



Memorandum of Understanding

between

Sublime Sports Pvt. Ltd.

and

Government College Women University Sialkot (GCWUS)



PREAMBLE

This Memorandum of Understanding (MOU) is entered into by and between Sublime Sports Pvt. Ltd., Sialkot, Pakistan hereinafter called "Sublime Sports", which is a national export award winning company specialized in sports product manufacturing such as soccer balls, rackets, sports apparels etc. with physical address as Sublime Chowk, Kashmir Road, Sialkot, Pakistan; and Government College Women University Sialkot hereinafter called "GCWUS", which is a chartered university of Pakistan having local presence in Sialkot, Pakistan, with physical address as Kutchehry Road, Sialkot, Pakistan. Collectively, hereinafter, Sublime Sports and GCWUS will be addressed as "Parties" in the document to follow.

PURPOSE & SCOPE

Both parties recognizing that collaboration between Sublime Sports and GCWUS shall be fruitful and proven to be superimposing the existing efforts by the company management for bringing in Research & Development in the sports industry as well as enhancing the quality of in use local processes for manufacturing which will surely enhance the product quality ultimately observing increase in exports as well. As a university, GCUWS can truly support company management for research and development in the areas of product design, improving manufacturing processes and quality enhancement of the existing processes. This collaboration will also be helpful to the company management in building and sustaining the company's corporate social responsibility image by creating social awareness campaigns in the community about sensitivity of management towards the associated health/environmental hazards and the development of involved human resources. GCWUS will surely assist the company to extend its relations with international certification bodies by introducing / contemplating research based methodologies for ensuring best proven industrial practices.

Whereas, Sublime Sports can also provide support for the research and development by establishing a secure channel with the University for Data sharing and incorporating our students as interns for more effective learning and return value and also by awarding research contracts etc. Hence, both the parties do hereby agree as per the articles listed below:

ARTICLE – I

Areas and Methods of Cooperation

- i. Both parties shall collaborate and support each other in the above listed areas of possible collaboration while identifying their roles and responsibilities in true letter and spirit.
- ii. Any mutual interest or intended collaborative areas shall be informed to each other in writing, and collaboration shall witness progress only after the approval from both parties' competent authorities.
- iii. Sublime Sports shall support GCWUS and vice versa by sharing the list of influential and empowered individuals across the globe and inviting them over on mutually decided venues for research meetings, conferences, national / international events / meetings, convocations and other informed activities physically or remotely etc.
- iv. Sublime Sports shall incorporate GCWUS nominees in their relevant international / national events as per their suitability and agreed upon roles and vice versa.
- v. GCWUS shall provide Sublime Sports with its venue for holding meetings / events / seminars / exhibitions depending upon the availability and vice versa.
- vi. GCWUS shall host seminars / workshops for their staff, students, faculty and the surrounding community through the resource persons of Sublime Sports and vice versa.
- vii. Both parties may become co-organizers by defining their roles for each other's initiative with a sole purpose of supporting the cause and magnifying the outcomes.
- viii. Both parties shall exchange materials, publications and other information, within the fair boundaries of legal obligations.
- ix. It is expected that Sublime Sports shall incorporate our students as interns for more effective learning and return values as per the availability, requirements and eligibility criteria.
- x. Both parties may file joint applications for funding for collaborative projects from relevant funding agencies in the areas of mutual interests.
- xi. Both parties will support each other for innovative curriculum/manuals, policy development, research activities and running effective social awareness campaigns in the listed areas of collaboration with the due consent of involved.
- xii. Mutual activities shall be documented and both parties may be obligated to respond to any queries from either side regarding operational and financial matters involved in collaborative events / conferences / projects / research / campaigns etc.
- xiii. It is therefore fully understood and appreciated that both parties will abide by all the rules and regulations imposed by the government of Islamic Republic of Pakistan.

ARTICLE – II

Terms of Cooperation

- i. This Memorandum of Understanding shall remain in force for a period of two (2) years from the date of signing.
- ii. An activity report shall be submitted on an annual basis by the designated coordinators to each party and appended to this agreement.
- iii. Any amendments to the Memorandum of Understanding shall require written approval of each party.
- iv. After completion of the decided length of agreement, the same may or may not be renewed through mutual consent.

- v. All information shared from either side in the domain of research and development shall be made confidential by all possible means. A separate NDA can be signed according to the sensitivity of the worked upon activity / process / project.
- vi. Any disclosure of research triumph shall be announced after written permission from either side.
- vii. Financials involved in collaboration can be decided on project based and separately under the obligations of this MOU.
- viii. Either party reserves the right to terminate this MOU upon three months written notice, but subjected to the completion of the announced activities or projects to the best of both parties' abilities/interests.

SIGNATURES

Now, therefore, this MOU is made on 14th June. 2018 by and between Sublime Sports Pvt. Ltd., Sialkot and Government College Women University, Sialkot.

Two originals of this Memorandum of Understanding shall be produced and signed, one to reside with each party.



Prof. Dr. Farhat Saleemi
Vice Chancellor
Government College Women University
Sialkot (GCWUS), Pakistan



Mr. Mian Usman Javed
Director
Sublime Sports Pvt. Ltd.
Sialkot, Pakistan



Mr. Sohaib Saleem
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Government College Women University
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Office of Research, Innovation and Commercialization (ORIC) has been delegated for further collaboration on and review / alteration of this document by both parties.

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