



LEAPFROG DESIGNATED LOGO LICENSE — LETTER OF AGREEMENT

The Leapfrog Group and _____ as of _____ with _____
Name of Hospital (Licensee) Effective Date # of Staffed Beds

agree that Leapfrog grants Licensee a limited, non-transferable, and non-exclusive license to use one or more of the following Leapfrog logos, including their respective program logos (collectively, the "Designated Leapfrog Logos"), as indicated below, in accordance with the terms of this Letter of Agreement for both commercial and non-commercial promotion:

- Spring 2026 Hospital Safety Grade (e.g. "A" Logo)
- 2026 Recognized Leader in Diabetes Care

Licensee acknowledges that this Agreement applies only to the Designated Leapfrog Logos selected above and all terms and conditions outlined herein govern their use.

Fee Table: Licensee agrees to pay The Leapfrog Group (please indicate tier of staffed beds on the table below):

Hospital Size	Indicate Tier with an "X"	Safety Grade Price	Top Hospital Price	Recognized Leader in Diabetes Care	Price with \$1,000 Embargo Discount (individual award price)*
<50 staffed beds		\$6,700	\$6,700	\$6,700	\$5,700
50 – 99 staffed beds		\$7,900	\$7,900	\$7,900	\$6,900
100 – 149 staffed beds		\$9,900	\$9,900	\$9,900	\$8,900
150 – 199 staffed beds		\$10,900	\$10,900	\$10,900	\$9,900
200 – 249 staffed beds		\$12,900	\$12,900	\$12,900	\$11,900
250 – 299 staffed beds		\$17,900	\$17,900	\$17,900	\$16,900
300 – 399 staffed beds		\$19,900	\$19,900	\$19,900	\$18,900
400 – 499 staffed beds		\$26,900	\$26,900	\$26,900	\$25,900
500+ staffed beds		\$29,900	\$29,900	\$29,900	\$28,900

Total Price: _____

* Combined purchase of two or more logo licenses will receive a 20% discount. **Embargo Discount cannot be combined with any other discounts.

This license allows the Licensee to use the Designated Leapfrog Logos in accordance with this Agreement and the Terms of Use attached as Exhibit A and the [Leapfrog Programs and Designated Logos Brand Guide](#). The Agreement becomes effective upon execution. An invoice will be issued within 72 hours of Leapfrog's receipt of the executed Agreement, and payment is due upon receipt.

Leapfrog releases updated Hospital Safety Grades twice per year, in Fall and Spring, the Top Hospital designation once per year in the Fall, and the Recognized Leader in Diabetes Care designation once per year. Under this Agreement, Licensee may use the specific Designated Leapfrog Logo(s) selected above for the current ratings cycle in which the designation is earned. For the Hospital Safety Grade, if Licensee earns an "A" in both the Fall and Spring cycles within the term of this Agreement, Leapfrog will provide the updated logo for the subsequent cycle, and Licensee will have the right to use that logo as well. The Designated Leapfrog Logos corresponding to the year or cycle for which this license is purchased may be displayed in perpetuity.

Accepted and Agreed To:

Hospital Name: _____

Address: _____

Name: _____ **Title:** _____

Email: _____ **Phone:** _____

Signature: _____ **Effective Date:** _____

Designated User (contact will be authorized to access and download the Designated Logos provided through this LOA)

Name: _____ **Email:** _____

Billing Contact:

Name: _____ **Department:** _____

Email: _____ **Phone:** _____

Additional Instructions: _____

Please scan the completed Letter of Agreement and email to Licensing@Leapfrog-Group.Org.

Commented [KB1]: Updated to align with Brand Guide
Commented [KB2]: Link brand guide

