



AGENDA INFORMATION **TIFFIN CITY COUNCIL COMMUNICATION**

DATE:	February 11, 2026
AGENDA ITEM:	Discussion and Consideration of Partnering with DocuPet as the City’s Pet Licensing Vendor
ACTION:	Motion

Purpose

The purpose of this report is to provide an overview of pet licensing vendor options and to recommend that the City of Tiffin enter into an agreement with DocuPet for management of the City’s pet licensing program. After reviewing DocuPet’s proposal and comparing it with alternatives such as BarkPass and PetData, staff believes DocuPet offers the best combination of cost savings, program automation, customer service, and community impact.

Background

Pet licensing ensures compliance with vaccination requirements, supports responsible pet ownership, and assists with lost pet reunification. Tiffin’s significant population growth and increasing administrative demands make it necessary to modernize and streamline our licensing processes.

Staff evaluated three primary vendors:

- DocuPet (proposal provided)
- BarkPass
- PetData

Cost and service comparisons show that DocuPet provides the most comprehensive, modern, and cost-effective system for municipalities.

Summary of DocuPet Services

According to the vendor proposal provided to the City, DocuPet offers:

- A secure, custom-branded online licensing portal for residents.
- Online payments, document uploads, renewal management, and pet-owner accounts with customizable profiles and photos.
- Free 24/7 lost pet reunification service (HomeSafe), including lost/found alerts and hotline support.
- Bilingual customer support (phone, email, chat) seven days a week with a 93% satisfaction rating.
- Automated, multi-channel renewal reminders including email, mail, and phone call campaigns to increase compliance rates.
- A full administrative portal for staff, including record search, reporting tools, GIS integration, and data cleanup services.
- Fulfillment services for pet tags and mailed notices.

DocuPet's pricing structure is simple and predictable:

- One-time setup fee: \$3,995 (with self-training option).
- Annual cost: \$0 (no ongoing municipal fees).
- Transaction fees: 2.9% + \$0.30 per credit card transaction (fee may be passed on to residents).
- Optional mailed notice cost: \$1.50 per notice for specialized marketing mailings.

BarkPass

- Annual cost starts at \$2,990/year with an additional \$1,000 setup fee.
- Transaction fees include Stripe 2.9% + \$0.30 plus BarkPass platform fees of 2.1%–3.1%.
- BarkPass emphasizes a “no-upsell” approach but places ongoing costs on the municipality.

PetData

- Charges a per-license fee (example: \$4.20 per license) paid by the City.
- Requires a startup fee (example provided: \$1,000).
- Online license payments add a resident fee of \$2.00.
- Costs scale significantly as license volume increases.

DocuPet is the only option that minimizes ongoing municipal cost while still providing high-value services.

Staff Recommendation

Staff recommends partnering with DocuPet as the city's pet licensing vendor based on the analysis of cost, features, customer support, and long-term value. DocuPet provides a modern comprehensive solution that eliminates manual processing and reduces administrative staff workload. This will also provide the community with the convenience of online payments and minimize trips into City Hall.

ATTACHMENTS: Agreement



Pet Licensing Services Agreement

This Pet Licensing Services Agreement (this "**Agreement**"), is entered into this ____ day of ____, 2026 (the "**Effective Date**") by and between DocuPet Corp., a Delaware corporation with offices at 15 Technology Place Suite 1, East Syracuse, NY 13057 ("**DocuPet**"), and Tiffin, Iowa, a municipal corporation whose primary place of business is 300 Railroad street, Tiffin, IA, 52340, USA (the "**Organization**").

Background

DocuPet has developed and operates a program for providing pet licensing services.

The Organization wishes to engage DocuPet to perform certain pet licensing services for the Organization and its residents.

FOR GOOD AND VALUABLE CONSIDERATION (the receipt and sufficiency of which is hereby acknowledged by both parties), the Organization hereby engages DocuPet to perform, and DocuPet agrees to perform, those certain services described in Schedule A to this Agreement subject to and in accordance with the terms and conditions contained in Schedule B to this Agreement.

Schedules A, B, and C are attached and incorporated into this Agreement by reference and form a part of this Agreement. The documents comprising this Agreement and their order of precedence in case of conflict are:

- (1) this covering Agreement,
- (2) Schedule A – DocuPet Service Deliverables
- (3) Schedule B – DocuPet General Terms and Conditions
- (4) Schedule C – Pet License Fees

The foregoing documents together constitute the entire and final Agreement of the parties with respect to the subject matter of this Agreement.

DOCUPET CORP.

