coverage except after at least thirty (30) days' prior written notice to Landlord. Tenant shall, within thirty (30) days prior to the expiration of such policies, furnish Landlord with certificates of renewals or binders thereof; provided that if Tenant fails to furnish the same, Landlord may, obtain such insurance and Tenant shall reimburse Landlord for the cost thereof within ten (10) days after written demand. Tenant may satisfy its insurance obligations under this Lease by blanket, umbrella and/or, as to liability coverage in excess of One Million Dollars (\$1,000,000), excess liability coverage, so long as the coverage afforded under the applicable policy is not reduced or diminished as a result thereof.

Notwithstanding the above requirements, so long as Tenant is a wholly owned subsidiary of The Procter & Gamble Company, Tenant will be deemed to have satisfied the requirements of this Section (other than the requirement to carry Workers Compensation) if Tenant furnishes commercial general liability and property insurance policies written on Celtic Insurance Co. Ltd. (or any other captive insurance company insuring Procter & Gamble properties in North America) with the policy limits listed in this Section and otherwise complying with the requirements of this Section; except the Best's Insurance ratings will not apply.

(b) Landlord shall during the Term hereof, at its sole cost and expense, keep in full force and effect property insurance that shall include the Premises, the Building and the Project (excluding Tenant's personal property on the Premises and Tenant Improvements) insuring against risks of direct physical loss or damage written by insurance companies licensed to do business in the state of California, together with such other insurance, and in such amounts, covering such other risks as Landlord may from time-to-time determine in its reasonable judgment, including, without limitation (if Landlord so elects), Commercial General Liability insurance and insurance against earthquake, flood and rental loss. Any insurance procured by Landlord under this Section may be included in a policy or policies of blanket insurance covering additional items or locations or insureds.

(c) All policies of property damage insurance required hereunder shall include a clause or endorsement denying the insurer any rights of subrogation against the other party to the extent rights have been waived by the insured before the occurrence of injury or loss. Each party waives any rights of recovery against the other for injury or loss due to risks covered by policies of property damage insurance to the extent insurance proceeds covering the injury or loss are received by such party.

## **18. DAMAGE OR DESTRUCTION.**

(a) If the Premises or Parking Area shall be damaged or destroyed by fire or other casualty so as to render all or a portion of the Premises untenable (which shall expressly include a loss of basic utility services to the Premises), then, for so long as Tenant is actually not occupying all or a portion of the Premises as a result of such prevention from use, Tenant shall be entitled to an equitable abatement of Tenant's obligation for payment of Monthly Rent on a proportionate basis to the extent that Tenant's use and enjoyment of the Premises is effectively prevented; provided, however, that if the event in question renders more than twenty percent (20%) of the Premises unusable, and Tenant does not use the Premises, then rent shall be abated altogether. The abatement shall commence as of the date of the casualty and continue during the period of such repair or reconstruction, until such time as Tenant is no longer so effectively prevented from using the Premises, Tenant is reasonably able to re-open for business in the affected area and, if applicable, all repairs to the Parking Area have been completed and it is re-opened and Landlord has restored the Premises, the Building, the Project and the Parking Area to substantially the same or better condition that existed before the date of the casualty.

(b) In the event of the total destruction or material damage to the Premises (i.e., with an expected cost to repair in excess of fifty percent (50%) or more of the then full replacement cost, and with an expected completion date of more than one (i) year from the date of material damage occurring) which is the result of an event not covered by insurance, then Landlord shall have the right to elect to terminate this Lease by written notice to Tenant delivered within sixty (60) days following the occurrence of the casualty. The proceeds from any insurance paid by reason of damage to or destruction of the Project or any part thereof insured by Landlord, shall belong to and be paid to Landlord. Tenant shall not be entitled to any compensation or damages from Landlord or Landlord's insurance provider for loss in the use of the whole or any part of the Premises and/or any inconvenience or annoyance by such damage, repair, reconstruction or restoration. Unless Landlord or Tenant elects to terminate this Lease as hereinafter provided, Landlord shall use reasonable diligence to repair any casualty to the Premises, Building or Common Areas to the extent of available insurance proceeds (plus any funds delivered by Tenant to Landlord for purposes of performing such repairs), subject to delays and adjustment of insurance proceeds (provided that Tenant shall be responsible for the repair of the Tenant Improvements and Tenant's furniture, fixtures, equipment and personal property).

(c) In the event of material damage to the Project not caused by Tenant or any of its members, officers, employees or agents, and not otherwise resulting in termination of this Lease under Section 18(b) above, Landlord shall deliver written notice to Tenant within sixty (60) days following such casualty damage or occurrence setting forth Landlord's good faith estimate of the time required for completion of repair and/or restoration of the Project, and if: (i) such estimated time exceeds twelve (12) months from the occurrence of the casualty; or (ii) the restoration is not estimated to be completed at least eighteen (18) months before the expiration of the Term, Tenant may terminate this Lease by written notice to Landlord within twenty (20) days following Tenant's receipt of such notice (or in the case of phrase (iii), within twenty (20) days after expiration of the twelve month period, as extended by delays beyond Landlord's control). However, in the event the Lease is not terminated, and Landlord fails to restore the Premises, the Building and the Project, including the Parking Area to substantially the same or better condition that existed before the date of the casualty, within such twelve-month period, as extended by delays beyond the control of Landlord, Tenant may terminate this Lease.

(d) In the event of any damage or destruction of all or any part of the Premises, Tenant agrees to immediately notify Landlord thereof.

(e) Landlord and Tenant hereby waive the provisions of any statutes (including, without limitation, Sections 1932(2) and 1933(4) of the California Civil Code) or court decisions which provide a party to a lease with a right to abatement of rent or termination of the lease when leased property is damaged or destroyed and agree that such event shall be exclusively governed by the terms of this Lease.

## **19. EMINENT DOMAIN.**

(a) If (i) any part of the Premises or (ii) more than twenty five percent (25%) of the floor area of the Common Areas and/or the Parking Area, shall be taken for any public or quasi-public purpose by any lawful power or authority by exercise of the right of appropriation, condemnation or eminent domain, or sold to prevent such taking to such an extent as to render the Premises untenable or to the extent that Tenant's operation from the Premises is not reasonably practicable, Tenant shall have the right to terminate this Lease effective as of the date possession is required to be surrendered to said authority by written notice to the other party by the effective date of such taking. Tenant may assert a claim for a separate award attributable to the value of any goodwill and any personal property or trade fixtures of Tenant which are taken, costs of Tenant's relocation, and the value of the leasehold estate, including any bonus value. If Tenant does not so elect to terminate, Landlord shall commence to restore the Premises and Common Areas to substantially their same condition prior to such taking, and a proportionate abatement of Monthly Rent shall be made for the time during which Tenant is deprived of use on account of such taking and restoration which shall reflect any loss of parking or Common Areas.

(b) In the event of a taking of the Premises or any part thereof for temporary use, (i) this Lease shall be and remain unaffected thereby and Rent shall abate for portions not useable by Tenant, and (ii) Tenant shall be entitled to receive for itself such portion or portions of any award made for such use with respect to the period of the taking which is within the Term, provided that if such taking shall remain in force at the expiration of the Term or earlier termination of this Lease, Tenant shall then pay to Landlord a sum equal to the reasonable cost of performing Tenant's obligations under Section 10(c) with respect to surrender of the Premises and upon such payment shall be excused from such obligations.

(c) Landlord and Tenant hereby waive the provisions of any statutes (including, without limitation, Section 1265.130 of the California Code of Civil Procedure) or court decisions which provide a party to a lease with a right to abatement of rent or termination of the lease when leased property is condemned or taken and agree that such event shall be exclusively governed by the terms of this Lease.