EXHIBIT A
Terms of Use of the Leapfrog Designated Logos

A. Licensee shall have the following rights and obligations:

1. Licensee may announce and display the licensed Designated Leapfrog Logos on its website, hospital signage, through broadcast and radio advertisements, in paid print and online advertisements and through marketing materials (collectively, "Commercial Use"). Licensee may not change the form or display any of the Designated Leapfrog Logos.
2. If part of a multicampus organization or part of a multihospital system, Licensee must make clear that the Designated Leapfrog Logos apply only to specific campuses or to specific hospitals and not to the entire organization or system.
3. Licensee should give credit to The Leapfrog Group and link to Leapfrog's respective program webpage where possible and appropriate, for example:
 - i. Leapfrog Hospital Safety Grade website (www.hospitalsafetygrade.org)
 - ii. Leapfrog Top Hospital: (www.leapfroggroup.org/TopHospitals)
 - iii. Leapfrog and ADA's Recognized Leader in Caring for People Living with Diabetes
<https://www.leapfroggroup.org/diabetes>
4. Licensee may NOT publish or refer to the Leapfrog Hospital Safety Grade underlying numerical values or display numerical values relating to the ratings programs (e.g. Hospital Safety Grade's numerical scores) via web, print, or any other media.
5. When using or displaying the Leapfrog Designated Logos, Licensee must display the most recent, officially licensed Leapfrog Designated Logos during the term of the License. The date-stamped logo (e.g., Fall 2025) corresponding to the applicable Leapfrog Program cycle must be included wherever the designation appears. No alterations, modifications, or removal of date stamps from the logo are permitted.
6. Licensee may not republish the Designated Logos of any facilities other than its own purchased through this Agreement. The Designated Leapfrog Logos may only be used by the specific facility or facilities that have individually purchased a license. Logos may not be transferred, sublicensed, or displayed by any other hospital within a multi-hospital system or by parent organizations that have not obtained an active license for each facility using the logos.
7. Licensees using the Leapfrog Hospital Safety Grade must display the Official Licensure Logo (Leapfrog Hospital Safety Grade "A" Logo) as displayed below and in accordance with Leapfrog's Designated Logos Brand Guide in any printed or web materials. Licensees may choose to display the Leapfrog Hospital Safety Grade Program Logo and/or The Leapfrog Group Logo.



- i. The Leapfrog Hospital Safety Grade measures patient safety. Licensee must not state or imply that the Leapfrog Hospital Safety Grade measures or describes any other quality, e.g., patient satisfaction, quality of care provided, overall performance, etc.
- ii. Licensee must not state or imply that it is safer than hospitals receiving lower letter grades on the Leapfrog Hospital Safety Grade unless the statement is qualified to indicate the concept "as measured by the Leapfrog Hospital Safety Grade." Preferred language would be, "X Hospital has received a higher Leapfrog Hospital Safety Grade than other hospitals in our community." Licensee must not state or imply that it is safer than other hospitals receiving the same letter grade on the Leapfrog Hospital Safety Grade. Licensee may not publicly display or otherwise reveal relative rankings among hospitals receiving the same letter grade in any use.

8. Licensees using the Top Hospital Designation must display the Official Licensure Logo (Top Hospital Logo) as displayed below and in accordance with Leapfrog's Designated Logos Brand Guide in any printed or web materials. Licensee may additionally choose to display The Leapfrog Group Logo.



9. Licensees using the Leapfrog and American Diabetes Association Recognized Leader in Caring for People With Diabetes Designation Logo as displayed below and in accordance with Leapfrog's Designated Logos Brand Guide in any printed or web materials. Licensee may additionally choose to display The Leapfrog Group Logo.



10. Licensees with a current, active license that is purchased within one year of the Effective Date, may also display The Leapfrog Group Logo as displayed below and in accordance with Leapfrog's Designated Logos Brand Guide in any printed or web materials.



11. Nothing in this Agreement shall give Licensee any right, title or interest in or to the Designated Leapfrog Logos. Licensee acknowledges and agrees that Leapfrog is the exclusive owner of all rights, title and interest in and to the Designated Leapfrog Logos. Licensee shall not act in any manner that would or might conflict with or compromise Leapfrog's ownership of the Designated Leapfrog Logos, or similarly affect the value or goodwill pertaining to the Designated Leapfrog Logos, such as by applying to register any identical or similar trademark anywhere in the world.
12. The Designated Leapfrog Logos and all Intellectual Property Rights (defined below) therein are owned by Leapfrog. Licensee shall not reproduce, republish, distribute, modify, reverse engineer or otherwise exploit the Designated Leapfrog Logos in whole or in part, in any manner not expressly permitted by this Agreement and must not remove or modify any copyright or trademark notice, or other notice of ownership.
13. "Intellectual Property Rights" means all intellectual property rights of any kind or nature however denominated throughout the world, including, without limitation all copyrights, patents, patent applications, trade secrets, inventions, propriety know-how, registered and unregistered trademarks, registered and unregistered service marks, domain names, registered and unregistered trade names, rights of privacy and publicity, moral rights, and database rights.
14. Licensee agrees to indemnify and hold each of Leapfrog and any agent appointed by Leapfrog to pursue and enforce its rights and to undertake and fulfill its obligations under this Agreement ("Agent") and their respective affiliates and all of their respective past, present, and future directors, officers, employees, successors and agents and all of their respective successors and assigns, both

individually and in their official capacities harmless from and against any and all liabilities, damages, demands, claims, causes of action, fines or penalties (including, without limitation, court costs and reasonable attorneys' fees) arising out of or related to the failure of Licensee to fulfill any of Licensee's obligations under this Agreement or Licensee's use of or access to the Designated Leapfrog Logos.

