



தமிழ்நாடு தமில்நாடு TAMILNADU

BT 224023

24 APR 2019

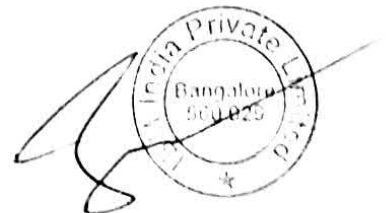
Dr. M.G.R. Educational and Research Institute University

A. LAKSHIMANAN  
STAMP VENDOR  
L. C. No: 6/772/B3/98  
No: 261, F.V.R. ROAD,  
MUNJIKARAI, CHENNAI-29

"This Page has been intentionally left blank by the parties & forms an integral part of the agreement"

*C.B. Palaniappan*

REGISTRAR  
Dr. M.G.R.  
EDUCATIONAL AND RESEARCH INSTITUTE  
(Deemed to be University)  
Periyar E.V.R. High Road,  
Maduravoyal, Chennai 600 095





தமிழ்நாடு TAMILNADU

24 APR 2019

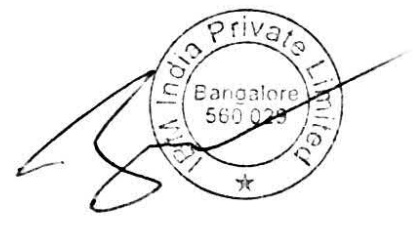
Dr. M.G.R. Educational & Research Institute  
Institute universities

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R. LAKSHMANAN  
STAMP VENDOR  
L. C. No: 6/772/B3/96  
No: 261, E.V.R. ROAD,  
MINJIKARAI, CHENNAI-29

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C. Br. Padamivelu  
Dr. M.G.R.  
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Periyar E.V.R. High Road,  
Maduravoyal, Chennai 600 095





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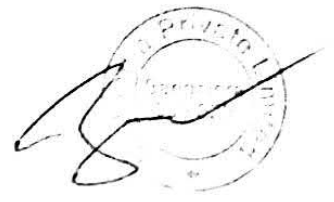
24 APR 2019 Dr. MGR Educational and Research Institute university

BT 224024

H. LAKSHMANAN  
STAMP VENDOR  
C.O. NO 6/772/83/95  
No 251, E.V.R. ROAD,  
MADRASAPAL, CHENNAI-600 095

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C. G. Palanivelu  
REGISTRAR  
Dr. M.G.R.  
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Periyar E.V.R. High Road,  
Maduravoyal, Chennai 600 095





## Memorandum of Understanding

Between

Dr.M.G.R Educational and Research Institute

And

IBM India Pvt. Ltd

This Memorandum of Understanding ("MOU") is entered into at effective as of 26 April 2019  
\_\_ ("Effective Date"), by and between:

IBM India Private Ltd., a company incorporated under the provisions of the Companies Act, 1956 and having its registered office at Subramanya Arcade, Bannerghatta Road Bangalore 560029 and hereinafter unless the context otherwise requires be referred to as "IBM".

And

Dr.M.G.R Educational and Research Institute having its registered office at E.V.R Periyar Salai (NH4 Highway), Maduravoyal, Chennai - 600095. Tamilnadu, India. hereinafter unless the context otherwise requires be referred to as "DR.MGR".

WHEREAS DR.MGR with a view to provide best in class skills to students and faculty members in higher education and to disseminate knowledge through novel techniques and methodologies for the benefit of large sections of society, offering a wide range of programs.

WHEREAS DR.MGR and IBM having felt the need to provide the learners with the trainings which may lead to enhanced skills, IBM and DR.MGR agree to collaborate through the IBM Career Education program.

WHEREAS DR.MGR and IBM agree that all discussions between DR.MGR and IBM are non-binding unless and until the parties enter into written, definitive agreement signed by their duly authorized representative and neither party shall be obligated to enter into such an agreement.

WHEREAS IBM anticipates that DR.MGR will elect to engage IBM as the primary and preferred technology provider and for software training services.

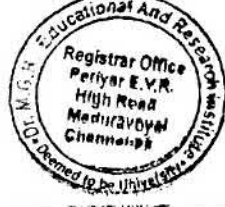
*C. B. Palaniswami*

Page 1 of 6

REGISTRAR  
Dr. M.G.R.

EDUCATIONAL AND RESEARCH INSTITUTE  
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Maduravoyal, Chennai 600 095

Memorandum of Understanding



IBM Career Education Program





Now therefore this MOU witnesses:

## 1 - DEFINITIONS

**DR.MGR** , shall include, unless repugnant to the context otherwise require, its associates-

**"Faculty"** hereby refers to Training Staff of DR.MGR ,

**"Students"** hereby refers to all the students of DR.MGR

**"Program(s)"** hereby refers collectively to Career Education program of IBM that includes initiatives like SEED, CEBT etc. for Engineering, IT or Business Schools in colleges and Universities. For more information please refer to <http://ibm.com/in/careereducation>

**"SEED"** hereby refers to the faculty development training program initiative as Software Engineering for Educational Development

**"CEBT"** hereby refers to the program as Career Education for Business Transformation, a training program to provide multi-disciplinary skills to students and faculty members

**Career Education Courses:** courses as agreed with DR.MGR for which DR.MGR students or faculty members will receive training

**"Business Partner"** means organizations certified by IBM to commercially sell its Program and also conduct training under the programs.