## **20. ASSIGNMENT AND SUBLETTING.**

(a) Tenant shall not assign its interest in this Lease (an "assignment") or sublease or permit occupancy by third parties of all or any part of the Premises (a "sublease"), without first obtaining Landlord's prior written consent, which consent may be withheld in Landlord's sole and absolute discretion. Any assignment, sublease or encumbrance without

Landlord's prior written consent shall be voidable at Landlord's election and shall constitute an Event of Default hereunder. Any transfer of more than fifty percent (50%) of Tenant's ownership interests in one or more transfers, or the transfer by the controlling member of so much of its stock or membership interest that it is no longer the controlling member, shall constitute a voluntary assignment and shall be subject to the provisions of this Section 20; provided, however, that the provisions of this sentence shall not apply if Tenant is a publicly held corporation, the shares of stock in which are traded on a public exchange. Despite any contrary provision of this Lease, Tenant may assign its rights under this Lease, at any time during the Term without Landlord's prior written consent, provided the net worth of the "tenant" under this Lease is not diminished, to: (i) any parent, subsidiary or affiliate entity of Tenant or (ii) the surviving entity in connection with a merger, consolidation or acquisition; or (iii) any entity acquiring all or substantially all of Tenant's assets, provided, (A) the transferee continues to operate the business conducted in the Premises under the same name and in the same manner as Tenant and pursuant to all the provisions of this Lease, and (B) Landlord receives a copy of the assignment within thirty (30) days after the date of the transfer and a written certification from the Chief Financial Officer of the Tenant as to the net worth of the resulting "tenant" under this Lease and the net worth of the Tenant prior to the assignment. No assignment or sublease shall in any manner release Tenant from its liability under this Lease.

(b) No consent to an assignment or sublease shall constitute a further waiver of the provisions of this Section 20. Tenant shall notify Landlord in writing of Tenant's intent to assign this Lease or sublease the Premises, the name of the proposed assignee or subtenant, information concerning the financial responsibility of the proposed assignee or subtenant and the economic and other material terms of the proposed assignment or subletting, and Landlord shall, within fifteen (15) days after receipt of such written notice, and the financial responsibility information and such other information as may be requested by Landlord concerning the proposed assignee or subtenant, elect one of the following: (i) consent to such proposed assignment or sublease; or (ii) refuse such consent.

(c) Any assignee of Tenant's interest in this Lease hereby agrees that notwithstanding any consent by Landlord, it shall be a condition to such assignment that Landlord receive an instrument executed by such assignee and expressly enforceable by Landlord agreeing that such assignee assumes and agrees to be bound by all of the terms and provisions of this Lease and to perform all of the obligations of Tenant hereunder. Any subtenant of all or any portion of the Premises (whether or not under a subletting requiring Landlord's consent) hereby agrees that it shall be a condition to such sublease that Landlord receive an instrument executed by such subtenant agreeing that such sublease is subject and subordinate to this Lease and to all mortgages or deeds of trust; that Landlord may enforce the provisions of the sublease, including (following the occurrence of any default by Tenant under this Lease which is not cured within any applicable period for cure pursuant to Section 21 below) collection of rent; that in the event of termination of this Lease for any reason, including, without limitation, a voluntary surrender by Tenant, or in the event of any re-entry of repossession of the Premises by Landlord. Landlord may, at its option, either (i) terminate the sublease, or (ii) take over all of the right, title and interest of Tenant, as sublandlord, under such sublease, in which case such subtenant will attorn to Landlord, but that nevertheless Landlord will not (1) be liable for any previous act or omission of Tenant under such sublease, (2) be subject to any defense or offset previously accrued in favor of the subtenant against Tenant, or (3) be bound by any previous

modification of any sublease made without Landlord's written consent, or by any previous prepayment by subtenant of more than one month's rent.

(d) In connection with any request for Landlord's consent to an assignment or sublease as required under the provisions of this Section, Tenant shall pay a \$1,500 processing fee to Landlord. Additionally, in the event any assignment or sublease is approved, Landlord shall receive as additional rent hereunder fifty percent (50%) of Tenant's "Excess Consideration" derived from such assignment or sublease. In the event of a sublease, "Excess Consideration" shall mean all rent, additional rent, or other consideration actually received by Tenant from such subtenant and/or actually paid by such subtenant on behalf of Tenant in connection with the subletting in excess of the rent, additional remit and other sums payable by Tenant under this Lease during the term of the sublease on a per square foot basis if less than all of the Premises is subleased, less the sum of Tenant's reasonable out-of-pocket costs incurred in connection with such sublease for brokerage commissions, reasonable attorneys' fees, the cost of any alterations or improvements made for the benefit of such subtenant, or previously made to the Premises, and/or any free rent period granted to such subtenant. In the event of an assignment, "Excess Consideration" shall mean key money, bonus money or other consideration paid by the assignee to Tenant in connection with such assignment, less the sum of Tenant's reasonable out-of-pocket costs incurred in connection with such assignment for brokerage commissions, reasonable attorneys' fees, the cost of any alterations or improvements made for the benefit of such assignee and/or any free rent period granted to such assignee. If part of the Excess Consideration shall be payable by the assignee or subtenant other than in cash, then Landlord's share of such non-cash consideration shall be in such form as is reasonably satisfactory to Landlord.

(e) Notwithstanding any permitted assignment or subletting (whether or not the same requires Landlord's consent pursuant to this Section), Tenant shall at all times remain directly, primarily and fully responsible and liable for all payments owed by Tenant under this Lease and for compliance with all obligations under the terms and conditions of this Lease. Landlord's waiver or consent to any assignment or subletting shall not relieve Tenant or any assignee or sublessee from any obligation under this Lease whether or not accrued and Tenant shall at all times remain directly, primarily and fully responsible and liable for all payments owed by Tenant under this Lease and for compliance with all obligations of Tenant under the terms and conditions of this Lease.

## **21. DEFAULT BY TENANT.**

(a) The occurrence of any one or more of the following events shall constitute an "Event of Default" hereunder by Tenant:

(i) The failure by Tenant to make any payment of Rent as and when due where such failure shall continue for a period of five (5) days after written notice thereof from Landlord to Tenant; provided however, that any such notice shall be in lieu of, and not in addition to, any notice required under California Code of Civil Procedure §1161 or any similar successor statute.

(ii) The failure by Tenant to observe or perform any of the covenants or other provisions of this Lease to be observed or performed by Tenant, other than as specified

in Section 21(a)(i), where such failure shall continue for a period of thirty (30) days after written notice thereof from Landlord to Tenant specifying wherein Tenant has failed to perform such obligation; provided, however, that any such notice shall be in lieu of, and not in addition to, any notice required under California Code of Civil Procedure §1161 or any similar successor statute; provided, further, that if the nature of Tenant's default is such that more than thirty (30) days are reasonably required for its cure, then Tenant shall not be deemed to be in default if Tenant shall promptly commence such cure within such thirty (30) day period and thereafter continuously and diligently prosecute such cure to completion.

(iii) The making by Tenant of any general assignment for the benefit of creditors; the filing by or against Tenant of a petition to have Tenant adjudged a bankrupt or a petition for reorganization or arrangement under any law relating to bankruptcy (unless, in the case of a petition filed against Tenant, the same is dismissed within sixty (60) days); the appointment of a trustee or receiver by petition of third party creditor to take possession of substantially all of Tenant's assets located at the Premises or of Tenant's interest in this Lease, where possession is not restored to Tenant within sixty (60) days; the attachment, execution or other judicial seizure of substantially all of Tenant's assets located at the Premises or of Tenant's interest in this Lease where such seizure is not discharged within sixty (60) days; or if this Lease shall, by operation of law or otherwise, pass to any person or persons other than Tenant.

(iv) The abandonment of the Premises by Tenant, which for purposes of this Lease means any absence by Tenant from the Premises for fourteen (14) business days or longer; provided that Tenant is also failing to perform other obligations of Tenant under this Lease.

(v) Any violation of Section 20.

