



SERVICES AGREEMENT

THIS SERVICES AGREEMENT ("Agreement") is entered into and made effective as of November 10, 2014, ("the Effective Date") by and between Finn Partners having a principal place of business at 301 E. 57th Street, New York, NY 10022 ("Finn Partners/we") and The Embassy of the Republic of Korea at 2450 Massachusetts Avenue, NW, Washington, DC ("Client/you").

1. SCOPE OF WORK

Finn Partners will provide business outreach services ("the Services") in support of Client's professional visa program, (which may be updated and supplemented from time to time).

2. PROFESSIONAL FEES AND SERVICES

(A) Client agrees to pay Finn Partners a \$80,000 project fee for work to be undertaken beginning on November 10, 2014, and ending on February 28, 2015.

(B) Finn Partners shall provide an invoice for professional fees. Payment will be due within thirty (30) days from the date of the invoice.

(C) Without limiting the foregoing, Finn Partners reserves the right in the case of any delinquency of Client's payments or any impairment of Client's creditworthiness, to change the requirements as to terms of payment under this Agreement.

(D) Services that are requested by Client that are beyond the scope of this agreement will be approved by Client in advance and billed on an hourly basis at the following hourly rates:

Founding Partner	\$500
Senior Managing Partner	\$425
Managing Partner	\$390
Senior Partner	\$375
Partner	\$305
Associate Partner	\$265
Managing Associate (Level II)	\$235
Managing Associate (Level I)	\$210
Senior Associate	\$185
Associate	\$155
Junior Associate	\$135



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3. EXPENSES

In connection with its performance of Services hereunder, we may purchase materials and services for you as agent for a disclosed principal under the principle of sequential liability, where we will be held liable for payments to vendors and other suppliers only to the extent we have been paid by you for such purchases. For amounts owing but not paid to us for approved materials and services, you agree that you will be held solely liable. We have the right to confirm with vendors and other suppliers that they expressly agree to payment on such terms.

4. OWNERSHIP

We acknowledge and agree that, upon full payment of all sums due to us under this Agreement, all websites, photography, brochures, manuals, film, signage, and other creative materials (collectively referred to as "Materials") generated by or for us in the performance of this Agreement shall be deemed "work made for hire" and shall, between you and us, be your exclusive property, subject to any third party rights, restrictions or obligations of which we notify you. Likewise, you acknowledge that we retain ownership of all works of authorship created by or for us prior to or separate from the performance of Services under this Agreement, including, but not limited to, our proprietary information/services, templates, training manuals, programming code, media lists, and third party relationships held by us.

5. INDEMNIFICATION

(A) Because of your intimate familiarity with your business and the fact that we serve as your agent, we cannot undertake to verify all the facts supplied to us by you. Because of this, you agree to indemnify, defend and hold harmless us and our parent, subsidiary and affiliate companies, and our and their employees, officers, directors, shareholders, licensees and agents from and against all liabilities, losses, damages or expenses, including reasonable attorney's fees and costs, which we or such other party may incur as the result of any claim, suit or proceeding brought or threatened arising out of (i) the nature or use of your products or services; (ii) any assertions we may make on your behalf, including assertions about your company, your products or services, or about your competitors and any of their products or services, in any materials we may prepare for you, if the assertions are based on materials, information, representations, reports, data or releases supplied to us by or through you, or which you approve; (iii) risks or restrictions which we bring to your attention where you elect to proceed; or (iv) infringement or claims of infringement arising out of our adherence to your instructions (excluding claims covered under our indemnity below).

(B) Likewise, we will indemnify, defend and hold you harmless against all liabilities, losses, damages or expenses, including reasonable attorneys' fees and costs, which you may incur as the result of any claim, suit or proceeding brought or threatened against you based upon or arising out of any Materials furnished by us to you and used by you without alteration pertaining to libel, slander, defamation, copyright infringement, invasion of privacy and/or plagiarism, except to the extent that such claims arise from information or materials supplied by or through you.



