June 1, 2013

[Addressee/Potential Licensee]

Re: Early Bird Discount Offer Letter for License Agreement for Automobile DVD Video Player and/or DVD ROM Player Manufacturer

Dear _____:

This letter describes the terms and conditions under which One-Red, LLC, as Licensing Company for the new joint DVD program, is offering a limited-time discount on royalties for certain sales of products made pursuant to the provisions of the License Agreement for Automobile DVD Video Player and/or DVD ROM Player Manufacturer (the "License Agreement"). We hope your organization will take advantage of this discount by becoming a Licensee under the License Agreement on or before August 1, 2013. Capitalized terms used in this letter have the meaning given to them in the License Agreement and references to Sections in this letter are references to Sections of the License Agreement.

Provided that your organization becomes a Licensee by entering into a License Agreement on or before August 1, 2013, your organization, as Licensee, and its Licensee Affiliates will be entitled to a discount of twenty-five percent (25%) of certain royalties payable to One-Red pursuant to Section 5. This discount will apply only to royalties payable for Previously-Shipped Products pursuant to Section 5.4, during the period beginning on July 1, 2012 and ending on December 31, 2012, such royalties being reflected in an invoice provided by One-Red under Section 5.5, and taken after any applicable royalty offsetting pursuant to Section 5.3 has been applied. The discount in this letter is not available for Previously-Shipped Products from January 1, 2013 through the date that you execute this letter. One-Red reserves the right to reverse the discount applied as specified under the terms herein where Licensee does not timely pay its invoices pursuant to Section 5.5.

SAMPLE

One-Red, LLC
920 Stewart Drive,
Sunnyvale, CA 94085, USA

If your organization would like to take advantage of the discount program under the terms and conditions of this letter, please indicate your acknowledgement by signing below and returning one copy of this letter to One-Red along with the executed License Agreement on or before August 1, 2013.

Sincerely,

ONE-RED, LLC

Acknowledged and Agreed

Signature: _____
Name: _____
Licensee: _____
Date: _____

SAMPLE