



Justin M. Hardy
jhardy@belldavispitt.com
T 336.714.4169
F 336.722.6558

Bell, Davis & Pitt

Attorneys and Counselors at Law

WINSTON-SALEM, NORTH CAROLINA
336.722.3700

MAILING ADDRESS
PO Box 21029
Winston-Salem, NC
27120-1029

July 22, 2014

VIA EMAIL jdavis@aspire-create.com

Mr. James Y. Davis
Aspire Content Strategy, LLC
380-H Knollwood Street
Suite 103
Winston-Salem, NC 27103

RE: Aspire Content Strategy, LLC

Dear James:

The purpose of this letter is to set forth the basis of my representation in connection with setting up your limited liability company and providing you with a draft publishing services agreement for your use in your upcoming meeting with Mission Health Systems, Inc.

I will bill for my time at my standard hourly rate of two hundred twenty five dollars (\$225). I may consult with John Cocklereece for general business law issues and Art DeBaugh for intellectual property issues as the need arises, and their hourly rates are \$325 and \$400, respectively. Hourly rates are subject to increase on an annual basis. In addition to the fee for services rendered, I will bill for costs advanced at standard rates for mileage, photocopies, company minute book, etc. Bills will be sent on a monthly basis and upon receipt. Notwithstanding the foregoing hourly rates, I have agreed to limit my fees for the entity setup, organization document drafting, and initial draft of the publishing services agreement to \$1,500, which you have already provided along with \$225 to cover expedited filing of the Articles of Organization to the North Carolina Secretary of state. All remaining and future work will be billed at the hourly rates set forth above.

Unless otherwise instructed, I will forward bills addressed as follows:

VIA EMAIL jdavis@aspire-create.com

Mr. James Y. Davis
Aspire Content Strategy, LLC
380-H Knollwood Street
Suite 103
Winston-Salem, NC 27103

I want to emphasize that if you ever have any questions or complaints about one of my bills, you should contact me. It is my desire and hope that you will be satisfied not only with the service we provide, but also with the cost thereof. I will be happy to discuss any problems you may have with respect to our bill in order to achieve a satisfactory result.

July 22, 2014

Page 2

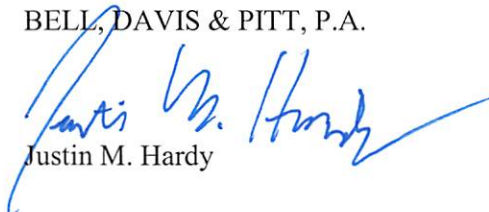
If any disagreement or dispute should arise with respect to the compensation and reimbursement of expenses or with respect to the professional services rendered which we cannot resolve to your satisfaction, you, at your discretion, may elect to refer the matter to the Twenty-First Judicial District Fee Arbitration Committee by contacting the Coordinator of Fee Disputes, The North Carolina State Bar, 208 Fayetteville Street Mall, Post Office Box 25908, Raleigh, North Carolina 27611. In such event, both you and this firm will be bound by the result obtained through arbitration. The choice of arbitration is yours and we cannot require you to arbitrate without your consent.

I will return original documents to you, generally during the course of my representation. Upon completion of your matter, I will send your physical file to our offsite storage facility, where it will remain for six years and then be destroyed in keeping with our file retention and destruction policy. I may also retain a paperless electronic file of your file, which will be deleted in six years.

I look forward to working with you on this matter. In the meantime, if you have any questions or need additional information, please call.

Best regards,

BELL, DAVIS & PITT, P.A.



Justin M. Hardy

AGREED TO:

James Y. Davis