

Service Agreement, with Confidentiality

Agreement No. SB-SA-2026-01 · Website, Search & Care for solanabridal.com · Prepared 2 October 2026

SERVICE PROVIDER

BearPlex Technologies Inc. (“BearPlex,” “we”)
651 N Broad St, Suite 206
Middletown, DE 19709, U.S.A.

CLIENT

Solana Bridal (the “Client,” “you”), represented by
Sherene Obeid, Owner
515 N Sycamore St, Suite 400
Santa Ana, CA 92701, U.S.A.

This is a direct agreement between two companies. No freelancers or intermediaries are involved. BearPlex is a registered U.S. company; a completed IRS Form W-9 is available on request. It follows the proposal we walked through together on 1 October 2026 (the “Proposal”).

THE DEAL IN ONE LOOK

- **\$900 a month**, six months, paid month by month.
- Your new website, built by us, **included at no separate charge**.
- Live within **two business days** of your written approval.
- Then search work, listings, upkeep, a report and a call, **every month**.

WHAT STAYS THE SAME

- Your **Shopify checkout**, payments, shipping and pickup: untouched.
- Your **BridalLive**: untouched. The website reads from it.
- Both are already yours. We only receive access to them, so that security is already in your hands.

WHAT IS YOURS

- The website, its code and its design, **from day one**.
- Every account, **in your name**. Google Search Console, Analytics and the rest: if you already have them, you add us; if not, you create them and add us. We work inside yours.
- The code on **GitHub**, **in your own account**, so you hold the complete website.
- Your data and your brides’ data, **used for nothing else**, ever.

WHAT WE PROMISE

- The work in Section 1, done diligently.
- Honest numbers from your own Google tools, every month.
- Confidentiality, in writing, in Section 6.

1. SERVICES

A. Done once, at the start

- **Your new website**, as shown in the Proposal, built from your own gowns, photos and words, with a page for every gown, a Book a visit button on every page, a one-step booking form, search and favourites, and pages for modest, plus size, pre-loved, sample sale, under \$2,000 and nearby cities.

- **Your gowns from BridalLive.** Gowns, sizes, prices and stock shown from BridalLive automatically, so nothing is typed twice and sold gowns disappear by themselves. BridalLive is read only; we never change your inventory.
- **Your Shopify store keeps working exactly as it does today.** It simply moves to shop.solanabridal.com so the new website can take the main address; a Buy button on the new website takes the bride straight to your existing Shopify checkout. Your payments, shipping and pickup settings are untouched.
- **A content management system (CMS) of your own,** inside your website and hosting. Gowns arrive in it from BridalLive; words, photos, pages and hours are edited there by you or anyone you choose; one switch puts a gown on sale through your Shopify checkout or takes it off. We set it up and walk you through it.
- **Hours, phone and address correct everywhere:** website, Google, Yelp, WeddingWire and The Knot.
- **A baseline report** of where you stand today on Google, in searches and on your listings, delivered before your second payment.

B. Done every month

- **Search work:** keywords, page updates, and new pages and articles aimed at the searches brides type and you are not yet named for.
- **A post on your Google listing every week.** Google, Yelp, WeddingWire and The Knot kept correct.
- **Replies to your Google and Yelp reviews,** drafted for your approval and posted once you say yes.
- **The website kept current:** new gowns, sold gowns, designers, photos, prices, hours, and promotional pages whenever you need one. Send the request by email or WhatsApp; we acknowledge it the same business day and keep you posted until done. Content changes of this kind are unlimited.
- **Security, backups and hosting upkeep** included. BearPlex charges nothing for hosting.
- **A monthly report, shown next to the previous month's,** covering the work done, online bookings and the searches where you are named, so you can see where things are moving. Every figure comes from your own Google Search Console and Google Analytics, set up in your name, so you can open the source and check any number at any time.
- **One call a month** to go through the report and decide the next month together.

Not included, and quoted separately only if you ask for it in writing: new features or integrations beyond those listed above, paid advertising, photography, and any work on systems other than those named here.

2. FEES & BILLING

Search & Care plan: everything in Section 1. The new website is part of the package at no separate charge, so the site we look after is one we built and know inside out, and because we would rather begin this relationship with a gift than an invoice.

USD 900 / month

- Initial term of **six months**, paid **month by month**. The first month is invoiced on signing and work begins on payment; each following month is invoiced on the same day of the month. Nothing is paid beyond one month in advance.
- Invoices are in US Dollars with a secure online payment link, **due within 7 days**. If an invoice is more than 14 days overdue we may pause the monthly work until it is paid; your website, accounts and access are never withheld or switched off.
- Costs you already pay to others, such as BridalLive, Shopify and your web address, stay with you and are not part of this fee.

3. RESULTS

No guarantee of specific numbers. Search rankings, visitor numbers, bookings and sales depend on things outside BearPlex's control, including search-engine changes, competitors and seasonality. BearPlex does not guarantee particular rankings, visitors, appointments or sales. What BearPlex is bound to is the work in Section 1, done diligently and to current professional practice, reported honestly every month.

4. WHAT WE NEED FROM YOU

- **Developer access** to BridalLive, Shopify, your web address settings, your Google listing and Google's website tools. You keep the owner login on each; we work on the access you grant. We guide you through it step by step.
- **Your correct prices and main phone number**, and photos and words for new gowns and pages as they come in.
- **Approvals**, by email or WhatsApp, within five business days of being asked, including your approval of the website before it goes live.