15. NEITHER LEAPFROG NOR ITS AGENT WILL HAVE ANY RESPONSIBILITY AND WILL BEAR NO LIABILITY WHATSOEVER WITH REGARD TO REPLACING, UPLOADING, VALIDATING, OR CORRECTING ANY LEAPFROG HOSPITAL SAFETY GRADE OR TOP HOSPITAL DESIGNATION ONCE RELEASED. LICENSEE ACKNOWLEDGES AND AGREES THAT, SINCE THE LEAPFROG HOSPITAL SAFETY GRADES AND TOP HOSPITAL DESIGNATIONS ARE BASED ON INFORMATION PROVIDED BY THIRD PARTIES, IT IS REASONABLE THAT THE LEAPFROG HOSPITAL SAFETY GRADE AND TOP HOSPITAL DESIGNATIONS, AND ANY SERVICES PROVIDED UNDER THIS AGREEMENT BE, AND THEY ARE "AS IS," "AS AVAILABLE" AND "WITH ALL FAULTS". LEAPFROG AND ITS AGENT DISCLAIM ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING ANY WARRANTY OF TITLE, NON-INFRINGEMENT, FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR ARISING OUT OF ANY COURSE OF DEALING.
16. TO THE FULL EXTENT PERMITTED BY LAW, NEITHER LEAPFROG NOR AGENT IS LIABLE FOR ANY INDIRECT, PUNITIVE, SPECIAL, INCIDENTAL, CONSEQUENTIAL, OR EXEMPLARY DAMAGES OR ANY DAMAGES FOR LOSS OF BUSINESS, REVENUE, OR PROFIT OR ANY OTHER DAMAGES OF ANY KIND OR NATURE ARISING OUT OF OR IN CONNECTION WITH LICENSEE'S USE OF DESIGNATED LEAPFROG LOGOS, EVEN IF LEAPFROG HAS PREVIOUSLY BEEN ADVISED OF, OR REASONABLY COULD HAVE FORESEEN, THE POSSIBILITY OF SUCH DAMAGES, HOWEVER THEY ARISE, WHETHER IN CONTRACT, TORT, WARRANTY, OR ANY OTHER LEGAL THEORY.
17. This Agreement, the rights, and obligations hereunder, and any claims or disputes relating thereto, will be governed by and construed in accordance with the laws of the District of Columbia without regard to the principles of conflicts of laws. Any claim, suit, or action arising under or relating to this Agreement must be brought and maintained exclusively in courts located within the District of Columbia.
18. Licensee may not assign, sublicense, delegate or otherwise transfer this Agreement or any right granted hereunder.
19. This Agreement constitutes the entire agreement between Licensee and Leapfrog relating to this subject matter.
20. This Agreement shall terminate automatically and immediately upon a breach by the Licensee, as determined in Leapfrog's sole and absolute discretion. Upon termination of the License, Licensee must immediately cease use of the Top Hospital Designation and the Hospital Safety Grade and all Designated Leapfrog Logos.
21. If payment is not received by Leapfrog within forty-five (45) days after the due date, or any Licensee violates, or is perceived by Leapfrog to have violated, the terms of this Agreement, as determined within Leapfrog's sole discretion, Leapfrog reserves its rights to: (1) impose interest on its outstanding invoices at a rate of six (6) percent annually; (2) immediately suspend this Agreement, and any rights Licensee has or may have hereunder; and, (3) categorize Licensee as ineligible for licensure under future iterations of this Agreement. Additionally, Leapfrog reserves the right to indefinitely refuse and withhold future licensure to any Licensee or potential Licensee, in its sole discretion, based upon said Licensee being in arrears on payments due to Leapfrog under this Agreement and/or based on Licensee's breach of this Agreement, or perceived breach, in Leapfrog's sole and absolute discretion.
22. These Terms of Use shall survive the termination of this Agreement.