**"Software"** or **"Product"** means the IBM computer software packages identified for introduction in the Program

**"Courseware"** hereby refers to books or education material given in any form like printed books, CDs, PDFs etc.

## I. Foreseen benefits of the collaboration

### a) DR.MGR

- Opportunity to emerge as one of the competent entities in the academic circles in various areas of Information technology;
- Opportunity to be recognized by the Industry and academic circles as one of the preferred location/institution for acquiring training and skills in latest technology and software;
- Opportunity to students and faculty members to increase their knowledge and acquire skills on best-in-class IBM Software
- Opportunity to design innovative curriculum and on various industry specialization using relevant IBM Software
- Opportunity to learn from the practitioners in the industry from IBM or business partners
- Opportunity for students and faculty members to avail professional and global certification on IBM Software
- Opportunity to conduct independent non-commercial research by faculty members as per guidelines from IBM time to time
- Opportunity to receive Courseware from IBM designed by professionals in IBM Software Labs
- Opportunity to conduct various seminar and workshops with IBM in the institution
- Opportunity to co-market with IBM to promote Programs

### b) IBM

- Availability of skilled resource pool armed with IBM Software skills that various organizations may want to evaluate for recruitment
- Propagation of IBM Software and technology knowledge & skill to various students and faculty members

C. B. Palaniseli  
Page 2 of 6

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Madhavoyal, Chennai 600 095



IBM Career Education Program





### III - TERMS AND CONDITIONS

#### a) Courseware and Training

IBM, through its own personnel or authorized business partners, will provide Courseware and/or perform the Training activities for Career Education courses as per the details given below in Annexures. The MoU shall only govern the provision of products and services provided by IBM Career Education, a division of IBM India Private Ltd to DR.MGR. DR.MGR will pay for the courseware and/or trainings in advance to IBM.

Under this MOU, DR.MGR also assures IBM that it will enroll its students and/or faculty members taking IBM Career Education courses every year from the effective date of the signing this MoU, It will also be the endeavor of the DR.MGR management to initiate the process of IBM Career Education courses to be included in their curriculum in case it has not been included so far.

#### b) Software

IBM will provide all relevant IBM Software required for the training programs through the WW Academic Initiative program. This software should be used strictly for training & enablement purposes for students & faculty members of DR.MGR. No commercial usage is allowed. Software is available under applicable IBM International Program License Agreements (IPLA) and terms and the provisions of this MOU only.

### IV - BREACH OF MOU

In the event of any breach of the terms of this MOU, which is capable of rectification, by either party hereto, such other party shall be entitled to call upon the party to rectify such breach within fifteen days from the date of the notice, failing which the breach shall be deemed to be a material breach, and shall entitle such other party to rescind this MOU for material breach.

### V - TERM AND TERMINATION

The MOU shall be effective from the effective date, and shall be valid for a term of Three (3) years, unless terminated earlier by either party, or extended mutually by both parties hereto, on the same terms and conditions as herein.

This MOU will terminate upon written notice by either party. The notice of termination should be issued at least 30 days before the intended date of termination unless extended or terminated earlier. If at any time any party wishes to withdraw from further evaluations and discussions in connection with the subject matter of this MOU and terminate this MOU, it may do so with or without cause and without liability by providing the other party with written notice of its intention to withdraw from further evaluations and discussions. (in case IBM is providing training then IBM to complete the batch in session and or registered irrespective of termination period / date, subject to all the payments and other obligations having been met by DR.MGR in a timely manner).

In the event of termination of this MOU for any reason whatsoever, including termination due to breach by IBM, any software or courseware licenses granted to DR.MGR by virtue of this MOU, shall also stand automatically terminated without any further act of parties. DR.MGR will also return or destroy at IBM's discretion, all material provided by IBM including courseware slides, soft copy courseware provided by IBM towards trainings.

The following obligations will survive termination of this MOU for any reason:

*C.B. David*  
Page 3 of 6

*[Signature]*  
IBM Career Education Program



**REGISTRAR**  
**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
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Memorandum of Understanding





Use and nondisclosure of confidential information,  
 Indemnification and Liability,  
 Obligations to make payments of amounts by DR.MGR that become due by virtue of this MOU, prior to termination.

### VI – LIMITATION OF LIABILITY

Neither party shall be liable for any indirect, punitive, special, incidental or consequential damages arising out of or in connection with this MOU, whether for breach of this MOU or in torts, including loss of business, data, revenue, profits, or for any third party claims against the other (except as specifically admitted by paragraph 2 below) whatsoever.

Except for IBM's obligation to indemnify DR.MGR in the event of breach of third Party Intellectual Property rights (as set out in under the applicable definitive agreement) and except in the event of breach by DR.MGR of any of IBM's Intellectual Property rights or IBM confidential information rights, the Parties agree that either Party's liability for any loss or damage to the other, its customers, or any third party, as a result of or in connection with this MOU, shall not exceed in the aggregate the amounts received by IBM, from DR.MGR under this MOU.

### VII – ARBITRATION

Any and all disputes, controversy or claims related to or arising in connection with this MOU shall first be referred to Vice Chancellor, DR.MGR or his representative and Country Manager, Career Education program of IBM for an informal resolution.

If this informal resolution does not resolve the dispute, then the matter will be referred to and settled by binding arbitration in accordance with the Arbitration and Conciliation Act, 1996. The seat of any such arbitration shall be Bangalore. The award of the arbitration may be enforceable in any court of competent jurisdiction. Each party shall bear its own costs and fees in connection with the arbitration.