(b) In the event of any such Event of Default by Tenant, in addition to any other remedies available to Landlord at law or in equity, Landlord shall have the immediate option to terminate this Lease and all rights of Tenant hereunder. In the event that Landlord shall elect to so terminate this Lease, then Landlord may recover from Tenant: (i) the worth at the time of award of any unpaid Rent which had been earned at the time of such termination; plus (ii) the worth at the time of award of the amount by which the unpaid Rent which would have been earned after termination until the time of award exceeds the amount of such rental that Tenant proves could have been reasonably avoided; plus (iii) the worth at the time of award of the amount by which the unpaid Rent -for the balance of the Term after the time of award exceeds the amount of such rental loss that Tenant proves could be reasonably avoided; plus (iv) any other amount necessary to compensate Landlord for all actual damages caused by Tenant's failure to perform Tenant's obligations under this Lease or which in the ordinary course of timings would be likely to result therefrom.

As used in Sections 21(b)(i) and (ii) above, the "worth at the time of award" is computed by allowing interest at the Interest Rate. As used in Section 21(b)(iii) above, the "worth at the time of award" is computed by discounting such amount at the discount rate of the Federal Reserve Bank of San Francisco at the time of award plus one percent (1%).

(c) In the event of any such default by Tenant, Landlord may also elect the remedy described in California Civil Code Section 1951.4 (lessor may continue lease in effect after lessee's breach and abandonment and recover rent as it becomes due, if lessee has the right to sublet or assign, subject only to reasonable limitations), in which case Landlord shall not unreasonably withhold its consent to assignment or subletting.

(d) Upon the expiration or earlier termination of this Lease, any personal property and trade fixtures and business fixtures, of Tenant may be removed and stored in a public warehouse or elsewhere at the cost of and for the account of Tenant, or may be disposed of in any manner Landlord desires, in its sole and absolute discretion and without liability to the owner(s) thereof, and Tenant hereby waives any and all claims and rights it may have against Landlord for doing so, and agrees to defend, indemnify and hold Landlord harmless from and against any and all claims, losses, liabilities, damages, costs and expenses relating directly or indirectly to such storage or disposal. No re-entry or taking possession of the Premises by Landlord pursuant to this Section shall be construed as an election to terminate this Lease unless a written notice of such intention is given to Tenant or unless the termination thereof be decreed by a court of competent jurisdiction.

(e) TENANT HEREBY WAIVES, FOR ITSELF AND ALL PERSONS CLAIMING BY AND UNDER TENANT, ALL RIGHTS AND PRIVILEGES WHICH IT MIGHT HAVE UNDER ANY PRESENT OR FUTURE LAW TO REDEEM THE PREMISES OR TO CONTINUE THIS LEASE AFTER BEING DISPOSSESSED OR EJECTED FROM THE PREMISES.

(f) If Tenant fails to perform any covenant or condition to be performed by Tenant, Landlord shall have the right (but not the obligation) to perform such covenant or condition (i) immediately, in the event of an emergency situation of imminent risk of personal injury or material property damage, or (ii) following Tenant's failure to cure such failure to perform within the period provided for cure after Tenant's receipt of written notice from Landlord. All reasonable costs incurred by Landlord in so performing shall immediately be reimbursed to Landlord by Tenant, together with interest at the Interest Rate computed from the due date, which shall be five (5) days following the receipt of such written notice. Any performance by Landlord of Tenant's obligations shall not waive or cure such default. All costs and expenses incurred by Landlord, including reasonable attorneys' fees (whether or not legal proceedings are instituted), in collecting Rent or enforcing the obligations of Tenant under the Lease pursuant to this Section shall be paid by Tenant to Landlord upon demand.

(g) All rights, options and remedies of Landlord contained in this Lease shall be construed and held to be cumulative to the extent permitted by law, and no one of them shall be exclusive of the other, and Landlord shall have the right to pursue any one or all of such remedies or any other remedy or relief which may be provided by law, whether or not stated in this Lease.

**22. DEFAULT BY LANDLORD.** Landlord shall not be in default hereunder unless Landlord fails to perform the obligations required of Landlord within thirty (30) days after written notice by Tenant to Landlord specifying wherein Landlord has failed to perform such obligation; provided, however, that if the nature of Landlord's obligation is such that more than

thirty (30) days are required for performance, then Landlord shall not be in default if Landlord commences performance within such thirty (30) day period and thereafter diligently prosecutes the same to completion. Notwithstanding any contrary provision contained in this Lease, Landlord shall not be liable under any circumstances for any indirect or consequential damages or any injury or damage to, or interference with, Tenant's business, including, but not limited to, loss of profits, loss of rents or other revenues, loss of business opportunity, loss of goodwill or loss of use; provided, that the foregoing is not intended to be a waiver by Tenant of any rights it may have to condemnation awards in the event of a condemnation by Landlord of Tenant's interest under this Lease or Tenant's business.

**23. SUBORDINATION.** Landlord warrants that, as of the Effective Date, the Project is not subject to any ground lease, mortgage, deed of trust or other superior interest of any "Lienholder" (defined below). This Lease shall be subject and subordinate at all times to all ground leases which may hereafter be executed affecting the Building, the Project, or the land upon which the Building and Project are situated, or both, and any and all amendments, renewals, modifications, supplements and extensions thereof; and (b) the lien of any mortgage or deed of trust which may hereafter be executed, and any and all advances made thereunder, and interest thereon and all modifications, renewals, supplements, consolidations and replacements thereof; provided that if any such superior Lienholder or purchaser at any foreclosure sale or the successor of any them acquires the interest of the Landlord under this Lease for any reason, such successor shall not disturb Tenant's rights under this Lease, so long as Tenant is not in default hereunder. Notwithstanding the foregoing, Tenant acknowledges that Landlord shall have the right to subordinate or cause to be subordinated any such ground leases or any such liens to this Lease. In the event that any ground lease terminates for any reason or any mortgage or deed of trust is foreclosed or a conveyance in lieu of foreclosure is made for any reason, Tenant shall, notwithstanding any subordination, attorn to and become the tenant of the successor in interest to Landlord, at the option of such successor in interest, Tenant shall execute and deliver, upon reasonable prior notice from Landlord, any additional documents in such form as is designated by Landlord evidencing the priority or subordination of this Lease with respect to any such ground leases or the lieu of any such mortgage or deed of trust provided that as a condition to any subordination by Tenant of any future ground lease, mortgage or deed of trust, Landlord shall obtain from any Lienholder to whose mortgage, deed of trust or ground lease this Lease is hereafter subordinated, an agreement of non-disturbance on such Lienholder's standard form for the benefit of Tenant. For purposes of this Lease, a "Lienholder" shall mean any mortgagee under a mortgage, beneficiary under a deed of trust, or lessor under a master lease or ground lease, encumbering all or a portion of the Project.

**24. ESTOPPEL CERTIFICATES.** Within ten (10) days following any written request by Landlord to Tenant, Tenant shall execute and deliver to Landlord a statement, in a form reasonably satisfactory to the parties, certifying: (i) the Commencement Date; (ii) that this Lease is unmodified and in full force and effect (or, if there have been modifications hereto, that this Lease is in full force and effect, as modified, and stating the date and nature of such modifications); (iii) the date to which the sums payable under this Lease have been paid; (iv) that, to such party's knowledge, there are no current defaults under this Lease by either Landlord or Tenant except as specified in such statement; and (v) such other matters reasonably requested by Landlord. Any statement delivered pursuant to this Section may be relied upon by any

existing or prospective mortgagee, beneficiary, encumbrancer, transferee or purchaser of the interest of Landlord in the Project, Premises or this Lease.

**25. DEFINITION OF LANDLORD.** The term "Landlord" as used in this Lease, so far as covenants or obligations on the part of Landlord are concerned, shall be limited to mean and include only the owner or owners, at the time in question, of the fee title to the Premises. In the event of any transfer or assignment of such title, the successor in interest will be immediately and automatically liable for all obligations of Landlord arising under this Lease from and after the date of the transfer, assignment or conveyance, and the Landlord herein named (and in case of any subsequent transfers or conveyances, the then-grantor) shall be automatically freed and relieved from and after the date of such transfer, assignment or conveyance of all liability respecting the performance of any covenants or obligations on the part of Landlord contained in this Lease thereafter arising under this Lease.