CITY OF TIFFIN, IOWA

By:_____

By:_____

Name: **Grant Goodwin**

Name:

Title: **Chief Executive Officer**

Title:

By:_____

Name:

Title:

CONTACT INFORMATION FOR THE ORGANIZATION	
Contact Name and Title:	Ashley Platz, Assistant City Administrator
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CONTACT INFORMATION FOR DOCUPET	
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SCHEDULE A
to Pet Licensing Services Agreement
SERVICE DELIVERABLES

1. DEFINITIONS

- a. Unless otherwise defined in this Schedule A, capitalized terms used in this Schedule A shall have the meaning given to those terms in Schedules B and C to this Agreement.

2. SERVICES

- a. During the Term, DocuPet will provide to the Organization the pet registration services described in this Schedule A (collectively, the “**Services**”) subject to and in accordance with the terms set out in this Agreement. DocuPet may also provide additional Optional Services (as defined in Schedule B below) to Pet Owners which are not part of this Agreement but which may be offered through the Website (as defined below) or through any other medium or in any other manner.

- b. Website

- i. Organization-branded Pet Owner Portal

- 1. Applications for Pet Registrations

- a. Pet Owners shall have the option of applying for Pet Registrations electronically through the DocuPet Website.
 - b. Pet Owners may apply for pet registration through the DocuPet Website by providing the following information and/or such other information as DocuPet and the Organization may agree (“**Registration Information**”):
 - i. Name
 - ii. Email
 - iii. Address
 - iv. Telephone – day and evening
 - v. Name of pet
 - vi. Species (Dog or Cat)
 - vii. Breed and description (sex, color, age, etc.)
 - viii. Spayed or neutered
 - ix. Microchipped
 - x. Rabies date
 - xi. Vaccination and alternative contact information
 - xii. Pet Date of Birth

- 2. Payment of Pet License Fee

- a. At the time of Registration made via the Website, each Pet Owner shall pay a Pet License Fee for each Pet based on the rates set out in Schedule C (the “**Pet License Fee**”). The Pet License Fee for each Pet Registration shall be paid through the Website by credit card, debit card or other payment method (as determined by DocuPet at

its discretion). Pet Owners may be charged an Online Processing Fee for purchases made via the Website.

ii. Administrative Portal

1. Pet Registrations

- a. The Organization may allow their employees, volunteers and contractors/designates to accurately input Pet Registration Information into the application on the Website. DocuPet shall have no responsibility for verifying the accuracy or completeness of any Registration Information or for any errors therein.

2. Data Upload and Download

- a. DocuPet agrees to provide for the uploading of Pet Registration Information that is provided to DocuPet in its standardized format.
- b. DocuPet agrees to provide for the downloading of Pet Registration Information. Downloaded Pet Registration Information will be provided in DocuPet's standardized format.

3. Reporting

- a. DocuPet agrees to provide its standard reporting tools to the Organization including those providing record and financial information related to Pet Registrations.
- b. Specialized or customized reports may be subject to additional fees.

4. Community Canvassing

- a. DocuPet will provide its Community Canvassing module allowing for Organization users to map zones and log visit inputs in the Software.

iii. Data Storage

1. All Registration Information that is inputted through the Website will be stored within the Software so that the Registration Information may be accessed by the Organization, DocuPet Personnel and other persons authorized by the Pet Owner.

iv. Website Support

1. DocuPet agrees to provide to the Organization ongoing support and maintenance of the Website, including updates and access to future versions of the Website. Support and maintenance for the Website includes: ongoing problem identification, resolution services, and correction of programming errors.
2. Should the Organization request customizations to DocuPet's Website functionality, additional fees may apply. The Organization will be notified in advance if such fees are to be incurred and work will not begin until a total sum for the customization(s) has been agreed upon. DocuPet reserves the right to refuse Website functionality customization requests.

- c. Account Support
 - i. DocuPet will be responsible for:
 - 1. Overseeing and managing DocuPet's obligations under this Agreement;
 - 2. Conducting the necessary tasks to implement the Services outlined in this Agreement; and
 - 3. Answering the Organization's queries and cooperating with the Organization to address issues relating to the Services deemed urgent by the Organization.
 - ii. Training
 - 1. DocuPet agrees to provide the Organization with training regarding the usage of the Website via Video Conference-based sessions prior to the launch of the Services.
 - 2. Training videos and online help content will be provided via the Administrative Portal.
- d. Customer Service
 - i. DocuPet will provide all technical and other customer support for Pet Owners with respect to the Website and the Services, with support being provided during normal business operation hours of 9:00AM to 8:00PM EST Monday to Friday, holidays excepted.
- e. Ordinance Awareness
 - i. DocuPet may design marketing collateral including a brochure, two postcards, a poster, and up to two additional pieces at the time of the launch of the Services. The Organization will be responsible for producing these materials and may, for an additional fee, request that DocuPet produce these materials.
 - ii. DocuPet may develop and promote a media release to local media outlets at the time of the launch of the Services.
 - iii. Additional marketing collateral designs or productions may be requested by the Organization. A pricing rate card for all materials can be provided to the Organization at any time. Additional fees for this work will apply.
 - iv. DocuPet may endeavor to promote awareness of the Organization's ordinances and regulations relating to pet registration and responsible pet ownership in various ways.
- f. Pet Tags
 - i. DocuPet agrees to provide Pet Tags for each Pet Registration where a Pet Tag is required.
- g. Pet Tag Mailings