Unless agreed otherwise, the number of arbitrators shall be three, with each side to the dispute being entitled to appoint one arbitrator. The two arbitrators appointed by the parties shall appoint a third arbitrator who shall act as chairman of the proceedings. Vacancies in the post of chairman shall be filled by the president of the Bar Council of India. Other vacancies shall be filled by the respective nominating party. Proceedings shall continue from the stage they were at when the vacancy occurred. If one of the parties refuses or otherwise fails to appoint an arbitrator within 30 days of the date the other party appoints, the first appointed arbitrator shall be the sole arbitrator, provided that the arbitrator was validly and properly appointed. All proceedings shall be conducted, including all documents presented in such proceedings, in the English language. The English language version of this Agreement prevails over any other language version.

### VIII – GENERAL

This MOU shall not be construed to be an agency or a partnership or joint venture or an employment relationship. Neither party shall be entitled to bind the other party with any third party by its actions, unless it has specifically obtained the prior written consent of such other party to do so.

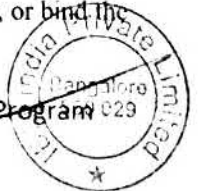
Each party is an independent contractor, and nothing under this MOU shall be construed to create an employment relationship, whether for tax or for any other purpose, nor any partnership or joint venture between the parties. No provision of this MOU grants either party any express or implied right of authority to assume or create any obligations or responsibility on behalf of or in the name of the other party, or bind the

*C. B. Subramanian*  
 Page 4 of 6

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 Maduravoyal, Chennai 600 095



IBM Career Education Program 029





other party in any manner or thing whatsoever. Neither party nor its personnel shall be considered employees of the other.

Neither party shall assign or transfer this MOU or any benefits or rights or obligations accruing to it under this MOU, without the prior written consent of the other party.

IBM shall during the term of this MOU be entitled to audit the courseware & the software license usage records of licenses hosted on DR.MGR premises as well as training attendance records maintained by DR.MGR. This audit can be conducted only during reasonable business hours and two weeks notice for audit. Cost of the audit is to be borne by IBM.

The existence and substance of this MOU and the rights and obligations of the parties herein will be kept confidential by DR.MGR and will not be disclosed to any third party without the prior written consent of IBM. Notwithstanding the foregoing, DR.MGR may make such disclosure to the extent required by law, court or statutory authority, in which case DR.MGR will promptly inform IBM to allow IBM a reasonable opportunity to obtain a protective order. IBM and DR.MGR agree not to use the trademark, trade names, services or any other proprietary marks of the other party in any advertisement, press releases, publicity matters or other promotional materials without prior written approval of the other party. Any press release, publicity or media interaction pertaining to this MoU signing or IBM activities on campus need to have prior written consent from IBM. The use of IBM Logo shall be subject to prior written permission by IBM and under the terms of the applicable agreement such as Trade Mark License Agreement executed between DR.MGR and IBM or IBM's parent or affiliates. Any violation of this paragraph will amount to material breach and will lead to the termination of this MoU.

This MOU supersedes all prior oral or written communication, discussions and representations communicated between the parties hereto in respect of the subject matter of this MOU. Any modification to this MOU shall only be made by way of a written document duly executed by representatives of both parties hereto.

If any provision of this MOU is held to be unenforceable or illegal under certain circumstances for any reason, such decision shall not affect the validity or enforceability of such provisions under other circumstances or the remaining provisions hereof and such provisions shall be reformed only to the extent necessary to make them enforceable under such circumstances.

Any notice under this MOU will be in writing and delivered by hand or by registered mail, return receipt requested, to the other party at the registered office or as may be substituted by the notice. If any notice is sent by mail, notice will be effective on the date of receipt.

DR.MGR shall maintain at all times, a one-point contact for the IBM trainings being conducted at the institution. Any change in the contacts below will be promptly notified to IBM.

*C. B. Palaniappan*

Page 5 of 6

**REGISTRAR  
Dr. M.G.R.  
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Madhavoyal, Chennai 600 095



Memorandum of Understanding

IBM Career Education Program





IN WITNESS WHEREOF, the parties hereto have executed this MOU on the date, month and year, hereinabove written.

Signed:

For Dr.M.G.R Educational and Research Institute

For IBM India Private Ltd.

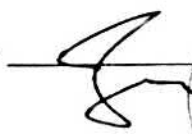

Name: C. B. Palanivelu

Name: JAGADISHA Bhat

Designation: Registrar

Designation: MANAGER SWLS

Signature: C. B. Palanivelu

Signature:  

C. B. Palanivelu

Page 6 of 6

IBM Career Education Program

Memorandum of Understanding

REGISTRAR  
Dr. M.G.R.  
EDUCATIONAL AND RESEARCH INSTITUTE  
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Madhavoyal, Chennai 600 098



Annexure – 2 to IBM Career Education MoU

## Trademark License Agreement for Co-marketing of the IBM Logo

Trademark License Agreement ("Agreement") made as of 26 April, 2019, between IBM India Ltd, a Indian corporation (hereinafter "LICENSOR"), Dr.M.G.R Educational and Research Institute having its registered office at E.V.R Periyar Salai (NH4 Highway), Maduravoyal, Chennai - 600095. (hereinafter "LICENSEE").

### Section 1. DEFINITIONS

- 1.1 "Licensed Mark" shall mean the IBM logo identified in Exhibit 1.
- 1.2 "Logo Usage Guidelines for Co-marketing" shall mean such guidelines as may be established by LICENSOR and modified from time to time, upon reasonable notice, by LICENSOR, providing for the use and display of the Licensed Mark. The current "Logo Usage Guidelines for Co-marketing" are identified in exhibit 2.
- 1.3 "Communications" shall mean the materials identified in Exhibit 3.

