

U.S. Department of Justice

Washington, DC 20530

Amendment to Registration Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

INSTRUCTIONS. File this amendment form for any changes to a registration. Compliance is accomplished by filing an electronic amendment to registration statement and uploading any supporting documents at <https://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .75 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration Number
Top of Mind Public Relations	6989

3. This amendment is filed to accomplish the following indicated purpose(s):

- ☐ To give notice of change in information as required by Section 2(b) of the Act.
- ☒ To correct a deficiency in
- ☐ Initial Statement
- ☐ Supplemental Statement for the 6 month period ending _____
- ☒ Other purpose (*specify*) initial document wasn't signed/ executed by me. Curri
- ☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list:

Exhibit B - PSE-Ecole D'Economie de Paris (France)

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains.

This agreement is now signed by Top of Mind and executed. This update also includes a certified translation of the original agreement.

Foreign principal agreement for 'PSE-Ecole D'Economie de Paris (France)' updated

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date

Printed Name

Signature¹

11/11/2021

Paola Iuspa

/s/Paola Iuspa

¹ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.



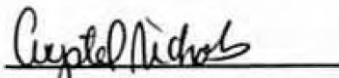
Certificate of Translation

Translation of **Service Provision Agreement** from **"French"** to **"English"**

We, Vanan Online Services, Inc. a professional translation company, hereby certify that the above-mentioned document(s) has/have been translated by our qualified and experienced translator(s) is/are accurate and true translation of the original document(s).

This is to certify the correctness of the translation only. We cannot guarantee the veracity of the original document. Our translator is in no way related, by immediate family ties or marriage, to any parties related to the materials translated.

A copy of the translation is attached to this certification.


Crystal Nichols, Production Manager,



Dated : 25th day of October, 2021

Vanan Online Services, Inc.
ATA Member #266532
ISO 9001:2015

Central Park Corporate Center, 1320 Central Park Blvd. Suite 200, Fredericksburg, VA 22401

Office: (888) 535-5668 | Email: support@vananservices.com



Yanan Online Services, Inc.

[Logo]

Paris School of Economics

SERVICE PROVISION AGREEMENT

BETWEEN

PSE- Paris School of Economics, is a foundation of scientific cooperation created upon the decree of December 20, 2006; whose headquarters is located in 48 Boulevard Jourdan, in Paris 14th, France, represented by Mr. Jean-Olivier HAIRAUT, acting in his capacity as the Director and with full powers to carry out the purposes hereof,

Hereinafter referred to as **"PSE"**,

On the one hand,

AND

The company **Top of Mind PR, LLC**, whose headquarters is located in 300 S Pine Island Road Suite 216, 33324 Plantation, USA, registered in Broward County (US EIN 47-2662557), represented by Mrs. Paola Iuspa-Abbott, President,

Hereinafter referred to as **"Top of Mind PR" or the "Service Provider"**,

On the other hand,

PSE and the Service Provider are hereinafter referred to as **"Parties"**.

The following has been set preliminarily:

The Foundation of the scientific cooperation PSE is an international platform of high level for research and training in economics. It covers a large thematic spectrum and it operates in the majority of fields of the economic sciences.

In support to the launching of World Inequality Report 2022 of World Inequality Lab in the American market, PSE requires a service provision in order to accompany it during the creation and the implementation of a press relations strategy in USA.

PSE chose Top of Mind PR to carry out the services, subject of this agreement. Top of Mind PR is specialized in the Public Relations in USA.

Now therefore, the parties agree upon the following:

Article 1- Subject of the agreement

The service provision carried out by Top of Mind PR on behalf of PSE has the purpose of accompanying during the creation and implementation of the press relations strategy in USA for the launching for the profit of WIR 2022.

1/4

Business Email: Support@vananservices.com

Website: www.vananservices.com

Phone Number: 866-221-3843



Yanan Online Services, Inc.

The agreement include an integral part of the document as well as where the potential annex (es) is (are).

Article 2- Duration of the agreement

The agreement is effective starting from 06/01/2021 and it will expire on 12/15/2021 that is to say a duration of 6.5 months.

This duration can be amended by an additional clause.