- i. Unless delivered physically by the Organization at the time of purchase, DocuPet shall send applicants confirmation of their Pet Registration number, a Pet Tag if required, and other information or documents related to the Services, the Organization and DocuPet
- h. License Compliance Notifications
 - i. Emailed License Compliance Notifications
 - 1. At the direction of the Organization, DocuPet shall prepare and deliver License Compliance Notifications ("**Licence Compliance Notifications**") via e-mail.
 - ii. Mailed License Compliance Notifications
 - 1. At the direction of the Organization, DocuPet shall prepare and deliver License Compliance Notifications via regular mail.
 - iii. Standard Templates
 - 1. DocuPet will provide the Organization with its standard License Compliance Notification template and timing cadence.
- i. Data Handling
 - i. DocuPet personnel shall add or edit Registration Information via the Website. This information may be added via any of the following methods:
 - 1. Mailed-in Application Form Processing;
 - 2. Formatting pet data provided by third parties;
 - 3. Returned Mail Processing for letters returned to DocuPet offices;
 - 4. Hand-keying information when a Pet Owner has contacted DocuPet's Customer Service team.
- j. Donation Collection
 - i. DocuPet will collect contributions on behalf of the Organization, or the Organization's designated local animal shelter, at the time of license payment.
- k. National Pet Registry and National Animal Shelter Network
 - i. DocuPet has established a National Animal Shelter Network ("**NASN**") designed to provide participating shelters with limited access to pet and owner information contained within the DocuPet's National Pet Registry ("**Registry**") for the sole purpose of facilitating lost pet reunification. The Registry allows pet owners to, at their option, create and manage individualized pet profiles, receive pet tags, and utilize lost pet recovery services.
 - ii. For pets not licensed within the Organization's jurisdiction, DocuPet will provide the Organization with access to read-only **Pet Registration Information** that the pet owner has provided and **Owner Registration Information** if the pet owner has provided informed consent to be disclosed to the NASN in the event of their pet being lost/missing.
 - iii. If the owner has not consented to the release of their information, the Organization may contact DocuPet's HomeSafe Team (24 hours/7 days a week) to facilitate

contact with the owner or submit a form (Found Pet Report) on DocuPet's website that can be directed to the pet owner by DocuPet.

DOCUPET PLATFORM STANDARDS

- a. Connectivity
 - i. The Organization acknowledges and agrees that access to the Website and the Software require Internet connectivity and use of a latest-version web browser and that DocuPet is not responsible for the inability of the Organization, Pet Owners or potential Pet Owners to access the Website or the Software as a result of failures of any of their applicable internet access provider or use of outdated or non-current versions of software.
- b. Backup and Disaster Recovery
 - i. DocuPet shall provide such back-up, disaster recovery and storage capabilities as typically provided in its industry so as to provide reasonable availability of the Services during an event that would otherwise affect the delivery of the Services.
- c. PCI Compliance
 - i. DocuPet shall comply with payment card industry (PCI) security standards. DocuPet shall utilize a payment processing company (Stripe, or a competitor(s) of Stripe) for processing payments received through the Website.
- d. Data Protection
 - i. DocuPet shall ensure that the platform and all services are in compliance with applicable Laws relating to data protection. For clarity, this includes personal information gathering, use and disclosure whether in the form of Registration Information or Organization Data. DocuPet shall maintain a log-in account and password that permits access to Pet Owner's accounts and Registration Information for the purposes of providing the services as outlined in this agreement. DocuPet will promptly notify the Organization upon its becoming aware that any of its passwords have been stolen, leaked or otherwise compromised. The Organization will promptly notify DocuPet upon its becoming aware that any of its passwords have been stolen, leaked or otherwise compromised.
- e. Location
 - i. The servers hosting the Licensed Software shall be under United States legal jurisdiction and that the data in their possession shall be collected, managed and stored in accordance with any applicable privacy Laws.
- f. Backup
 - i. DocuPet will ensure there are offsite backups performed each day. DocuPet will, as a minimum on a monthly basis, ensure the backups are sufficient and can restore/regenerate the system in the event of a server failure. On request, the Organization will be allowed to review architecture and ability to meet performance obligations.

