

COPERATION AGREEMENT

Cooperation Agreement between the Universidad Autónoma de Baja California - Mexico and the Instituto de Artes Visuais, Design e Marketing -Lisboa - Portugal

The Universidad Autonoma de Baja California-UABC represented by his Rector, Dr. Gabriel Estrella Valenzuela and the IADE - Instituto de Artes Visuais, Design e Marketing - represented by his President, Prof. Dr. Carlos Alberto Miranda Duarte, linked together through common academic interests, celebrate and reciprocally accept the present Agreement of Academic Cooperation and Exchanges, founded on the following terms:

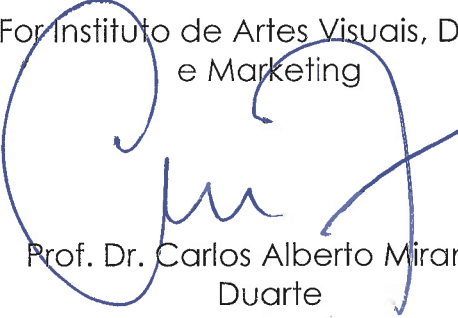
1. The present agreement's main objective is to develop several academic, as well as scientific and cultural research activities, in areas of knowledge of mutual interest.
2. The development of such activities, undertaken by this Agreement, will be implemented according to the following conditions:
 - 2.1. Exchange of Lecturers/Teachers and Researchers;
 - 2.2 Exchange of Students;
 - 2.3. Implementation of joint research projects;
 - 2.4. Promotion of scientific and cultural events;
 - 2.5. Exchange of information and academic publications.
3. Each activity, to be developed under the present Agreement, will be apprehended according to a specific project that dictates its objectives, its performance conditions, as well as each of the grantors' responsibilities.
4. The financial resources needed to carry out the different activities will be adjusted, by the grantors, according to each project or activity's objectives and involvement circumstances.
Student exchanges, however, will take place on the condition that each student pays his/her tuition fees to their School of origin. Such clause will be established prior to the circumstance.
5. Under the present Agreement, IADE and the UABC guarantee that they will:
 - Designate a Coordinator, within each of the Institutions, to undertake the coordination and supervision of each activity to be developed under this Agreement.
 - Mobilize the human and technical resources needed to ensure their participation in the activities to be developed.

- Elaborate and develop, in cooperation with one another, research projects and other cultural activities.
- Disseminate the scientific production of teachers from the partner institution in the instances of fostering research that each grantor is bound.
- Advertise, within the media means available to each institution, the academic, cultural and research activities developed under this Agreement.
- Advertise, within the media means available to each institution, the present Agreement.
- Request a formal and written authorization letter that states the use of the partner institution's names and brands/logos/marks, in addition to the provisions defined in paragraph nº2.

6. The present Agreement begins on the date of its celebration and will be valid for a period of two years, being automatically and successively renewable, for equal periods, if neither of the grantors express - by letter and sixty days before the end date - their intention to terminate the contract.

Signed in Lisbon and **Mexicali, B.C.** in duplicate, on the *01/Nov/* 2010

For Instituto de Artes Visuais, Design
e Marketing




Prof. Dr. Carlos Alberto Miranda
Duarte
President

For Universidad Autonoma de
Baja California

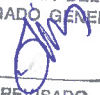


Dr. Gabriel Estrella Valenzuela
Rector

UNIVERSIDAD AUTONOMA
DE BAJA CALIFORNIA



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ABOGADO GENERAL



REVISADO