**26. PARKING.**

(a) Notwithstanding anything to the contrary contained herein, Tenant understands and acknowledges that the Parking Structure and the other parking facilities serving the Project (the "Parking Facilities") are currently intended to be utilized as a public parking facility but Landlord is not required to continue to operate the Parking Structure as a public parking facility and may from time to time close all or a portion thereof. Tenant's visitors, invitees and customers shall have the right to park in the Parking Facilities at the prevailing rates charged by Landlord for use of the Parking Facilities from time to time (it being acknowledged that Landlord shall have the right, in Landlord's sole and absolute discretion, to modify or increase the charges for use of the Parking Facilities from time to time).

(b) It is understood that rules and regulations with respect to parking may be established and amended by Landlord, in Landlord's reasonable discretion, from time to time. The use by Tenant and its employees, visitors and invitees of the parking facilities of the Project shall be on the terms and conditions set forth herein as well as in the established parking rules and regulations. Landlord shall not be responsible to Tenant for the violation or non-performance by any other tenant or occupant of the Project of any of the established parking rules and regulations. Tenant shall not permit or allow any vehicles that belong to or are controlled by Tenant or Tenant's employees to be loaded, unloaded or parked in areas other than those designated by Landlord for such activities. If Tenant permits or allows any of the prohibited activities described herein and in the established parking rules and regulations, then Landlord shall have the right, without notice, in addition to such other rights and remedies that it may have, to remove or tow away the vehicle involved and charge the cost to Tenant, which cost shall be immediately payable upon demand by Landlord and/or to rescind the parking rights of the offender.

**27. SIGNAGE.** Subject in all events to applicable Laws and governmental approvals and requirements (and the prior reasonable written approval of Landlord as hereinafter set forth), Tenant may at Tenant's cost install signs. The exact location, size, materials, coloring and lettering of all Tenant signage shall be subject to Landlord's prior written approval, which approval shall not be unreasonably withheld, conditioned or delayed. Tenant, at Tenant's sole cost and expense, shall maintain all of Tenant's signage in first class condition and repair;

provided, however, that if Tenant fails to commence, within ten (10) days after written notice from Landlord (or thereafter fails to diligently prosecute) any maintenance or repair of Tenant's signs, then Landlord may elect, at Landlord's sole option to maintain any or all of the Tenant's signage in good condition and repair (in which event Tenant shall be obligated to reimburse Landlord from time to time for all costs and expenses incurred by Landlord in connection with the same upon billing therefor).

**28. NOTICES.** All notices, demands, consents and approvals which may be or are required to be given by either party to the other hereunder shall be in writing and shall be either served personally, or sent by overnight courier, or sent by registered or certified mail, return receipt requested with postage prepaid, as follows: if to Tenant, addressed at the address(es) designated in Section 1(b), or if to Landlord, at the address(es) designated in Section 1(c) or to such other place as the party to be notified may from time to time designate by at least fifteen (15) days' notice to the other party. Such notices, demands, consents and approvals shall be deemed sufficiently served or given for all purposes hereunder, unless otherwise specified in this Lease, either (a) if personally served, upon such service, or (b) if sent by reputable overnight courier providing proof of delivery, or by certified mail, on the date of delivery or refused delivery shown on the receipt.

**29. HOLDING OVER.** If Tenant holds over in the Premises after the expiration of the Term or earlier termination of this Lease, Tenant shall become a tenant at sufferance only, subject to the provisions of this Lease, except that Rent during such holding over shall equal one hundred fifty percent (150%) of the Rent in effect immediately prior to such expiration or termination. Acceptance by Landlord of Rent after such expiration or earlier termination shall not result in a renewal or extension of this Lease. If Tenant fails to surrender the Premises upon the expiration of the Term or earlier termination of this Lease within 30 days after Landlord's written demand and notice of Landlord's present intention to lease to a successor tenant, then Tenant shall indemnify, defend and hold harmless Landlord from and against any and all claims, demands, losses, liabilities, costs and/or expenses (including, without limitation, reasonable attorneys' fees and expenses) arising as a result thereof, including, without limitation, any claim made by any succeeding tenant founded on or resulting from such failure to surrender.

**30. QUIET ENJOYMENT.** Landlord covenants and agrees with Tenant that upon Tenant paying the Rent required under this Lease and paying all other charges and performing all of the covenants and provisions on Tenant's part to be observed and performed under this Lease, Tenant shall and may peaceably and quietly have, hold and enjoy the Premises in accordance with and subject to the terms of this Lease, applicable laws and existing matters of record.

**31. BROKERS.** Landlord and Tenant each represent and warrant that it has had no dealings with any real estate broker, or agent in connection with the negotiation of this Lease except Schuster Group Incorporated, and that it knows of no real estate broker or agent who is or might be entitled to a commission or fee in connection with this Lease. Landlord shall pay all fees and commissions due Schuster Group Incorporated in connection with this Lease pursuant to a separate written agreement between Landlord and Schuster Group Incorporated. In the event of any other claim for broker's or finder's fees or commissions in connection with this Lease, Landlord shall indemnify, hold harmless and defend Tenant from and against any and all liability, claims, demands, damages and costs (including, without limitation, reasonable

attorneys' fees and other litigation expenses) on account of such claim if it shall be based upon any statement, representation or agreement claimed to have been made by Landlord, and Tenant shall indemnify, hold harmless and defend Landlord from and against any and all liability, claims, demands, damages and costs (including, without limitation, reasonable attorneys' fees and other litigation expenses) on account of such claim if it shall be based upon any statement, representation or agreement claimed to have been made by Tenant.

### **32. MISCELLANEOUS.**

(a) Tenant shall faithfully observe and comply with the Rules and Regulations attached hereto as Exhibit C, and all modifications thereof and additions thereto from time to time delivered in writing to Tenant, so long as: (i) Landlord gives Tenant at least 30 days prior written notice of all additions or revisions to the Rules and Regulations. Landlord shall not be responsible to Tenant for the violation or non-performance by any other tenant or occupant of the Project of their leases or of any of said Rules and Regulations. However, Landlord will not enforce any Rules and Regulations in a discriminatory manner.

(b) This Lease shall be governed by the laws of the State of California.

(c) Except as otherwise provided in this Lease, all of the covenants, conditions and provisions of this Lease shall be binding upon and shall inure to the benefit of the parties hereto and their respective heirs, personal representatives, successors and assigns.

(d) In the event either party shall institute any action or proceeding against the other party relating to this Lease, the party not prevailing in such action or proceeding shall reimburse the prevailing party for its disbursements incurred in connection therewith and for its reasonable attorneys' fees and costs, in addition to the foregoing award of attorneys' fees and costs to the prevailing party, the prevailing party shall be entitled to its attorneys' fees and costs incurred in any post-judgment proceedings to collect or enforce the judgment. This provision is separate and several and shall survive the merger of this Lease into any judgment.

(e) The waiver by either party of any breach of any term, covenant or condition herein contained shall not be deemed to be a waiver of any subsequent breach of the same or any term, covenant or condition herein contained, nor shall any custom or practice which may become established between the parties in the administration of the terms hereof be deemed a waiver of or in any way affect the right of either party to insist upon the performance by the other party in strict accordance with the terms of this Lease. The acceptance of Rent hereunder by Landlord shall not be deemed to be a waiver of any preceding breach by Tenant of any term, covenant or condition of this Lease, other than the failure of Tenant to pay the particular Rent so accepted, regardless of Landlord's knowledge of such preceding breach at the time of acceptance of such Rent. No acceptance by Landlord of a lesser sum than that owed and due pursuant to this Lease shall be deemed to be other than on account of the earliest installment of such Rent or other amount due, nor shall any endorsement or statement on any check or any letter accompanying any check be deemed an accord and satisfaction, and Landlord may accept such check or payment without prejudice to Landlord's right to recover the balance of such installment or other amount or pursue any other remedy provided in this Lease.

(f) Submission of this document for examination or signature by Tenant does not constitute a reservation of or option for lease, and it is not effective as a lease or otherwise until execution by and delivery to both Landlord and Tenant.

(g) Time is of the essence with respect to the performance of every provision of this Lease in which time of performance is a factor.