Article 3- the execution of the service provision

Article 3.1. Description of the service provision

The terms of the service provision is described below:

- The service provider will share advice on the communication and media strategy of the launching in USA;
- The service provider will establish a target list of media and journalists;
- The service provider will carry out a press file based on key messages;
- The service provider will secure an exclusive intervention with the New York Times and they will send a press kit under embargo to the identified journalists;
- The service provider will organize a meeting with the journalists upstream of the launching;
- The service provider will organize interviews with the spokespersons of the WIL all in coordination with this one;
- The service provider will Proceed sending the report to all the journalists (December 7/8);
- The service provider will send the list of press cuttings after the launching.

Article 3.2. Modes of the execution of the service provision:

The service provider commits to successfully complete the service provision, in accordance with the best industry practices and in the best way possible, and to form for this matter the necessary team for the work completion.

The service provider commits to follow the methodology attached in the annex in this agreement.

If the service provider needs, during the service providing, to have the utilization of a processor, then the service provider will have to obtain the approval of PSE.

Article 3.3. Description of the deliverable:

The expected deliverables as part of this service provision are:

- Deliverable 1: the service provider will deliver a USA press list to PSE.
- Deliverable 2: the service provider will deliver summary document of USA press cuttings.

Article 4- Receiving the service provision

Article 4.1. Schedule of the service provision:

- Deliverable 1: delivery on 08/01/2021.



Yanan Online Services, Inc.

- **Deliverable 2:** delivery on 12/12/2021.

Article 4.2. Recipients of the deliverables and the service provision follow-up:

The governance and the follow-up of the mission depend on the implementation of a follow-up committee, made of the service provider and the representatives of the Paris School of Economics (PSE).

A framing meeting will be organized at the launching of the mission in order to determine the methodological process as well as the schedule of the carrying out.

A meeting will be anticipated for the validation from the follow-up committee regarding the mails models, which will be later subjected to testing, subsequently there will be the meeting of the final restitution.

The course of the mission will be the subject of the general manner of the very regular exchanges between the retained service provider and the services of PSE.

Article 4.3. Modes of receiving the deliverables:

The deliverables will be received by PSE if they are compliant to the prescriptions of this agreement and to any potential written exchanges between the parties who determine the service provision.

Article 5- Financial terms

The inclusive amount for the carrying out of this service provision is of five thousand euros (5 000 €), all the applicable local taxes are included.

The payments will be made by bank transfer according to the following schedule of payments:

- 50 % when signing the agreement, that is to say 2 500 €.
- 50 % at the end of the agreement, that is to say 2 500 €.

All payments made by PSE no later than 45 days after receipt of the invoice sent by the service provider electronically in PDF format to the attention of Marie FONT (marie.font@psemail.eu).

The company commits to send to PSE the last invoice no later than the two months following the expiration date of the agreement.

Article 6- Confidentiality

All the information, all the documents and IT support sent to the service provider as part of this agreement, and all the documents of some sort of nature that may be resulting from their processing by the service provider are confidential.

Likewise, the service provider prohibits themselves from any publication related to their mission, whatever the medium is and whatever the destination is, without prior written agreement from PSE.

The service provider commits to uphold any measures taken by any person who intervenes directly or indirectly on their behalf.



Vanana Online Services, Inc.

The service provider commits to execute the service provision with discretion according to the practices of the business.

Article 7- Ownership of the works

PSE is the holder of all the rights of intellectual property on the products' documents at the end of this service provision.

Article 8- Expiration of agreement and termination

PSE can terminate this agreement after being informed by the service provider one month before the effective date of the termination decision:

- In case of an anticipated interruption of the research work specified during the preamble of this agreement, without having to provide a justification.
- In case of a nonfulfillment by the service provider of their contractual obligations and especially the bad execution of the service provisions, breach of the obligation of the statistic secrecy and the delay in the execution of the service provisions.
- In case of inequality between the quality of the service provisions provided by the service provider and the needs of PSE,

In case the service provider's due amounts of money are paid by PSE on the basis of the part of services that actually were carried out, without being able to claim any compensation as a result of the termination of the agreement.

9- Governing law and litigations

The governing law of this agreement is the French law.

In case of any litigations, the parties agree on implementing all the means to get to an amicable agreement.

In case an agreement cannot be reached, the litigation will be passed before the competent jurisdiction.