g. Service Level

- i. The Website is engineered to be available 24 hours a day, 7 days a week, 52 weeks a year. The Website shall meet industry standard accessibility service levels and shall operate on all major modern browser platforms. Due to various factors, users may experience system unavailability (unscheduled downtime). In the event that unscheduled downtime exceeds 4 hours a month, during normal business operation hours (9:00AM to 5:00PM EST Monday to Friday, holidays excepted), or unscheduled downtime exceeds 8 hours outside normal business hours (9:00AM to 5:00PM EST Monday to Friday, holidays included), DocuPet will provide the Organization with a remediation plan. Three consecutive months of greater than 4 hours of downtime, during normal business operation hours (9:00AM to 5:00PM EST Monday to Friday, holidays excepted), or 8 hours outside of normal business hours, will be grounds for immediate contract termination. Unscheduled downtime instances will be reported to the Organization on demand and quarterly.

h. Control of Website

- i. The Website and all content on the Website shall at all times be under the control and at the discretion of DocuPet.

SCHEDULE B
to Pet Licensing Services Agreement
DOCUPET GENERAL TERMS AND CONDITIONS

1. DEFINITIONS

a. Defined Terms as used in this Agreement:

“Confidential Information” means all confidential Information (including confidential, proprietary, trade secret, scientific, technical or business know-how or Information of a Party) which is disclosed by or at the direction of one Party to the other Party in connection with this Agreement.

“DocuPet Owned Work” means any and all materials, information, inventions, methods, procedures, technology, know-how, data and other Intellectual Property Rights owned or developed by DocuPet whether prior to, during or after the Term, including the Website, the Software and all information and data relating to the Optional Services.

“DocuPet Personnel” means partners, employees and independent contractors of DocuPet and its approved subcontractors assigned to perform the Services pursuant to this Agreement.

“Including” and its derivatives (such as “include” and “includes”) mean including without limitation. This term is as defined, whether or not capitalized in this Agreement.

“Intellectual Property Rights” means, on a worldwide basis, any and all:

- Rights associated with works of authorship, including copyrights, moral rights and mask-works;
- Marks;
- Trade secret rights;
- Patents, designs, algorithms and other industrial property rights;
- Other intellectual and industrial property rights of every kind and nature, however designated, whether arising by operation of law, contract, or otherwise; and
- Registrations, initial applications, renewals, extensions, continuations, divisions or reissues thereof now or hereafter in force (including any rights in any of the foregoing).

“Law” means:

- Any statute, regulation, by-law, ordinance or subordinate legislation in force from time to time to which a Party is subject, including but not limited to data protection and privacy laws;
- The common law and the laws of equity as applicable to the Parties from

- time to time;
- Any binding order, judgement, decree, direction, policy, or rule including from a governmental authority; or
- Any applicable industry code, policy or standard enforceable by law.

“License Compliance Notifications” shall mean any communication sent to a Pet Owner with information regarding the requirement to purchase a Pet Registration for a particular Pet.

“Losses” shall mean all losses, liabilities, damages and claims, and all related costs and expenses (including reasonable legal fees and disbursements and costs of investigation, litigation, settlement, judgment, interest and penalties).

“Marks” means all trademarks, service marks, trade names, trade dress, symbols, logos, designs, and other source identifiers.

“Material” means all systems, software, technology, documentation, reports, notes, tools, methods, methodologies, processes, procedures, workflows, inventions, forms, data, data formats, data compilations, program names, designs, drawings, videos and other material created, furnished or made available in connection with this Agreement

“Organization Engagement Officer” has the meaning given to that term in Section 3(a).

“Organization Data” means any and all information provided by Organization to DocuPet pursuant to or in connection with this Agreement, directly or indirectly, and whether in printed, electronic, magnetic, optical or other form, but, for certainty, excludes any DocuPet Owned Work and Registration Information.

“Optional Services” means additional products and services that are provided by DocuPet to registered Pet Owners directly and not through this Agreement.

“Parties” means DocuPet and the Organization and “Party” means any one of them.

“Pet” means a dog or cat or any other animal that can be registered in accordance with the Organization's by-laws, ordinances or regulations.

“Pet License Fee” means the Pet License Fee described in Schedule C.

“Pet Owner” means the person applying for the Pet Registration for an applicable Pet.