5. TERM & ENDING

- Starts on the date of the last signature below, for an initial term of **six months**, then continues **month to month**. After the initial term either party may end it with **30 days' written notice**; fees and services continue through the notice period.
- Because the website is provided at no separate charge on the basis of the six-month term, if you end this Agreement before the end of the initial term, the monthly fees for the remaining months of that term become due, and nothing more. BearPlex may end it early only if you have not paid an invoice within 30 days of a written reminder.
- On ending for any reason, BearPlex hands over within 10 business days anything still held on your behalf, removes its own access, and confirms this in writing. The website, its code, its content and every account stay with you.

6. CONFIDENTIALITY & NON-DISCLOSURE

This section is mutual: each party is bound to the other in the same way.

- **6.1 Confidential Information** means all non-public information one party makes available to the other in connection with this Agreement, in any form, including by giving access to a system. For you it includes your gown inventory, cost prices, margins, supplier and designer terms, anything in BridalLive or Shopify, your brides' and customers' names, contact details, appointments and purchases, your sales and financial figures, business plans, and all logins and access. For BearPlex it includes its methods, tools and pricing with other clients. The terms of this Agreement are confidential to both parties.
- **6.2 Use.** Confidential Information is used only to perform this Agreement and for nothing else. BearPlex will not use your information for any other client, for marketing, for sale, or to train any software or model.
- **6.3 Disclosure.** Neither party discloses the other's Confidential Information to anyone except its own team members who need it for this work and are bound in writing by obligations at least as strict as these; each party is responsible for its team. BearPlex will not subcontract any part of the work or give any outside person access to your information or accounts without your prior written consent.
- **6.4 Care.** Each party protects the other's Confidential Information with at least reasonable care: access limited to named people, two-step verification wherever an account offers it, and no passwords sent over unsecured

channels. Each party tells the other within 72 hours of becoming aware of any unauthorised access to or loss of the other's information, and cooperates to put it right.

- **6.5 Your brides' and customers' personal information** is handled by BearPlex only on your instructions, only as needed for the website and its bookings, and in line with applicable U.S. and California privacy law. BearPlex does not sell, share or use it for its own purposes and does not contact your brides or customers except as part of the services you ask for.
- **6.6 Exclusions.** Information that is or becomes public through no fault of the receiving party, that it already lawfully held, that it lawfully receives from someone else without a duty of confidence, or that it develops independently without using the other's information. A party may disclose what a law or court order requires, after giving the other prompt notice where legally permitted.
- **6.7 Your staff and brides.** During this Agreement and for one year after it ends, BearPlex will not approach your staff with offers of work and will not contact your brides or customers for any purpose of its own.
- **6.8 Showing our work.** BearPlex may name Solana Bridal as a client and show the public website in its portfolio only with your prior written consent, and will never publish figures, data or internal information about your business.
- **6.9 Return and deletion.** When this Agreement ends, or earlier on request, BearPlex returns or securely deletes all your Confidential Information within 14 days, removes its own access, and confirms this in writing, keeping only what the law requires.
- **6.10 Duration and remedies.** This Section 6 continues for three years after this Agreement ends, and for trade secrets and personal information for as long as the law protects them. A breach could cause harm that money cannot repair, so the injured party may seek an injunction or other equitable relief in addition to any other remedy.

7. CUSTODY & OWNERSHIP

- **Everything is in your name.** Google Search Console, Google Analytics, your Google listing and your web address are your accounts: where you already have one, you add BearPlex to it; where you do not, you create it and add BearPlex. The website, its CMS and database are hosted under hosting accounts in your name. BearPlex sets up anything new; you only provide an email address and accept each invitation, and BearPlex works through developer access you grant and can remove at any time without losing anything.
- **BridalLive and Shopify are already yours.** BearPlex only receives the access you grant to them, never ownership, so their security is already in your hands. Should you ever decide to move away from either of them, that would be a separate revamp of the store, scoped and agreed with you in a dedicated meeting first; it is not part of this Agreement and nothing in it happens without your written approval.
- **The code is on GitHub, in your own account.** As soon as the website is built, its complete code is placed in a GitHub repository under your own GitHub account, with BearPlex added as a collaborator, so every file of your website sits in your hands, not ours.
- **Everything is yours.** Your content, photos, words, gown data, customer data and accounts are and remain your property. The new website, including its design and code, is your property from the moment it is placed in your repository, whether or not this Agreement continues, and BearPlex assigns to you all rights in it.
- **Our general tools.** BearPlex keeps ownership of its general tools, templates and know-how that are not specific to you, and grants you a perpetual, royalty-free licence to use any of them that are built into your website, so nothing in your site ever depends on continuing with BearPlex.

8. LIABILITY

Neither party is liable to the other for indirect or consequential loss, including lost profits. Except for breaches of Section 6 and for a party's wilful misconduct, each party's total liability under this Agreement is limited to the fees paid by the Client in the six months before the claim arose.

9. GENERAL

- This document is the entire agreement between the parties on its subject and replaces any earlier discussion. Changes are valid only in writing agreed by both parties; email counts as writing.
- Neither party may assign this Agreement without the other's written consent. If any clause is found unenforceable, the rest remains in force. Neither party is liable for delay caused by events outside its reasonable control, provided it tells the other promptly and resumes as soon as it can.
- Notices go to hello@bearplex.com and to the Client's email given at signing. This Agreement may be signed electronically and in counterparts.
- This Agreement is governed by the laws of the State of California, with any dispute first taken to good-faith discussion between the parties, and failing that to the courts of Orange County, California.

BearPlex Technologies Inc.

Name: Hamad Pervaiz

Title: Founder & CEO

Signature: _____

Date: _____

Solana Bridal

Name: Sherene Obeid

Title: Owner

Email for notices: _____

Signature: _____

Date: _____