### Section 2. LICENSEGRANT

- 2.1 LICENSOR grants LICENSEE a worldwide, non-exclusive, non-transferrable, right and license to use the Licensed Mark on the Communications in accordance with the terms of this Agreement.

### Section 3. USEOFTHELICENSEDMARK

- 3.1 LICENSEE agrees to display and use the Licensed Mark solely in the form, manner and style required in the IBM Logo Usage Requirements for co-marketing.
- 3.2 LICENSEE agrees to use the Licensed Mark only on Communications developed as a result of a joint collaboration between LICENSOR and LICENSEE and the usage is for signboard appearing directly outside of the IBM lab at the University and on limited advertising of the lab/courses.

### Section 4. OWNERSHIPOFTHELICENSEDMARK

- 4.1 All ownership rights in the Licensed Mark belong exclusively to LICENSOR. LICENSEE has no ownership rights in the Licensed Mark and shall acquire no ownership rights in the Licensed Mark as a result of its performance (or breach) of this Agreement. All use of the Licensed Mark or variations thereon shall inure solely to the benefit of LICENSOR. Upon termination of this Agreement, all rights of LICENSEE to use the Licensed Mark shall terminate immediately except as otherwise provided herein.
- 4.2 LICENSEE agrees:
1. not to take any action which will interfere with any of LICENSOR's rights in and to the Licensed Mark;
  2. not to challenge LICENSOR's right, title or interest in and to the Licensed Mark or the benefits therefrom;
  3. not to make any claim or take any action adverse to LICENSOR's ownership of the Licensed Mark;
  4. not to register or apply for registrations, anywhere, for the Licensed Mark or any other mark which is similar to the Licensed Mark or which incorporates the Licensed Mark; and
  5. not to use any mark, anywhere, which is confusingly similar to the Licensed Mark.

C. B. Subramanian

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EDUCATIONAL AND RESEARCH INSTITUTE  
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Periyar E.V.R. High Road,  
Maduravoyal, Chennai 600 095



**Section 5. QUALITYCONTROL**

5.1 The parties agree that LICENSOR may inspect the COMMUNICATIONS before they are distributed by LICENSEE. LICENSOR shall have forty-eight (48) hours within which to amend or approve the Communications. Approval by LICENSOR shall not be unreasonably withheld.

5.2 Failure to meet the quality standards set forth in this License shall be deemed to be a breach thereof which must be corrected to IBM's satisfaction within seven (7) days, (or the earliest update cycle, whichever comes first), of being put on notice. Until such breach is corrected LICENSEE may not use the Licensed Mark.

**Section 6. PROTECTIONOFTHELICENSEDMARK**

6.1 LICENSEE agrees to notify LICENSOR within ten (10) business days if LICENSEE becomes aware of:

1. any uses of, or any application or registration for, a trademark, service mark or trade name that conflicts with or is confusingly similar to the Licensed Mark;
2. any acts of infringement or unfair competition involving the Licensed Mark; or
3. any allegations or claims whether or not made in a lawsuit, that the use of the Licensed Mark by LICENSOR or LICENSEE infringes the trademark or service mark or other rights of any other entity.

6.2 LICENSOR may, but shall not be required to, take whatever action it, in its sole discretion, deems necessary or desirable to protect the validity and strength of the Licensed Mark at LICENSOR's sole expense. LICENSEE agrees to comply with all reasonable requests from LICENSOR for assistance in connection with any action with respect to the Licensed Mark that LICENSOR may choose to take.

6.3 LICENSEE shall not institute or settle any claims or litigation affecting any rights in and to the Licensed Mark without LICENSOR's prior written approval.

**Section 7. INDEMNITY**

7.1 LICENSOR shall settle or defend all claims made by third parties against LICENSEE and shall thereby indemnify and hold LICENSEE, its officers, agents and employees, harmless from any and all claims made against LICENSEE for infringement or unfair competition arising from LICENSEE's use of the Licensed Mark in accordance with the terms of this Agreement. Following notice of an infringement claim or at any time LICENSOR deems appropriate, LICENSOR may provide LICENSEE a substitute logo for use under the terms and conditions of this Agreement.

7.2 Notwithstanding the above, LICENSOR shall not be liable for any consequential damages, loss or prospective profits, or lost business opportunities.

7.3 To qualify for such indemnification, LICENSEE must notify LICENSOR of any such claim in writing within ten (10) business days of LICENSEE's receipt of such claim, and allow LICENSOR to control and fully cooperate with LICENSEE in the defense of and all settlement negotiations related to such claim.

7.4 LICENSEE shall indemnify LICENSOR, its officers, agents and employees from and against any and all claims, damages, liabilities (including settlements entered into in good faith), suits, actions, judgments, penalties and taxes, civil and criminal, and all costs and expenses (including without limitation reasonable attorneys' fees) incurred in connection therewith, arising out of:

1. any act, omission, neglect or default of LICENSEE or its agents on or in connection with the distribution, promotion or marketing of Communications; or
2. Personal injury or any infringement of any rights (including copyrights) of any person by the sale, distribution, possession, or use of any Communications; or
3. LICENSEE's failure to comply with applicable laws with respect to the distribution, possession or use of any Communications.
4. any and all third party claims, suits, costs, damages, including punitive damages, liabilities of any kind, and attorneys fees incurred arising out of or related to LICENSEE's use of, or representation about the Licensed Mark or any third party's use of the Communications or its content or any of LICENSEE'S products or any other products associated with, used in, or marketed or provided through the Communications.