(h) If any term or provision of this Lease, or the application thereof to any persons or circumstances, shall to any extent be invalid or unenforceable, the remainder of this Lease, or the application of such provisions to persons or circumstances other than those as to which it is invalid or unenforceable, shall not be affected thereby, and each provision of this Lease shall be valid and shall be enforceable to the extent permitted by law.

(i) Tenant and Landlord shall execute and acknowledge a short form memorandum of this Lease for recording purposes in the form attached hereto as Exhibit D.

(j) In consideration of the benefits accruing hereunder, and notwithstanding anything contained in this Lease to the contrary, Tenant and all successors and assigns covenant and agree that, in the event of any actual or alleged failure, breach or default hereunder by Landlord or in the event of any other action against Landlord with respect to this Lease, their sole and exclusive remedy shall be against Landlord's interest in the Building. Tenant and all such successors and assigns agree that the obligations of Landlord under this Lease do not constitute personal obligations of the councilmembers or officers of Landlord, and Tenant shall not seek recourse against them or any of their personal assets for satisfaction of any liability with respect to this Lease.

(k) If in connection with obtaining financing for the Project any lender shall request modifications of this Lease as a condition to Landlord obtaining such financing, Tenant will not unreasonably withhold or delay its consent thereto, provided that such modifications do not increase the financial obligations of Tenant or adversely affect Tenant's rights hereunder. Landlord shall reimburse Tenant for its reasonable attorneys' fees and costs associated with analyzing and negotiating any such modification.

(l) [INTENTIONALLY DELETED]

(m) This Lease may be executed in any number of counterparts, each of which shall be deemed to be an original, but any number of which, taken together, shall constitute one and the same instrument.

(n) This Lease contains all of the agreements of the parties hereto with respect to any matter covered or mentioned in this Lease, and no prior agreement or understanding pertaining to any such matter shall be effective for any purpose. No provisions of this Lease may be amended or added to except by an agreement in writing signed by the parties hereto or their respective successors-in-interest.

(o) Nothing contained herein shall be deemed to limit, restrict, amend or modify, or to constitute a waiver or release of, any ordinances, notices, orders, rules, regulations or requirements (now or hereafter enacted or adopted and/or as amended from time to time) of

the City of Beverly Hills or its departments, commissions, agencies and boards and the officers thereof, including any general plan or any zoning ordinances, or any of the duties, obligations, rights or remedies of the City of Beverly Hills thereunder or pursuant thereto or the general police powers, rights, privileges and discretion of the City of Beverly Hills in the furtherance of the public health, welfare and safety of the inhabitants thereof. To Landlord's knowledge, as of the Effective Date, this Lease does not violate any of the ordinances, orders, rules, regulations or requirements of the City of Beverly Hills.

(p) The City Manager (or his designee) shall have the authority to give, in writing, all consents and approvals on behalf of the Landlord under this Lease.

IN WITNESS WHEREOF, the parties have executed this Lease as of the date first above written.

**LANDLORD:**

**TENANT:**

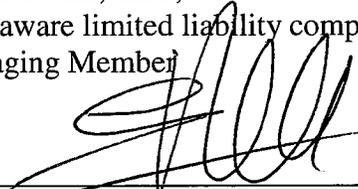
CITY OF BEVERLY HILLS,  
a municipal corporation

THE ART OF SHAVING – CA, LLC,  
a California limited liability company

By: \_\_\_\_\_  
Jimmy Delshad,  
Mayor

By: TAOS Retail, LLC,  
a Delaware limited liability company,  
Managing Member

ATTEST:

By:   
Eric Malka,  
President

\_\_\_\_\_  
(SEAL)  
Byron Pope,  
City Clerk

APPROVED AS TO FORM:

APPROVED AS TO CONTENT:

By:   
Laurence S. Wiener  
City Attorney

\_\_\_\_\_  
Jeffrey Kolin,  
City Manager

\_\_\_\_\_  
Scott Miller,  
Chief Administrative Officer

**EXHIBIT A**

**DIAGRAM OF PREMISES**

(Attached.)



## EXHIBIT B

### TENANT IMPROVEMENTS

#### **A. GENERAL PROCEDURES**

The preparation of all design and working drawings and specifications relating to completion of the Premises for occupancy by Tenant and the letting of contracts relating to the Tenant Improvements and the supervision and completion of the Tenant Improvements and payment therefor shall be the responsibility of Tenant.

Approvals must be obtained by Tenant for its work from the applicable building department and all other authorities having jurisdiction and Tenant must submit evidence of these approvals to Landlord before commencing work. Tenant shall be responsible for payment of all fees and charges incurred in obtaining said approvals and for obtaining a certificate of occupancy prior to opening.

Landlord shall be entitled to withhold approval of any plans or specifications or the authorization for work to proceed until it has been furnished with reasonable evidence that Tenant has made suitable provision to pay the full cost of the work and to discharge any liens that may arise therefrom, including payment and performance bonds if requested by Landlord.

The general contractor and architect used by Tenant for the Tenant Improvements shall be subject to the prior written consent of the Landlord.

Tenant shall ensure that all the provisions and conditions contained or imposed in this Exhibit B are observed and performed by all designers, contractors and trades engaged by Tenant.

#### **B. PLANS AND SPECIFICATIONS FOR THE TENANT IMPROVEMENTS**

So that the Tenant Improvements may proceed without delay and in an efficient manner, the following provisions shall apply:

**1. Target Dates.** Within thirty (30) days following execution of this Lease, Tenant shall notify Landlord of target dates (and, thereafter, of any revised target dates) for the commencement and completion of the Tenant Improvements and for the opening of the Premises for business.

**2. Submission of Preliminary Plans and Specifications.** Within thirty (30) days following execution of this Lease, Tenant will provide Landlord with three (3) printed sets of preliminary plans and specifications which shall demonstrate design intent and shall be subject to the approval of Landlord prior to Tenant's preparation of detailed working drawings and design specifications. The preliminary plans and specifications shall be accompanied by sample boards of finishes or an artistic rendering.

**3. Approval of Preliminary Plans and Specifications.** Landlord shall notify Tenant either of its approval thereof or of any changes required to the preliminary plans

and specifications within ten (10) days after Landlord's receipt of the preliminary plans and specifications. If changes are required, Tenant, within fifteen (15) working days after being notified of the required changes by Landlord, shall submit amended plans and specifications to Landlord for approval.

**4. Submission of Final Plans and Specifications.** Within thirty (30) days of Landlord's approval of Tenant's preliminary plans and specifications, Tenant shall submit three (3) printed sets of final plans and specifications and such other information as may be necessary for the Tenant Improvements to be approved.

**5. Approval of Final Plans and Specifications.** Landlord shall notify Tenant of its approval within ten (10) days after receipt of Tenant's final plans and specifications or indicate any changes required, in which case Tenant shall resubmit for approval amended plans and specifications within an additional fifteen (15) business days after Tenant is notified of the required changes by Landlord.

**6. Working Drawings and Specifications.** Each set of working drawings and specifications shall be of uniform size to a minimum scale of 1/8" to each foot and shall include, but not be limited to, the following:

- (i) floor plans;
- (ii) reflected ceiling plans;
- (iii) specifications, identification and colors of materials for all plans and work;
- (iv) interior elevations and finish schedule; and
- (v) engineered plans and specifications for all electrical, mechanical, and plumbing work, including details and performance information relating to all fixtures, equipment and any under-floor services, including conduit runs to be recessed or buried in the floor.

### **C. GENERAL REQUIREMENTS**

**1. Workmanship and Materials.** All of the Tenant Improvements required by Tenant to complete the Premises for occupancy shall be carried out with good workmanship and with first class materials, which shall all be of a high quality and shall be conforming to the best standards of practice, and shall conform with applicable laws.

**2. Proof of Insurance.** Before commencing The Tenant Improvements, Tenant shall furnish written proof to Landlord that general liability, worker's compensation and any other insurance required by Landlord has been effected and is in force to the limits and on the terms which Landlord may approve. Landlord shall be named as an additional insured in Tenant's and Tenants contractor's insurance.

