MEMORANDUM OF UNDERSTANDING (MOU)

BETWEEN

NANJING UNIVERSITY,
represented by the President
Prof. Dr. Lyu Jian,
in his turn and for the purposes of this MoU represented by the Vice President
Prof. Dr. Wang Zhenlin
Nanjing, P.R. CHINA

Implementing Institutions:

Department of Computer Science and Technology,
Sino-German Institute of Social Computing (Nanjing University)
- Hereinafter referred to as “NJU-SGISC” -

and

School of Journalism and Communication
- Hereinafter referred to as “NJU-SJC” -

AND

GEORG-AUGUST-UNIVERSITÄT GÖTTINGEN /
Georg-August-Universität Göttingen Stiftung Öffentlichen Rechts,
each represented by the acting President Dr. Valérie Schüller
(Vice President for Finance and Human Resources), in her turn and for the purposes of this
MoU represented by the Vice President Prof. Dr. Hiltraud Casper-Hehne
Göttingen, GERMANY

Implementing Institution:
Faculty of Mathematics and Computer Science,
Sino-German Institute of Social Computing
- Hereinafter referred to as “UGOE” or “University of Göttingen” -

AND

CHINA ADVERTISING ASSOCIATION OF COMMERCE,
represented by the President of the Committee Li Xisha
Beijing, P.R. CHINA

Implementing Institution:
Digital Marketing Committee
- Hereinafter referred to as “CAAC” -

- All partners individually or collectively also referred to as “party” or “parties” –
This MoU is made and entered into by and between Nanjing University in Nanjing, P.R. China, Georg-August-Universität Göttingen/ Georg-August-Universität Göttingen Stiftung Öffentlichen Rechts, a public institution in Göttingen, Germany, and China Advertising Association of Commerce in Beijing, P.R. China, establishing the basis for their cooperation concerning the establishment of the “Sino-German Digital Marketing Laboratory” in Nanjing in accordance with the following.

Digital Marketing is becoming the mainstream form of business communication in the contemporary world. With the joint promotion of various forces such as market, technology, policy and innovation activities of various parties, digital marketing communication models continuously emerge. The evolvement of marketing tools and methods are also getting faster and faster. Digital Marketing Industry shows a high-speed development, with multi-fission, complex pattern. Nanjing University, the University of Göttingen and the China Advertising Association of Commerce hereby sign the following MoU concerning the close collaboration in the realm of the establishment of the “Sino-German Digital Marketing Laboratory” in Nanjing in the spirit of a strong alliance through friendly consultation.

1. Partnership Coordinators

Each of the parties will appoint a partnership coordinator to facilitate the communication between the parties.

For NJU-SGISC: Prof. Dr. Lu Sanglu
For NJU-SJC: Prof. Dr. Zhang Hongjun
For UGOE: Prof. Dr. Fu Xiaoming
For SAAC: Chen Xubin

When a new partnership coordinator is appointed, all involved personnel must be informed as soon as possible. The validity of the MoU is unaffected by any change in coordinator.

2. Purpose

The purpose of Nanjing University’s laboratory is to integrate the superior resources of digital marketing academia and digital marketing industry in China and Germany, and to create an academic cooperative research exchange platform focusing on the frontier field of digital marketing. The laboratory will promote cooperation and exchanges between Chinese and German academic and related industry players, and further promote the development of digital marketing in both countries.

3. Objectives

The “Sino-German Digital Marketing Laboratory” is an international laboratory that focuses on the innovation and application of cutting-edge digital marketing technologies. The laboratory will pay close attention to the development trends of digital marketing-related technologies and industries worldwide, and to solve related scientific and practical issues, providing leading edge and practical digital marketing solutions.
4. Cooperation Content

In support of Nanjing University’s establishment of the laboratory, Nanjing University and UGOE will share relevant technical and academic resources, and set up joint research projects to support collaborative research and development related to digital marketing.

The NJU-SJC is in charge of construction and operation of the laboratory at Nanjing University, including laboratory site, facilities, staff and related resources. The NJU-SGISC will support the school’s education, research and international communication as a platform.

The CAAC is responsible for integrating digital marketing-related industry resources in China, and to support the operation and development of the “Sino-German Digital Marketing Laboratory”. The “Sino-German Digital Marketing Laboratory” provides academic and intellectual support to the CAAC in order to promote the development of digital marketing industry in China.