Issued in Paris, on July 13, 2021

For PSE,

[Handwritten Signature]

Jean-Olivier HAIRAUT

Director

For Top of Mind PR,

Paola Iuspa-Abbott

President

11/11/21

Business Email: Support@vananservices.com

Website: www.vananservices.com

Phone Number: 866-221-3843



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Issued in Paris, on July 13, 2021

For PSE,

[Handwritten Signature]

Jean-Olivier HAIRAULT

Director

For Top of Mind PR,

Paola Iuspa-Abbott

President

11/11/21

Business Email: Support@vananservices.com

Website: www.vananservices.com

Phone Number: 866-221-3843

PARIS SCHOOL OF ECONOMICS
ECOLE D'ECONOMIE DE PARIS**CONTRAT DE PRESTATION****ENTRE**

PSE-Ecole d'économie de Paris, fondation de coopération scientifique créée par le décret du 20 décembre 2006 et dont le siège social est situé au 48 boulevard Jourdan, à Paris 14^{ème}, France, représentée par Monsieur Jean-Olivier HAIRAUT, agissant en qualité de Directeur et ayant tous pouvoirs à l'effet des présentes, ci-après désignée par « **PSE** »,

ET

La société **Top of Mind PR, LLC**, dont le siège est situé 300 S Pine Island Road Suite 216, 33324 Plantation, USA, immatriculée à Broward County (US EIN 47-2662557), représentée par Mme Paola Iuspa-Abbott, Présidente,

ci-après désigné par « **Top of Mind PR** » ou le « **Prestataire** »,

*d'une part,**d'autre part,*

PSE et le Prestataire sont ci-après désignés par les « **Parties** ».

IL EST TOUT D'ABORD EXPOSE QUE :

La Fondation de coopération scientifique PSE est un pôle international de recherche et de formation en économie de haut niveau. Elle couvre un éventail thématique large et intervient dans la majorité des domaines de la science économique.

En appui du lancement du World Inequality Report 2022 du World Inequality Lab dans le marché américain, PSE nécessite un prestataire afin de l'accompagner sur la création et la mise en œuvre d'une stratégie de relation presse aux USA.

PSE a choisi Top of Mind PR pour réaliser la prestation, objet du présent contrat. Top of Mind PR est spécialisé dans les Relations Publiques aux USA.

EN CONSEQUENCE DE QUOI, IL A ETE CONVENU CE QUI SUIT :**Article 1 - Objet du contrat**

La prestation réalisée par Top of Mind PR pour le compte de PSE a pour objet l'accompagnement sur la création et la mise en œuvre de la stratégie de relations presse USA pour le lancement du rapport WIR 2022.

La convention comprend le corps du document ainsi que la ou les éventuelle(s) annexe(s).

Article 2 - Durée du contrat

Le contrat prend effet à compter du 01/06/2021 et se terminera au plus tard le 15/12/2021, soit une durée de 6.5 mois.

Cette durée pourra être modifiée par voie d'avenant.

Article 3 - Exécution de la prestation

Article 3.1. Description de la prestation

La teneur de la prestation est décrite ci-dessous :

- Le prestataire partagera des conseils sur la stratégie communication et média du lancement aux USA;
- Le prestataire établira la liste des cibles médias et journalistes;
- Le prestataire réalisera un dossier presse à partir des messages clés;
- Le prestataire sécurisera une intervention exclusive avec le New-York Times et enverra un kit presse sous embargo aux journalistes identifiés.
- Le prestataire organisera une réunion avec les journalistes en amont du lancement.
- Le prestataire organisera des interviews avec les porte-paroles WIL tout en coordonnant avec celui-ci.
- Le prestataire procèdera à l'envoi du rapport à l'ensemble des journalistes (7/8 décembre).
- Le prestataire enverra la liste des coupures presse après le lancement.

Article 3.2 Modalités d'exécution de la prestation

Le Prestataire s'engage à mener à bien la prestation, conformément aux règles de l'art et de la meilleure manière et constituera à cet effet l'équipe nécessaire à sa réalisation.

Le Prestataire s'engage à suivre la méthodologie jointe en annexe au présent contrat.

Si le Prestataire a besoin, au cours de la prestation, d'avoir recours à sous-traitant, il devra obtenir l'approbation de PSE.