**3. Access and Rules.** Tenant and its contractors shall access the Premises through the rear entrance only, in order to execute The Tenant Improvements, subject to compliance with all reasonable rules, regulations and stipulations which Landlord or its contractor may make from time to time. These rules, regulations and stipulations may include, but shall not be limited to, matters relating to:

- (a) the handling and storage of material and equipment;
- (b) hours of work and coordination of activity;
- (c) use of the facilities and utilities;
- (d) scheduling of work;
- (e) deliveries; and
- (f) clean-up of work and the disposition of refuse.

**4. Refuse Removal.** Tenant shall at all times keep the Premises and all other areas clear of all waste materials and refuse caused by itself, its suppliers, contractors or by their work. Tenant shall remove all waste materials and refuse directly from the Premises and shall deposit them in places or in receptacles provided by Tenant at Tenant's sole cost and expense specifically for the disposal of waste materials and refuse in connection with the Tenant Improvements (which receptacles shall be located at a place designated by Landlord). In no event shall Tenant's construction debris be placed in with the rubbish and trash of other tenants. Landlord may require Tenant to clean up on a daily basis, and shall be entitled to clean up at Tenant's expense if Tenant fails to comply with Landlord's reasonable requirements in this respect.

At the completion of The Tenant Improvements, Tenant shall leave the Premises clean and to the satisfaction of Landlord and shall remove all tools, equipment and surplus materials from the Premises and Project and remove all waste material and refuse from the Premises and deposit them in places or in receptacles designated by Landlord. The final clean-up shall include the cleaning of all lighting fixtures, millwork units, storefronts and space which may be affected by the work.

**5. Landlord's Reimbursement.** Landlord shall not in any way be responsible or liable with regard to any work carried out or any materials left or installed in or about the Premises and shall be reimbursed for any additional costs and expenses caused which may be occasioned to it by reason thereof, and for any delays which may be directly or indirectly caused thereby to Landlord or its contractor.

**6. Damage by Tenant.** Any damage caused by Tenant's contractor or subcontractors employed on the Tenant Improvements to any work of the structure or the systems incorporated in the facility or to any property of Landlord or of other tenants shall be repaired to the satisfaction of Landlord.

**7. Failure to Perform Work.** If Tenant's contractor neglects to carry out the work properly or fails to perform any work required by or in accordance with the approved plans and specifications, Landlord, after five (5) days' written notice to Tenant and Tenant's contractor, may without prejudice to any right or remedy Landlord may have, complete the work, remedy the defaults or make good any deficiencies and Tenant shall reimburse Landlord for such costs, as additional Rent, within ten (10) days after written demand.

**8. Security.** Tenant shall be entirely responsible for the security of the Premises during construction and Landlord shall not be liable for any loss or damage suffered by Tenant.

**9. Fire Protection.** Tenant shall maintain and keep on the Premises at all times during construction and the term of the Lease, a suitable portable fire extinguisher for Class A, B and C fires and shall comply with any additional requirements and regulations imposed by the fire marshal and all other appropriate governmental agencies.

**10. Indemnification.** Tenant shall indemnify, defend and hold harmless Landlord from and against any and all claims, liabilities, losses, costs, damages and expenses arising out of work done by Tenant or Tenant's contractors.

**11. Performance of Construction.** Tenant shall perform its work expeditiously and efficiently and shall complete the same so as to permit Tenant to open on or before March 1, 2011, subject only to circumstances over which Tenant has no control and which by the exercise of due diligence could not have been avoided. Tenant shall, on or before November 26th, decorate the windows of the Premises for the winter holidays subject to Landlord's good faith approval of the decorations, and Tenant shall keep such decorations in place until January 1, 2011.

#### **D. NON-COMPLIANCE**

**1. Non-Compliance.** If Tenant does not comply with the provisions of the Lease or any other agreement relative to the construction or occupation of the Premises, including this Exhibit, Landlord, in addition to and not in lieu of any other rights or remedies, may (subject to applicable notice and cure provisions in Section 21(a)(ii) of the Lease): declare and treat Tenant's noncompliance as a default or breach of covenant under this Lease and exercise any right available under the provisions of this Lease, including the right of termination.

**2. Termination; Retention or Demolition of Tenant Improvements.** In any event of termination pursuant to the above provision, Landlord may further elect either to:

(a) retain for its own use without payment therefor all or any of the Tenant Improvements which has been commenced, installed or completed to the date of such termination; or

(b) forthwith demolish or remove all or any work and restore the Premises to the condition in which the same were prior to the commencement, installation or completion of all or such of the Tenant Improvements and recover the cost of so doing from Tenant.

## EXHIBIT C

### RULES AND REGULATIONS

1. Except as may be specifically provided in the Lease to which these Rules and Regulations are attached, no sign, placard, picture, advertisement, name or notice shall be installed or displayed on any part of the outside of the Building or Project (except within the Premises) without the prior written consent of Landlord. Tenant shall not place anything against or near exterior windows or doors which may appear unsightly from outside the Premises or which are visible from the exterior of the Premises (other than approved window coverings, automobiles or other merchandise or displays consistent with Tenant's permitted uses of the Premises). Landlord shall have the right to remove, at Tenant's expense and with reasonable notice, any sign installed or displayed in violation of this rule.

2. Tenant shall not obstruct any sidewalks, passages, exits, entrances, elevators or stairways of the Project. The passages, exits, entrances, elevators and stairways are not open to the general public, but are open, subject to reasonable regulations, to Tenant's business invitees. Landlord shall in all cases retain the right to control and prevent access thereto of all persons whose presence in the judgment of Landlord would be prejudicial to the safety and interest of the Project and its tenants. Neither Tenant nor any employee or invitee of Tenant shall go upon the roof of the Project.

3. As a part of the Tenant Improvements, Tenant shall install new locks in, and re-key, the Premises, and in such event, Tenant shall deliver a copy of a key to all such locks to Landlord upon installation thereof. In addition, upon the termination of its tenancy, Tenant shall deliver to Landlord the keys to all doors and locks in the Premises.

4. Tenant shall provide Landlord with reasonable evidence that contractors and technicians rendering any service to Tenant have adequate insurance prior to permitting such contractors and technicians to perform any such service. This applies to all work performed in the Building, including but not limited to, installation of telephone and telegraph equipment and electrical devices and installations affecting floors, walls, woodwork, windows, ceilings and any other physical portion of the Building. None of Tenant's contractors or subcontractors shall be entitled to (1) display identification or other signage at the Project, (2) use the passenger elevators at the Project, or (3) park anywhere in the Parking Structure except in the area designated by Landlord.

5. No deliveries shall be made which materially interfere with the operation of the Project. No outside food vendors shall be permitted to operate or sell within the Project.

6. Landlord shall have the right to prescribe the weight, size and position of all equipment, materials, furniture or other property brought into the Building. Heavy objects shall, if considered necessary by Landlord, stand on such platforms as determined by Landlord to be necessary to properly distribute the weight, which platforms shall be provided at Tenant's expense. The persons employed to move such equipment in or out of the Building must be acceptable to Landlord. Landlord will not be responsible for loss of, or damage to, any such

equipment or other property from any cause, and all damage done to the Building by maintaining or moving such equipment or other property shall be repaired at the expense of Tenant.

7. Tenant shall not use or keep in the Premises any kerosene, gasoline or inflammable or combustible fluid or material other than those limited quantities necessary for the operation or maintenance of office equipment or items in Tenant's inventory. Tenant shall not use or permit to be used in the Premises any foul or noxious gas or substance, or permit or allow the Premises to be occupied or used in a manner offensive or objectionable to Landlord or other occupants of the Building by reason of noise, odors or vibrations, nor shall Tenant bring into or keep in or about the Premises any birds or animals.

8. Tenant shall not use any method of heating or air conditioning other than that installed by Landlord, except for supplemental air conditioning systems installed in accordance with the provisions of the Lease.