5. Laboratory duties

(1) Digital Marketing Frontier Technology and its application research. According to the needs of the market and the development of the industry, some key technologies and functions will be researched, developed, applied and experimented in the form of projects through the laboratory.

(2) Digital Marketing Frontier Technology and result exchange. In order to promote the innovation and development of the digital marketing industry in China and Germany, the laboratory intends to promote the scientific and technological development results on digital marketing in China and Germany and even in the world.

(3) Talent training in digital marketing industry. The laboratory will not only be a research visit base for university digital marketing researchers and a learning practice base for students in China and Germany, but also be a training center for leading-edge technical talents of the digital marketing industry in China and Germany.

6. Laboratory Organization

In order to coordinate the smooth operation of the laboratory work, the laboratory sets up a council as the top management body. The council is responsible for making decisions on important matters related to laboratory development and is responsible for integrating academic, technical, industry, financial and policy resources needed for laboratory development. The Chairman of the council and the Executive Vice Chairman shall be appointed by Nanjing University. The members of the council may be nominated by the parties to this MoU and shall be appointed by Nanjing University in own responsibility.

For the avoidance of doubt the parties expressly agree that the “Sino-German Digital Marketing Laboratory” shall be established by Nanjing University in own administrative and legal responsibility and shall form an integral part and institution of Nanjing University.
7. Relying and executing agencies

In order to facilitate the operation of the laboratory, Huxiao Digital Business School, the resident unit of the Secretariat of the CAAC, undertakes the specific work of the association's participation in the construction and operation of the laboratory.

8. Funding

All activities are subject to the availability of adequate funding. Neither party shall be held in breach of this MoU, if unforeseen circumstances prevent it from participating in any activity agreed on under this MoU.

The parties agree that details on the financial contributions of UGOE and CAAC for the development and conduct of the laboratory, if any, shall be subject to a separate written agreement.

9. Projects

If the parties wish to conduct joint projects, details thereof including provisions on finances and scientific conduct shall be subject to a separate written agreement.

The parties agree that, in the event of research collaboration leading to patent rights, copyrights, or other intellectual property rights, a further agreement must be negotiated in each case in accordance with the policies of the involved parties on intellectual property.

The parties agree that activities under or in connection with this MoU shall comply with the rules of good scientific practice.

10. Other issues

The parties agree that nothing in this MoU shall be deemed to require UGOE to breach any regulations or laws under which UGOE is usually operating, in particular but not limited to applicable regulations and laws on intellectual property rights, ethics and the European General Data Protection Regulation.

11. Compliance with Laws and Dispute Settlement

The parties will mutually assist each other and cooperate to ensure that the activities to be carried out under this MoU comply with all applicable laws under which each party is usually operating.

The parties will ensure their best endeavours to settle any dispute under or in connection with this MoU amicably.

12. Effective Date and Duration

This MoU will become effective for three years starting from the date of the last signature. It may be renewed for an additional 3-year-term subject to mutual written agreement between the parties.
Each party may terminate this MoU by giving six months written notice to the other parties. As far as possible, ongoing activities and exchanges hereunder shall remain unaffected by this termination.

13. Amendment of MoU

No amendment to this MoU shall be valid unless the same is made in writing and signed by the duly authorized representatives of the parties, specifically stating this to be an amendment to this MoU.

In witness of the terms of this Agreement, and intending to be legally bound, signatures of the following authorized representatives of the parties are affixed:

**Nanjing University**  
**Nanjing, China**

[Signature]

Prof. Dr. Wang Zhenlin  
Vice President

**University of Göttingen**  
**Göttingen, Germany**

[Signature]

Prof. Dr. Hiltraud Casper-Hehne  
Vice President for International Affairs

Acknowledged by

[Signature]

Prof. Dr. Lu Sanglu  
Vice Dean  
Department of Computer Science and Technology

[Signature]

Prof. Dr. Lu Sanglu  
Director  
Sino-German Institute of Social Computing Project Head

[Signature]

Prof. Dr. Jens Grabowski  
Dean  
Faculty of Mathematics and Computer Science

[Signature]

Prof. Dr. Fu Xiaoming  
Director  
Sino-German Institute of Social Computing Project Head
Zhang Hongjun
Prof. Dr. Zhang Hongjun
Dean
School of Journalism and Communication

China Advertising Association of Commerce
Beijing, China

Li Xisha
President of the Committee
China Advertising Association of Commerce

Chen Xubin
Secretary-General of the Committee
China Advertising Association of Commerce
Digital Marketing Committee

November 8, 2019
Date

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Date