7.5 LICENSOR's indemnification obligation shall not exceed \$50,000.00.

**Section 8. WARRANTY**

8.1 LICENSOR represents and warrants that it is owner of the Licensed Mark and any corresponding trademark registrations and/or applications related thereto. LICENSOR makes no other warranties of any kind, either expressed or implied, with respect to the Licensed Mark.

*C. B. Babunaidu*  
DIRECTOR  
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Maduravoyal, Chennai - 600 095



Page No.	1
Date	10/11/2011
Time	11:00 AM
By	Dr. M.G.R.
For	Registrar Office
Address	Periyar E.V.R. High Road, Maduravoyal, Chennai-85



**Section 9. DURATION AND TERMINATION**

9.1 This Agreement and the rights and licenses granted hereunder, shall terminate on (3 Years after signing), unless earlier terminated in accordance with its terms or when the MOU between IBM India Ltd and Dr.M.G.R Educational and Research Institute having its registered office at E.V.R Periyar Salai (NH4 Highway), Maduravoyal, Chennai - 600095.

9.2 Either LICENSOR or LICENSEE shall have the right to terminate the licenses granted in Section 2 with or without cause at any time on thirty (30) days written notice to the other party.

9.3 If LICENSEE breaches this Agreement, LICENSOR shall have the right to terminate the licenses granted in Section 2 in their entirety. If LICENSOR elects to terminate because of breach of this Agreement, LICENSOR will provide written notice to LICENSEE of the breach and LICENSOR's decision to terminate. If LICENSEE has not cured such breach within seven (7) days of the date of such notice, the licenses granted in Section 2 shall be terminated.

9.4 In the event that a license granted under this Agreement is terminated by LICENSOR under Section 9.2, LICENSEE shall have three (3) months after the date on which termination is effective (Wind-Up Period) to dispose of all Licensed Communications in its inventory. Upon termination of the Wind-Up Period, or immediately upon termination for breach, LICENSEE shall provide LICENSOR with proof of the destruction of all existing Communications which bear the licensed mark.

**Section 10. NOTICES**

All notices and other communications under this Agreement shall be in writing and shall be sent by certified mail with return receipt requested to the other party's then current Executive Coordinator, or designee, at their respective addresses as set forth below. Notification of a change of address must be given in writing. All such mailed notices shall be deemed given and received upon the date indicated on the certified mail receipt.

International Business Machines Corporation  
North Castle Drive  
Armonk, NY 10504  
Attn: Corporate Counsel, Trademarks

NAME OF COMPANY  
ADDRESS  
Attn: \_\_\_\_\_

**Section 11. TRANSFER OF RIGHTS**

11.1 LICENSEE may not, either directly or indirectly, sublicense, assign, or in any way encumber this license. Any attempt to do so shall be void and shall result in immediate termination of this License.

**Section 12. ENTIRE AGREEMENT**

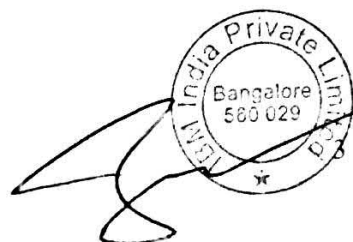
12.1 This Agreement and its attached Exhibits represent the entire agreement between the parties, and fully supersede any and all prior agreements or understandings between the parties pertaining to the licensing of the Licensed Mark by LICENSOR to LICENSEE. This Agreement may not be amended or modified, in whole or in part, except by a written instrument duly executed by all of the parties hereto.

12.2 The failure of any party to insist upon strict adherence to any provision of this Agreement, in whole or in part, on one or more occasions, shall not constitute a waiver of its right to insist upon the strict performance of that or any other provision or part thereof in the future.

12.3 This Agreement and any amendments hereto may be signed in one or more counterparts, each of which, when signed and delivered, shall be deemed to be an original. All such counterparts together shall constitute one and the same valid and binding agreement, even if all of the parties have not signed the same counterpart. Signatures to this Agreement may be delivered electronically or by facsimile, in which case the electronic or facsimile copy of an original signature shall be deemed to be an original signature.

12.4 This Agreement will be governed by the substantive laws of India.

*C. B. Rajuvelu*  
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(Deemed to be University)  
Periyar E.V.R. High Road,  
Maduravoyal, Chennai 600 095



Page No.	1
Date	
Time	
Place	

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IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed by their authorized representatives as of the date first set forth above.