Article 3.3. Description des livrables

Les livrables attendus dans le cadre de cette prestation sont :

- **Livrable 1** : Le prestataire remettra une liste de presse USA à PSE.
- **Livrable 2** : Le prestataire remettra un document récapitulatif des coupures presse USA.

Article 4 - Réception de la prestation

Article 4.1. Calendrier de la prestation

- **Livrable 1** : Remise le 01/08/2021.
- **Livrable 2** : Remise le 12/12/2021.

Article 4.2. Destinataires des livrables et suivi de la prestation

La gouvernance et le suivi de la mission reposeront sur la mise en place d'un comité de suivi, composé du prestataire et des représentants de l'École d'Économie de Paris (PSE).

Une réunion de cadrage sera organisée au lancement de la mission afin d'en préciser le processus méthodologique ainsi que le calendrier de réalisation.

Une réunion sera prévue pour la validation par le comité de suivi des modèles de courriers-types qui seront ensuite soumis aux tests puis une réunion de restitution finale.

Le déroulement de la mission fera l'objet de manière générale d'échanges très réguliers entre le prestataire retenu et les services de PSE.

Article 4.3. Modalités de réception des livrables

Les livrables seront réceptionnés par PSE s'ils sont conformes aux prescriptions de la présente convention et aux éventuels échanges écrits entre les Parties venant préciser la prestation.

Article 5 - Conditions financières

Le montant forfaitaire pour la réalisation de cette prestation est de cinq mille euros (5 000 €), toutes taxes locales applicables incluses.

Les paiements seront effectués par virement bancaire suivant l'échéancier suivant :

- 50% signature du contrat, soit 2 500€.
- 50% à la fin du contrat, soit 2 500€.

Tous les paiements seront effectués par PSE au plus tard dans les 45 jours suivant la réception de la facture transmise par le Prestataire par voie électronique en format PDF à l'attention de Marie FONT (marie.font@psemail.eu).

La société s'engage à transmettre à PSE la dernière facture au plus tard dans les deux mois suivant la date de fin du contrat.

Article 6 - Confidentialité

Toutes les informations, tous les documents et supports informatiques transmis au prestataire dans le cadre du présent contrat, et tous documents de quelque nature qu'ils soient résultant de leur traitement par le Prestataire sont confidentiels.

De même, le Prestataire s'interdit toute publication relative à sa mission, quel que soit le support et quelle que soit la destination, sans l'accord préalable écrit de PSE.

Le Prestataire s'engage à faire respecter ces dispositions par toute personne qui interviendrait directement ou indirectement pour son compte.

Le Prestataire s'engage à exécuter la prestation avec la discrétion conforme aux usages de la profession.

Article 7 - Propriété des travaux

PSE est titulaire de tous les droits de propriété intellectuelle sur les documents produits à l'issue de cette prestation.

Article 8 - Fin du contrat et résiliation

PSE pourra résilier le présent contrat après information du prestataire au moins un mois avant la date d'effet de la décision de résiliation :

- En cas d'interruption anticipée du travail de recherche précisé dans le préambule du présent contrat, sans avoir à fournir de justification.
 - En cas d'inexécution par le prestataire de ses obligations contractuelles et notamment la mauvaise exécution des prestations, le manquement à l'obligation de secret statistique et le retard dans l'exécution des prestations.
 - En cas d'inéquation entre la qualité des prestations fournies par le prestataire et les besoins de PSE.
- En ce cas, les sommes dues au prestataire seront acquittées par PSE sur la base de la part des prestations effectivement réalisée, sans pouvoir prétendre à une quelconque indemnité du fait de la résiliation de la Convention.

Article 9 - Droit applicable et Litiges

Le droit applicable au présent contrat est le droit français.

En cas de litige, les parties conviennent de mettre en œuvre tous les moyens pour parvenir à un accord amiable.

Dans le cas où un accord ne pourrait intervenir, le litige serait porté devant la juridiction compétente.

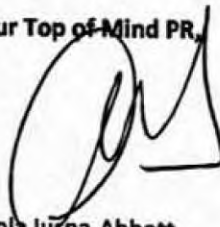
Fait à Paris, le 13 juillet 2021

Pour PSE,



Jean-Olivier HAIRAULT,
Directeur

Pour Top of Mind PR,



Paola Iuspa-Abbott,
President

- 11/11/21