9. Tenant agrees to cooperate fully with Landlord to assure the most effective operation of the Building's heating and air conditioning and to comply with any governmental energy-saving rules, laws or regulations. Tenant shall keep corridor doors closed.

10. Landlord reserves the right, exercisable upon thirty (30) days prior written notice to Tenant, to change the name and/or street address of the Building.

11. Tenant shall close and lock the doors of its Premises before Tenant and its employees leave the Premises.

12. Tenant shall not use the Premises for any business or activity other than that specifically provided for in this Lease.

13. Tenant shall not install any radio or television antenna, loudspeaker or other devices on the roof(s) or exterior walls of the Building or Project. Tenant shall not interfere with radio or television broadcasting or reception from or in the Project or elsewhere.

14. Tenant shall not deface the Premises or any part thereof, except in accordance with the provisions of the Lease pertaining to Alterations. Landlord reserves the right to direct electricians as to where and how telephone and telegraph wires are to be introduced to the Premises. Tenant shall not cut or bore holes for wires, except in accordance with the provisions of the Lease pertaining to Alterations. Tenant shall not affix any floor covering to the floor of the Premises in any manner except as approved by Landlord to the extent required by the provisions of the Lease pertaining to Alterations. Tenant shall repair any damage resulting from noncompliance with this rule.

15. Canvassing, soliciting and distribution of handbills or any other written material, and peddling in the Project are prohibited, and Tenant shall cooperate to prevent such activities.

16. Landlord reserves the right to exclude or expel from the Project any person who, in Landlord's judgment, is intoxicated or under the influence of liquor or drugs or who is in violation of any of the Rules and Regulations of the Project.

17. Tenant shall store all its trash and garbage within its Premises or in other facilities provided by Landlord. Tenant shall not place in any trash box or receptacle any material which cannot be disposed of in the ordinary and customary manner of trash and garbage disposal. All garbage and refuse disposal shall be made in accordance with reasonable directions issued from time to time by Landlord.

18. No cooking shall be done or permitted on the Premises except the use by Tenant of Underwriters' Laboratory approved equipment for brewing coffee, tea, and other similar hot beverages shall be permitted, and the use of an Underwriter's Laboratory approved microwave oven for employee use shall be permitted, provided that such equipment and use is in accordance with all applicable Laws.

19. Tenant shall comply with all reasonable safety, fire protection and evacuation procedures and regulations established by Landlord or army governmental agency.

20. Tenant's requirements will be attended to only upon appropriate application to the Property Management office by an authorized individual. Employees of Landlord shall not perform any work or do anything outside of their regular duties unless under special instructions from Landlord, and no employee of Landlord will admit any person (Tenant or otherwise) into the Premises without specific instructions from Landlord.

21. There shall be no smoking within the Building or immediately adjacent to Building entrances (except in areas, if any, designated therefor by Landlord).

22. Landlord may waive any one or more of these Rules and Regulations for the benefit of Tenant or any other tenant, but no such waiver by Landlord shall be construed as a waiver of such Rules and Regulations in favor of any other tenant.

23. These Rules and Regulations are in addition to, and shall not be construed to in any way modify or amend, in whole or in part, the terms, covenants, agreements and conditions of the Lease.

24. Upon written notice to Tenant, Landlord reserves the right to rescind any of these Rules and Regulations and to make future Rules and Regulations as, in its judgment, may from time to time be needed for safety, comfort and security, for care and cleanliness of the Project and for the preservation of good order therein. Tenant agrees to abide by all such Rules and Regulations herein above stated and any additional rules and regulations which are adopted and of which Tenant has received written notice, subject to Landlord's compliance with the terms of Section 32(a) of the Lease.

25. Tenant shall be responsible for the observance of all of the foregoing rules by Tenant's employees, agents, customers, invitees and guests.

26. Landlord reserves the right to charge as additional Rent to Tenant, any extra costs reasonably incurred by Landlord as a result of Tenant's violation of these Rules and Regulations; provided that, to the extent possible, before assessing any such charge, Landlord shall give Tenant notice and at least 3 business days to cure any non-compliance.

**EXHIBIT D**

**FORM OF MEMORANDUM OF LEASE**

RECORDING REQUESTED BY:

WHEN RECORDED RETURN TO:

City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, California 90210  
Attention: City Clerk

---

[Space Above For Recorder's Use Only]

The undersigned declare that this Memorandum of Lease is exempt from Recording Fees pursuant to California Government Code Section 27383 and exempt from Documentary Transfer Tax pursuant to California Revenue and Taxation Code Section 11922.

**MEMORANDUM OF LEASE**

THIS MEMORANDUM OF LEASE (this "Memorandum") is made as of \_\_\_\_\_ 2010, by and between the CITY OF BEVERLY HILLS, a California municipal corporation ("City"), and THE ART OF SHAVING – CA, LLC, a California limited liability company.

**RECITALS**

- A. Tenant and City have entered into that certain Lease of even date herewith (the "Lease"), pursuant to which City has agreed to lease and demise to Tenant, and Tenant has agreed to lease and accept from City, a portion of that certain real property located in the City of Beverly Hills, County of Los Angeles, State of California, commonly known as 9520 Brighton Way and more particularly described in the Lease (the "Property").
- B. Tenant and City now desire to enter into this Memorandum to provide record notice of the Lease.

**AGREEMENT**

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Tenant and City agree as follows:

1. Lease. City hereby leases and demises to Tenant, and Tenant hereby leases and accepts from City, the portion of the Property defined as the "Premises" in the Lease for an initial term of ten (10) years and six (6) months, at the rental and upon the other terms and conditions set forth in the Lease (including an option to extend the Term of the Lease for five years), which terms and conditions are incorporated herein by this reference.

2. Purpose. This Memorandum is prepared for the purposes of recordation only and in no way modifies the terms and conditions of the Lease. In the event any provision of this Memorandum is inconsistent with any term or condition of the Lease, the term or condition of the Lease shall prevail.

3. Counterparts. This Memorandum may be executed in any number of counterparts, each of which, when executed and delivered, shall be deemed to be an original, and all of which, taken together, shall be deemed to be one and the same instrument.

IN WITNESS WHEREOF, the parties hereto have executed this Memorandum of Lease as of the date first written above.

**LANDLORD:**

CITY OF BEVERLY HILLS,  
a municipal corporation

By: \_\_\_\_\_  
Jimmy Delshad,  
Mayor

**TENANT:**

THE ART OF SHAVING – CA, LLC,  
a California limited liability company

By: Taos Retail, LLC,  
a Delaware limited liability company,  
Managing Member

**ATTEST:**

\_\_\_\_\_  
Byron Pope,  
City Clerk

By: \_\_\_\_\_  
Eric Malka,  
President

**APPROVED AS TO FORM:**

By: \_\_\_\_\_  
Laurence S. Wiener  
City Attorney

**APPROVED AS TO CONTENT:**

\_\_\_\_\_  
Jeffrey Kolin,  
City Manager

\_\_\_\_\_  
Scott Miller,  
Chief Administrative Officer

**ACKNOWLEDGMENT**

State of California )

)

County of \_\_\_\_\_)

On \_\_\_\_\_ before me, \_\_\_\_\_  
(insert name and title of the officer)

personally appeared \_\_\_\_\_,

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_ (Seal)  
Signature of Notary Public

**ACKNOWLEDGMENT**

State of California )

)

County of \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_  
(insert name and title of the officer)

personally appeared \_\_\_\_\_,

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_ (Seal)

Signature of Notary Public

RECORDING REQUESTED BY, AND  
WHEN RECORDED RETURN TO:

City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, California 90210  
Attention: City Clerk

---

[Space Above For Recorder's Use Only]

The undersigned declare that this Memorandum of Lease is exempt from Recording Fees pursuant to California Government Code Section 27383 and exempt from Documentary Transfer Tax pursuant to California Revenue and Taxation Code Section 11922.

**MEMORANDUM OF LEASE**

THIS MEMORANDUM OF LEASE (this "Memorandum") is made as of October \_\_, 2010, by and between the CITY OF BEVERLY HILLS, a California municipal corporation ("City"), and THE ART OF SHAVING – CA, LLC, a California limited liability company.

