



**NINTH AMENDMENT TO
ELSEVIER LICENSE AGREEMENT**

WHEREAS, the parties hereto have previously entered into an agreement dated 5 February 2009 (the "Agreement") as last amended on 5 November 2009 and wish to amend the Agreement as set forth in this amendment ("Amendment").

NOW, THEREFORE, in consideration of the mutual promises and covenants set forth below, and for such other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree to amend the Agreement as of the execution date below as set forth below and on Schedule 1.

Except as specifically amended hereby, all of the existing terms and conditions of the Agreement are hereby ratified. Capitalized terms used herein that are not otherwise defined shall have the meanings ascribed to them in the Agreement. To the extent any terms or conditions of the Agreement conflict with or are inconsistent with this Amendment, the terms of this Amendment shall prevail.

IN WITNESS WHEREOF, the parties have executed this Amendment by their respective, duly authorized representatives as of 18 November 2009.

**THE REGENTS OF THE UNIVERSITY OF CALIFORNIA o/b/o THE CALIFORNIA
DIGITAL LIBRARY
(Subscriber)**

[Text Deleted]

N
T

EXECUTIVE DIRECTOR
[Text Deleted]

ELS
(Lic

Name
Title:

Cont


DEC 08 2009

**NINTH AMENDMENT TO
ELSEVIER LICENSE AGREEMENT
Schedule 1**

The Licensed Products and Fees identified below are in addition to those identified in the Agreement for 2010 through 2013.

**THE REGENTS OF THE UNIVERSITY OF CALIFORNIA o/b/o
THE CALIFORNIA DIGITAL LIBRARY**

Contract #1-1066010781

Subscribed Products – publisher	Access	2010	2011	2012	2013
ScienceDirect® online – Elsevier B.V.	sciencedirect.com				
· Complete Collection Electronic Subscription Fee		[Text Deleted]			
TOTAL Journal Collection(s) FEES					

ELSEVIER LICENSE AGREEMENT
Annex A to Schedule 1
Additional Subscribed Titles

Jnl No.	ISSN	Subscribed Title	Sub-type	Final Net Price
08664	0301-4681	Differentiation	e	[Text Deleted]
08665	0380-1330	Journal of Great Lakes Research	e	
07816	1094-9968	Journal of Interactive Marketing	e	