IBM India Private Ltd

By \_\_\_\_\_



Dr.M.G.R Educational and Research Institute

By C. B. Palanivelu

Name: Dr. C. B. PALANIVELU

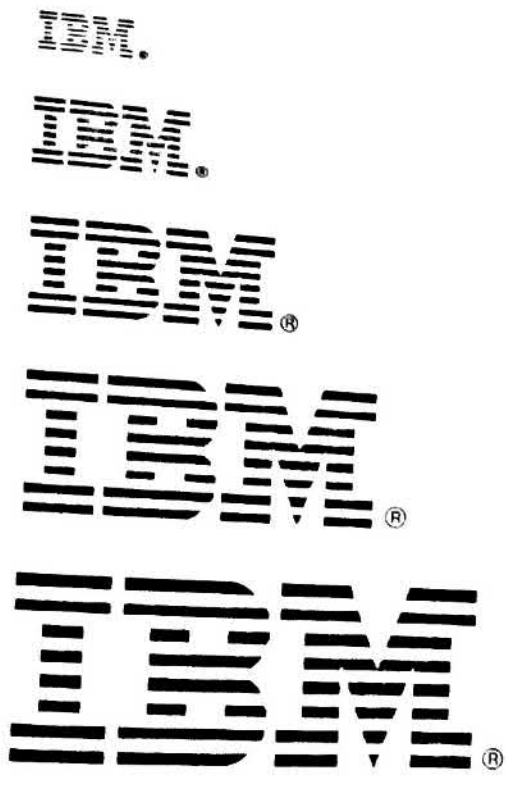
Title: Registrar

C.B

**REGISTRAR**  
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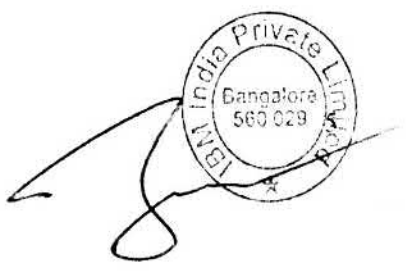


Exhibit 1  
IBM Logo



*C. B. Palaniswamy*

REGISTRAR  
Dr. M.G.R.  
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(Deemed to be University)  
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## Exhibit 2



# IBM Logo Usage Guidelines for Marketing Materials and Websites

These Guidelines set forth the standards and requirements for use of the IBM Logo on Marketing Materials and Websites bearing the IBM Logo and the logo, trademark or trade name of another company.

Compliance with these Guidelines is required. In the event of a conflict between the terms and conditions of the Logo License Agreement and this Exhibit 2, this Exhibit 2 shall prevail.

Guidelines as to the Nature and Content of the Marketing Materials and Websites:

1. Use of the IBM Logo may occur only on Marketing Materials and Websites which clearly and explicitly communicate:
  - a. the scope and nature of the relationship between the parties;
  - b. the responsibilities of each of the parties.

The IBM Logo may not be used in such a way as to attribute to IBM a product or service not actually originating from IBM.

2. Marketing Materials and Websites may not contain any statements, imagery or other materials which are illegal or which may, in the sole judgment of IBM, be in bad taste or inconsistent with IBM's public image, or tend to bring disparagement, ridicule or scorn upon IBM.
3. The IBM Logo may not be placed or applied in a manner which may cause confusion as to the source or origin of the offering or communication.
4. The IBM Logo must always remain distinct and separate. The IBM Logo may not be combined with any other trademark or logo owned by another company nor may it be combined with any text, graphics, imagery or product identifiers. The IBM Logo may not be contained within the text of a sentence.
5. In a sponsorship, when used in proximity to one or more company identifiers, the IBM Logo should be placed and sized to match the visual weight and emphasis of all the other sponsors logos.
6. The use of the IBM Logo must clearly communicate the context or relationship IBM has with the company, event or offering. This may be done by the addition of "relationship text" in the headline, body copy and/or in association with the logo signatures of a communication.
7. The following trademark attribution statement shall be applied on the page on which the IBM Logo is being used or in the legal attribution segment of the Marketing Materials and Websites:

The IBM Logo is a registered trademark of IBM in the United States and other countries and is used under license. IBM responsibility is limited to IBM products and services and is governed solely by the agreements under which such products and services are provided.

Correct Appearance of the IBM Logo:

1. Do not create your own version of the IBM Logo.
2. Do not change the size, color or proportion of the artwork provided by IBM.
3. Always allow a "safe space" around the logotype that is equal to or greater than the height of the IBM Logo in use.
4. Do not place the IBM Logo on active backgrounds that may reduce legibility.
5. Always use the approved IBM Blue:

Color Specifications:  
Pantone equivalent: PMS 2718C  
Process equivalent: Cyan 75%, Magenta 43%, Yellow 0%, Black 0%  
RGB equivalent: Red 90, Green 135, Blue 197  
Broadcast equivalent: Red 22%, Green 42%, Blue 70%

*C. B. Balasubrah*

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# ATTACH EXHIBIT 3

Illustration – Sample only.



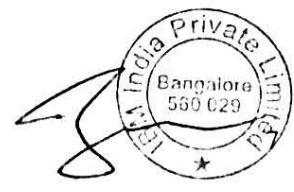
IBM Software Lab for  
Emerging Technologies  
Initiative of the Career Education Program

In collaboration with:  
XXXXXXXXXXXXXXXXXXXX



*C. B. Palanivelu*

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**Annexure I to IBM Career Education MoU**

- a) IBM and DR. MGR, acknowledge the need for IBM Software skills, in the IT education and training sector. The objective is to have a number of graduating professionals skilled on IBM Software. Both IBM and DR. MGR are keen to cooperate in a way that shall benefit DR. MGR students pursuing a career in the industry.
- b) DR. MGR shall rollout Under / Post-graduate / Certificate / value added programs with specialization aligned with relevant IBM Software delivering all or any of such programs to enrolled students and faculty members. IBM shall provide reasonable support as set-forth below to have DR. MGR commence and conduct this initiative. Such support may include assistance in the form of providing free IBM software products, identified courseware and academic support through Subject Matter Experts. The provision of software, IBM materials and services shall be under a relevant IBM agreement executed by the parties. Such agreement shall govern the use of software, IBM materials by DR. MGR. IBM's responsibilities under this Agreement are subject to DR. MGR fulfilling its responsibilities under the MoU.
- c) The curriculum may be provided by IBM or jointly developed by IBM and DR. MGR designated subject matter experts. There may be additional specialized offerings and curriculum may be reviewed and updated by IBM and DR. MGR from time to time with mutual agreement.
- d) Joint Co-ordination Committee - To guide the execution of the activities agreed under this MoU, DR. MGR and IBM Career Education team may constitute a Joint Co-ordination Committee (hereinafter referred to as "Committee") as follows:  
Vice Chancellor &/or Registrar or his nominee as the Chairperson  
One representative: Professor & Director - Industry & Academic Collaborations, DR. MGR  
Project Coordinator, DR. MGR (designated Faculty from School of Science & Information Science, DR. MGR)  
- One representative from IBM as member  
- A Project Coordinator from DR. MGR who shall also be the Convener of the Committee.