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- (C) In the event we are called upon to respond to or assist you in connection with litigation commenced or threatened against you by third parties (for example, in complying with a document subpoena), we will be entitled to staff time charges and reimbursement of out-of-pocket expenses for services rendered to you, or time spent by us in connection with such matters.
- (D) After we have issued material to the press or another third party, its use is no longer under our control. We cannot assure the use of materials by any media or that any information published will accurately convey the information provided by us.
- (E) In no event shall either party be liable for special, indirect, incidental, consequential, punitive or exemplary damages including, without limitation, lost profits or business or loss of data, even if such party has been advised of the possibility of such loss or damage. Finn Partners' total aggregate liability for any claim of any kind arising as a result of or related to this Agreement, whether based in contract, warranty, or any other legal or equitable grounds, shall be limited to the amounts received from you for the particular project(s) which form(s) the basis of such claim.

6. CONFIDENTIALITY

No information or knowledge of the Embassy's practice may be shared in any shape or form without the prior consent of Embassy staff. Such knowledge will not be shared even after the contract period ends. Confidential materials provided to us shall be maintained for a period no longer than two years and, thereafter either returned to you or discarded, as you direct in writing at the end of our business relationship. If you prefer us to adopt a different practice regarding the retention of confidential materials or, for that matter any materials that are provided to us to perform services under this Agreement, please let us know in writing.

7. FAILURE OF SUPPLIERS; FORCE MAJEURE

Finn Partners will endeavor to the best of its ability to guard against any loss to you through failure of suppliers to execute properly their commitments, but Finn Partners shall not be held responsible for any failure on their part. In addition, neither party shall be liable for any delay or failure to carry or make continuously available the services or perform its obligations hereunder (other than Client's payment obligations), if such delay or failure is due to any cause beyond its control, including without limitation, labor disputes, acts of God, acts of terrorism or war, telecommunications, network or power failures or interruptions, or mechanical or electronic breakdowns.

8. TERMS

The term of this agreement shall commence as of November 10, 2014, and shall continue through February 28, 2015. This contract may be terminated by either party for any reason with thirty (30) days written notice.



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9. NON-SOLICITATION

Due to training, employment and replacement costs, unless agreed to in a writing duly executed by both parties, Client agrees that during the term of this Agreement and for a period one year thereafter, it will not employ or attempt to employ any employee of Finn Partners who had been assigned to or involved with Client account. IN the event that Client does employ a Finn Partners employee, either directly or indirectly, a fee equal to thirty percent (30%) of the employee's first year's compensation package will be due Finn Partners upon acceptance by the employee of employment.

10. INDEPENDENT CONTRACTORS

Except as otherwise set forth herein, the relationship between the parties shall be that of independent contractors. This Agreement shall not make either party a partner or employee of the other.

11. ENTIRE AGREEMENT

This Agreement, together with the Statement of Work, if any, as it is attached hereto as an exhibit, exclusively and completely states the rights, duties and obligations of the parties and superseded all prior and contemporaneous representations, letters, proposals, discussions and understandings by or between the parties. This Agreement may only be amended by a written document that is signed by both parties. The parties, by their representatives signing below, agree with the terms of this Agreement and further certify that their respective signatories are duly authorized to execute this Agreement. This Agreement may not be assigned by either party without the prior written consent of the other party.

12. GOVERNING LAW

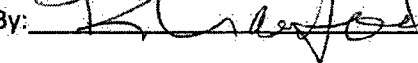
This Agreement shall be interpreted exclusively under the laws of the State of New York. The parties agree to submit to exclusive jurisdiction of the State and Federal Courts of New York. Any suit, action or other proceeding relating to this Agreement shall be brought in the Courts of Record of the State of New York or in the United States District Court for the Southern District of New York.

The parties acknowledge their acceptance of the terms and conditions of this Agreement.