RECITALS

- A. Tenant and City have entered into that certain Lease of substantially even date herewith (the "Lease"), pursuant to which City has agreed to lease and demise to Tenant, and Tenant has agreed to lease and accept from City, a portion of that certain real property located in the City of Beverly Hills, County of Los Angeles, State of California, commonly known as 9520 Brighton Way and more particularly described in the Lease (the "Property").
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AGREEMENT

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2. Purpose. This Memorandum is prepared for the purposes of recordation only and in no way modifies the terms and conditions of the Lease. In the event any provision of this Memorandum is inconsistent with any term or condition of the Lease, the term or condition of the Lease shall prevail.

3. Counterparts. This Memorandum may be executed in any number of counterparts, each of which, when executed and delivered, shall be deemed to be an original, and all of which, taken together, shall be deemed to be one and the same instrument.

IN WITNESS WHEREOF, the parties hereto have executed this Memorandum of Lease as of the date first written above.

**LANDLORD:**

CITY OF BEVERLY HILLS,  
a municipal corporation

By: \_\_\_\_\_  
Jimmy Delshad,  
Mayor

**TENANT:**

THE ART OF SHAVING – CA, LLC,  
a California limited liability company

By: Taos Retail, LLC,  
a Delaware limited liability company,  
Managing Member

**ATTEST:**

\_\_\_\_\_  
Byron Pope,  
City Clerk

By: \_\_\_\_\_  
Eric Malka,  
President

**APPROVED AS TO FORM:**

By: \_\_\_\_\_  
Laurence S. Wiener  
City Attorney

**APPROVED AS TO CONTENT:**

\_\_\_\_\_  
Jeffrey Kolin,  
City Manager

\_\_\_\_\_  
Scott Miller,  
Chief Administrative Officer

**ACKNOWLEDGMENT**

State of California )

)

County of \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_  
(insert name and title of the officer)

personally appeared \_\_\_\_\_,

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_ (Seal)  
Signature of Notary Public

**ACKNOWLEDGMENT**

State of California )  
 )  
County of \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_  
(insert name and title of the officer)

personally appeared \_\_\_\_\_,

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_ (Seal)  
Signature of Notary Public

# **Attachment 2**

RECORDING REQUESTED BY, AND  
WHEN RECORDED RETURN TO:

City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, California 90210  
Attention: City Clerk

---

[Space Above For Recorder's Use Only]

The undersigned declare that this Memorandum of Lease is exempt from Recording Fees pursuant to California Government Code Section 27383 and exempt from Documentary Transfer Tax pursuant to California Revenue and Taxation Code Section 11922.

### **MEMORANDUM OF LEASE**

THIS MEMORANDUM OF LEASE (this "Memorandum") is made as of October \_\_, 2010, by and between the CITY OF BEVERLY HILLS, a California municipal corporation ("City"), and THE ART OF SHAVING-CA, LLC, a California limited liability company.

### **RECITALS**

- A. Tenant and City have entered into that certain Lease of substantially even date herewith (the "Lease"), pursuant to which City has agreed to lease and demise to Tenant, and Tenant has agreed to lease and accept from City, a portion of that certain real property located in the City of Beverly Hills, County of Los Angeles, State of California, commonly known as 9520 Brighton Way and more particularly described in the Lease (the "Property").
- B. Tenant and City now desire to enter into this Memorandum to provide record notice of the Lease.

### **AGREEMENT**

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Tenant and City agree as follows:

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2. Purpose. This Memorandum is prepared for the purposes of recordation only and in no way modifies the terms and conditions of the Lease. In the event any provision of this Memorandum is inconsistent with any term or condition of the Lease, the term or condition of the Lease shall prevail.

3. Counterparts. This Memorandum may be executed in any number of counterparts, each of which, when executed and delivered, shall be deemed to be an original, and all of which, taken together, shall be deemed to be one and the same instrument.

IN WITNESS WHEREOF, the parties hereto have executed this Memorandum of Lease as of the date first written above.

**LANDLORD:**

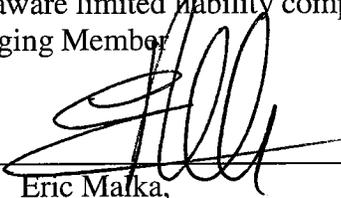
CITY OF BEVERLY HILLS,  
a municipal corporation

By: \_\_\_\_\_  
Jimmy Delshad,  
Mayor

**TENANT:**

THE ART OF SHAVING – CA, LLC,  
a California limited liability company

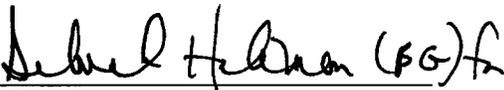
By: Taos Retail, LLC,  
a Delaware limited liability company,  
Managing Member

By:   
Eric Malka,  
President

**ATTEST:**

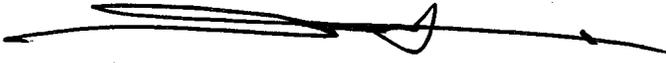
\_\_\_\_\_  
(SEAL)  
Byron Pope,  
City Clerk

**APPROVED AS TO FORM:**

By:   
Laurence S. Wiener  
City Attorney

**APPROVED AS TO CONTENT:**

\_\_\_\_\_  
Jeffrey Kolin,  
City Manager

  
\_\_\_\_\_  
Scott Miller,  
Chief Administrative Officer

ACKNOWLEDGMENT

State of FLORIDA )  
~~California~~ )

County of MIAMI-DADE )

On OCTOBER 5, 2010 before me, ERIC WALKA, PRESIDENT  
(insert name and title of the officer)

personally appeared \_\_\_\_\_,

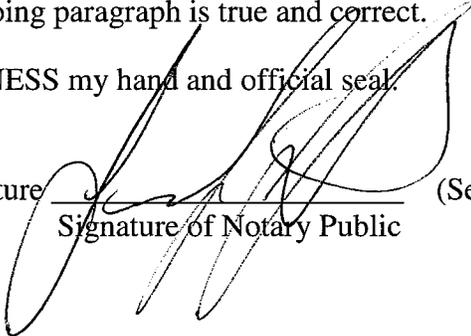
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of ~~California~~ that the foregoing paragraph is true and correct.

FLORIDA )

WITNESS my hand and official seal.

Signature \_\_\_\_\_ (Seal)  
Signature of Notary Public



**ACKNOWLEDGMENT**

State of California )

)

County of \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_  
(insert name and title of the officer)

personally appeared \_\_\_\_\_,

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_ (Seal)  
Signature of Notary Public

# **Attachment 3**

# SchusterGroup

I N C O R P O R A T E D

Retail Real Estate Advisors

October 4, 2010

Ms. Brenda Lavender  
Real Estate & Property Manager  
City of Beverly Hills  
455 North Rexford Drive  
Suite 350  
Beverly Hills, California 90210

**RE: Brokerage agreement**

Dear Brenda,

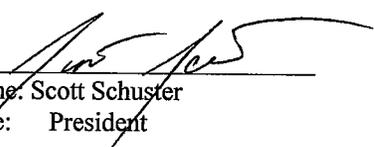
In the event a lease is fully executed between City of Beverly Hills, a municipal corporation (Landlord) & THE ART OF SHAVING – CA, LLC (Tenant) the Schuster Group, Inc. shall be paid a brokerage commission of \$95,236.00 payable as follows:

\$47,618.00 within thirty (30) days after Landlord receives an invoice, after the full execution of the lease

\$47,618.00 within thirty (30) days after Landlord receives an invoice, after Tenant commences rent payments and is not in default under the lease.

Agreed to and accepted as of the date written above:

Schuster Group, Inc.

By:   
Name: Scott Schuster  
Title: President

CITY OF BEVERLY HILLS,  
A municipal corporation

By: \_\_\_\_\_  
Name: Jimmy Delshad  
Title: Mayor

ATTEST:

\_\_\_\_\_  
Byron Pope,  
City Clerk (SEAL)