Chairperson of the committee may recommend changes in the member's from time to time in consultation with the nominating parties and have the same approved by the Head, DR. MGR. The Committee shall recommend on course curriculum, course content, delivery, determination of fee. The Committee shall monitor and review the activities under this MoU and recommend such decisions with respect to any aspect regarding this MoU for the purpose of removing any impediment, promoting the programs arising from this MoU, approving the content and recommending changes therein, the program prospectus and fee structure.

C. B. Raju  
Annexure 1 - Page 1 of 6

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Memorandum of Understanding



IBM Career Education Program



Following are the proposed roles and responsibilities:



**e) IBM**

- Appoint member to the committee
- To co-develop and supply courseware for the students as required
- Provide orientation workshops for the faculty nominated by DR. MGR for the program
- Deploy SMEs for covering topics for students as mutually agreed as per the curriculum
- Provide the participation certificates for all the students who have successfully completed the course

**f) DR. MGR**

- Appoint members and Program Convener to the Joint coordination Committee
- To help IBM to co-develop the curriculum of the program as required
- Promote the program through various channels, develop collateral and market
- Conduct the admissions, deliver Courses agreed as per the curriculum, conduct evaluations/assessments and issue degree accordingly
- Provide detailed session plan
- Share the student data with IBM who apply and enroll to the program as per prescribed format from IBM
- Nominate faculty members for the orientation program by IBM
- Provide the required infrastructure and other support for running the courses as per IBM's specification to IBM or IBM designated Business Partner resources
- In case of a co-branded Lab setup, provide a minimum 30 computer lab that can be designated with appropriate signboards creative as provided by IBM, in the campus.
- Confirm and process the payments to IBM in advance on agreed schedule.

*C. B. Palaniappan*  
Annexure 1 - Page 2 of 6

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IBM Career Education Program



Course Details:

**Student Training Programs Fees Details -**

**MBA**

Semester Wise Fee Breakup (in INR, Per Student, Semester-wise) exclusive of Taxes; MoQ per Batch - 40	MBA with specialization in Business Analytics
Semester 1	17,000
Semester 2	40,000
Semester 3	45,000

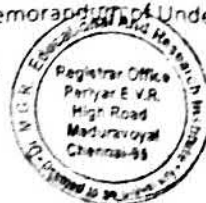
**Engineering**

Semester Wise Fee Breakup (in INR, Per Student, Semester-wise) exclusive of Taxes; MoQ per Batch - 40	B Tech ECE with specialization in IoT & AI	B Tech Computer Science and Engineering with specialization in Data Science & Artificial Intelligence
Semester 1	17,000	17,000
Semester 2	17,000	17,000
Semester 3	20,000	20,000
Semester 4	25,000	20,000
Semester 5	20,000	25,000
Semester 6	25,000	20,000
Semester 7	20,000	25,000

C.B. Palanivelu  
Annexure 1 - Page 3 of 6

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IBM Career Education Program



Student Development program -B Tech ECE with specialization in IoT and Artificial Intelligence (In association with IBM)					
Semester	Course Name	Training to be conducted by IBM SME	Duration (Hours)	Courseware To be provided by	Remarks
1	Digital Skills (Python Programming)	IBM SME	32	IBM	
2	Java Programming	IBM SME	32	IBM	
3	Cloud Application Developer - AP Skills	IBM SME	32	IBM	
4	Big Data Engineer - AP Skills	IBM SME	32	IBM	Includes Certification Examination
5	Internet of Things - AP Skills	IBM SME	40	IBM	Includes Certification Examination
6	Artificial Intelligence Analyst - AP Skills	IBM SME	32	IBM	Includes Certification Examination
7	Blockchain Developer - AP Skills	IBM SME	40	IBM	Includes Certification Examination

Student Development program-BTech Computer Science and Engg. with specialization in Data Science&Artificial Intelligence (In assocn. with IBM)					
Semester	Course Name	Training to be conducted by IBM SME	Duration (Hours)	Courseware To be provided by	Remarks
1	Digital Skills (Python Programming)	IBM SME	32	IBM	
2	Java Programming	IBM SME	32	IBM	
3	Cloud Application Developer - AP Skills	IBM SME	32	IBM	Includes Certification Examination
4	Business Intelligence Analyst - AP Skills	IBM SME	32	IBM	Includes Certification Examination
5	Big Data Engineer - AP Skills	IBM SME	40	IBM	Includes Certification Examination
6	Predictive Analytics Modeler - AP Skills	IBM SME	32	IBM	Includes Certification Examination
7	Artificial Intelligence Analyst - AP Skills	IBM SME	40	IBM	Includes Certification Examination

Student Development program - MBA with specialization in Business Analytics (In association with IBM)					
Semester	Course Name	Training to be conducted by IBM SME	Duration (Hours)	Courseware To be provided by	Remarks
1	Digital Skills (Python Programming)	IBM SME	32	IBM	
2	Business Intelligence Analyst - AP Skills	IBM SME	32	IBM	Includes Certification Examination
2	Predictive Analytics Modeler - AP Skills	IBM SME	32	IBM	Includes Certification Examination
3	Business Process Analyst - AP Skills	IBM SME	32	IBM	Includes Certification Examination
3	Artificial Intelligence Analyst - AP Skills	IBM SME	40	IBM	Includes Certification Examination