EMBASSY OF THE REPUBLIC OF KOREA

FINN PARTNERS

By: _____

By: 

Mr. Gheewhan Kim
Minister for Economic Affairs
Embassy of the Republic of Korea
2450 Massachusetts Avenue, NW
Washington, DC 20008-2850

Ms. Robin Crawford
Partner
Finn Partners
1667 K Street, NW, Suite 950
Washington, DC 20006

Date: _____

Date: November 10, 2014



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Statement of Work

Research

Finn Partners will review existing materials to identify already-published data points and metrics we can utilize to demonstrate the economic benefits that will be gained through the establishment of a Korean professional visa. We will conduct an extensive review and analysis of existing data, economic research, media coverage, white papers and other scholarly materials.

Tactics

- Analysis of other U.S. FTAs and resulting job gains resulting from visa allocations
- Analysis of H1B and resulting job gains resulting from visa allocations
- Exploration of U.S. Census Data, Think Tank research, white papers and speeches to identify supporting economic data and proof points
- Scan of media articles to identify supporting economic data and proof points

Deliverables

- Executive summary report citing sources
- Key metrics and supporting data points identified through research
- Fact sheet(s) for use with key audiences

Business Outreach

Storytelling is one of the most effective means of communicating a compelling and attention-getting message. We see this through the popularity of TED Talks, Microsoft Stories and in our own U.S. Korea Connect success stories. By sharing real-life stories we will be able to connect more closely with our target audiences and make the case for the establishment of a Korean highly-skilled visa. These types of stories are extremely effective with elected officials, especially when they showcase the politician's constituents.

Finn Partners will begin identifying and interviewing companies and individuals who will benefit from the establishment of a Korean professional visa. From past experience these individuals are difficult to find, however we will work to develop a patchwork of real-life stories in key geographies and demographics, which work together to create a larger narrative that supports the professional visa initiative.

Embassy to provide: *list of companies employing Korean H1B visa holders (2011 – present)*

Tactics

- Conduct research on each company and conduct direct outreach to identify appropriate contact person
- Schedule and conduct one-on-one interviews with company representatives to discuss Korean professional visa employees
- Proactive outreach to national and local Korean American organizations, business groups and professional organizations to identify individuals and businesses to interview (*For example:* Korean-American Society, Korean-American Scientists and Engineers Association,



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Korean-American Nurses Association, Korean American Medical Association, Korean American Health Professionals Association, Korean American Society of Entrepreneurs, National Association of Korean Americans, etc.)

- Outreach to individuals to recruit for case studies
- Schedule and conduct one-on-one interviews with individuals and business owners or managers to secure personal stories
- Draft case study and secure approval from individual or business
- Secure photo or logo from individual or company
- Analyze information gathered through interviews and discussions
- Update Korean Professional Visa key talking points
- Test Korean Professional Visa key talking points and make adjustments based on testing results
- Develop and design new Korean Professional Visa fact sheet(s)

Deliverables

- 10 case studies focused on target markets identified by Embassy
- Quotes from 10 businesses or industry associations (statements from executives)
- Korean professional visa key talking points
- Korean professional visa fact sheets
- Executive summary report (1-2 pages)

Capitol Hill Event

We recommend hosting a Capitol Hill event that showcases the results of the business outreach and research activities conducted in the first phase of the program. The event should be held in early 2015, to avoid the distraction of the fall/winter Congressional elections. We would work with a well-respected third party, like a University or think tank, to host this event. We would use the event as an opportunity to educate Members of Congress and also actively engage a larger and more vocal audience in the dialogue around the need for a Korean professional visa. Finn Partners will handle event logistics, run-of-show, scripting, press materials, media outreach, invitations and post-event reporting.

The Capitol Hill event should include:

- A respected academic considered to be an authority on Korean-American relations
- Businesses (large and small) that would benefit from a Korean professional visa
- Universities with large numbers of Korean students, or a growing Korean presence
- Professional groups and industry associations that would benefit from the establishment of a Korean professional visa
- U.S. educated Korean professionals and students who have a strong interest in working in the U.S.

Reporting

Finn Partners will provide the Embassy with an update on outreach once a week during the weekly KORUS FTA in-person meeting. A final report will be provided at the conclusion of the project.