The obligation herein is subject to the relevant Statement of Work (SoW) being shared and signed between the parties

C. B. Palanisamy  
Annexure 1 - Page 4 of 6

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Memorandum of Understanding



IBM Career Education Program





**B Tech Electronics and Communication Engineering with specialization in IoT and Artificial Intelligence (in association with IBM)**

1st Sem	TECHNICAL ENGLISH - I	MATHEMATICS - I	ENGINEERING PHYSICS - I	ENGINEERING CHEMISTRY - I	BASIC ELECTRICAL & ELECTRONICS ENGINEERING	BASIC MECHANICAL & CIVIL ENGINEERING	Digital Skills (python Programming)
2nd Sem	TECHNICAL ENGLISH - II	MATHEMATICS - II	ENGINEERING PHYSICS - II	ENGINEERING CHEMISTRY - II	ENVIRONMENTAL SCIENCE	Java Programming	
3rd Sem	SIGNALS AND SYSTEMS	CIRCUITS AND NETWORKS	DIGITAL ELECTRONICS	SOLID STATE DEVICES	C PROGRAMMING WITH LINUX (INTER DISCIPLINARY THEORY)	Cloud Application Developer	
4th Sem	PROBABILITY AND RANDOM PROCESS	CONTROL SYSTEMS FOR ELECTRONICS	ELECTRONIC CIRCUITS	COMMUNICATION THEORY	THE INDIAN CONSTITUTION / THE INDIAN TRADITIONAL	Big Data Engineer	
5th Sem	DIGITAL SIGNAL PROCESSING	COMPUTER COMMUNICATION	ELECTIVE 1	OPEN ELECTIVE 1	IoT		
6th Sem	DIGITAL COMMUNICATION	INTRODUCTION TO VLSI AND EMBEDDED SYSTEM DESIGN	ELECTIVE 2	OPEN ELECTIVE 2	Artificial Intelligence		
7th Sem	DIGITAL IMAGE PROCESSING AND ITS APPLICATIONS	ELECTIVE 3	ELECTIVE 4	PRINCIPLES OF MANAGEMENT	Blockchain		
8th Sem	WIRELESS NETWORKS	COGNITIVE RADIO	ELECTIVE 5	Project			

**B Tech Computer Science and Engineering with specialization in Data Science & Artificial Intelligence (in association with IBM)**

1st Sem	Technical English - I	Maths - I	Engineering Physics	Engineering Chemistry - I	Basic Electrical & Electronics	Basic Mechanical & Civil Engineering	Digital Skills (Python Programming)	
2nd Sem	Technical English - II	Maths - II	Material Science	Engineering Chemistry - II	Environmental Science	Basic Engineering Graphics	Entrepreneurship Development	Java Programming
3rd Sem	Discrete Mathematics	Data Structures	Object Oriented Programming with	Fundamentals of Communication Systems	Digital Systems	Cloud Application Developer		
4th Sem	Numerical Methods for Computer Engineers	Theory of Computation	Database Management Systems	Design and Analysis of Algorithms	Microprocessors and Controllers	Business Intelligence		
5th Sem	Computer Networks	Statistics for Computer Engineers	Operating System	Computer Organization and Architecture	System Software and Principles of Compiler Design	Big Data Engineer		
6th Sem	Object Oriented Software Engineering	Web Technology and Web Services	ELECTIVE 1	Open Source Scripting Languages	Open Elective (OE - E2 (Interdisciplinary))	Product Modeling		
7th Sem	Data Warehousing and Data Mining	Dot Net Framework	ELECTIVE 3	ELECTIVE 4	Management Concepts and Organizational Behavior	Artificial Intelligence		
8th Sem	ELECTIVE 6	ELECTIVE 7	Information Security Management	Project				

*C. B. Palanivel*  
Annexure 1 - Page 5 of 6

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IBM Career Education Program





## MBA with specialization in Business Analytics (in association with IBM)

1st Sem	Principles of Management	Organization Behavior	Quantitative Techniques & Operations Research	Managerial Economics	Financial & Management Accounting	Business Legislations	E- Commerce	Business Communication	Digital Skills (Python Programming)
2nd Sem	Financial Management	Production & Operations Management	Marketing Management	Human Resource Management	Business Intelligence	Specialization: I	Elective 1	Elective 2	Predictive Modeling
3rd Sem	Summer project (6 weeks)								
3rd Sem	Research Methodology	Strategic Management	International Business Management	Total Quality Management	Entrepreneurship Development	Specialization: II	Elective 1	Business Process Analyst	Artificial Intelligence
4th Sem	Professional Skill Development	Business Ethics	PROJECT WORK(3 WEEKS)						

### Legend-

	General Engineering Topics
Black Text	Dynamic Topics : Training to be conducted by IBM Subject Matter Experts , in Face to Face sessions
Red Text	Dynamic Topics : Training to be conducted by IBM Subject Matter Experts , in Face to Face sessions , Certification Examination Included

If the number of students goes below 40 in a batch, **Dr.MGR** agrees to pay the Student Development fee for 40 students to sustain the program commercials  
 Relevant program fees to be transferred to IBM minimum of 3 weeks prior to the commencement of the program

IBM will provide the courseware and course completion certificate and training for students as mentioned in the table above.

. The obligation herein is subject to the relevant Statement of Work (SoW) being shared and signed between the parties.

*C.B. Palaniappan*  
 Annexure 1 - Page 6 of 6

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IBM Career Education Program