“Pet Registration” means the registration issued or renewed according to the Organization's by-laws, ordinances or regulations to a Pet Owner for a particular period.

“Pet Tag” means a metal identification tag to be worn by a Pet that is marked with required information related to a Pet Registration.

"Postage" means costs incurred by DocuPet in packaging and delivering material to Pet Owners in connection with the Services including labor.

"National Animal Shelter Network" means the group of shelters who have agreed to participate in DocuPet's network and have access to pet and owner information within the National Pet Registry for the sole purpose of pet reunification.

"National Pet Registry" means DocuPet's centralized database of Pet Information and Owner Information that may be accessed, with conditions, for the sole purpose of lost pet reunification.

"Services" has the meaning given to that term in Schedule A.

"Software" means the software application provided through the Website, which among other things, stores the Registration Information and provides authorized access thereto through the Internet.

"Standard Fees" has the meaning given to that term in Schedule C.

"Term" has the meaning given to that term in Section 5.

"Website" means the Internet website "www.DocuPet.com" and associated web pages.

b. Other Terms.

- i. Other terms used in this Agreement are defined where those are used and have the meanings there indicated.
- ii. Those terms, acronyms and phrases utilized in the IT services industry or other pertinent business context shall be interpreted in accordance with their generally understood meaning in such industry or business context.

2. DOCUPET SERVICES

- a. Provision of Services. During the Term, DocuPet will perform the Services in a competent, careful and professional manner in accordance with the terms and conditions of this Agreement and shall ensure that all of its employees, representatives and subcontractors delivering Services act in a professional and businesslike manner appropriate for the provision of a public service.
- b. Use of Subcontractors
 - i. DocuPet shall not be entitled to delegate or subcontract any of its obligations under this Agreement without the Organization's prior written approval which shall not be unreasonably withheld. Notwithstanding DocuPet's use of subcontractors, the Organization's sole point of contact regarding the Services shall remain DocuPet.
- c. Facilities and Assets
 - i. Except as otherwise specified, or as otherwise mutually agreed, all of the Services shall be provided from DocuPet facilities. DocuPet shall be responsible for providing all office space and associated utilities, office

furniture and supplies, and workstation equipment and software, as required to perform such Services. In the event that DocuPet is required to visit an Organization's facility, the Organization shall provide a safe workspace that has computer access and internet connectivity and access to such Organization personnel as DocuPet reasonably requires to accomplish the work to be performed at the Organization's facilities.

d. DocuPet Methodologies, Tools and Training

- i. DocuPet hereby reserves to itself all rights to use such languages, tools, methodologies and practices as it determines in its sole discretion to make, have made, use, copy, display, operate, maintain, develop, support, modify, enhance and prepare derivative works relating to the DocuPet Owned Work and any other existing or future systems, software or technology owned, or operated by or on behalf of DocuPet. For certainty, DocuPet may add features, upgrades and content to the Website, Software or other DocuPet Owned Work, consistent with the terms and intent of this Agreement and without the consent of the Organization.

3. ORGANIZATION RESPONSIBILITIES

a. Organization Engagement Officer

- i. The Organization will assign an officer who will serve as the Organization's primary point of contact with DocuPet for all matters pertaining to the launch of the Services (the "**Organization Engagement Officer**"). The Organization Engagement Officer will be responsible and authorized to make decisions as required.
- ii. The Organization Engagement Officer will be responsible for ensuring that all Organization staff or authorized contractors are fully trained regarding the use of the DocuPet Website after the launch of the Services.
- iii. The Organization Engagement Officer will be responsible for ensuring that all Organization staff or authorized contractors attend all scheduled meetings and provide all necessary information and materials to ensure the Services can be launched on schedule.

b. DocuPet Policies

- i. The Organization agrees to abide by all reasonable use, security and other policies in respect of the Services, including policies that apply to the access of the Website and the Software as established and amended by DocuPet from time to time. The Organization shall also train and require its employees, contractors and volunteers to abide by such policies and oversee compliance.

c. Data Provision

- i. The Organization shall provide no less than three years' of Pet Registration data at least six weeks prior to the launch of the Services in a formatted manner acceptable to DocuPet.
- ii. The Organization shall also provide complete GIS address data, including

latitude and longitude information, for the geographic region that it serves. This data must be provided at least six weeks prior to the launch of the Services.

- iii. The Organization will be required to review data once added to the Software prior to the launch of the Services for accuracy and completeness prior to the launch of the Services.
- iv. The Organization shall provide any Pet Registration data created or altered in the weeks leading up to the launch of the Services in a formatted manner acceptable to DocuPet that is exclusive to these records only within 10 days after the launch of the Services.
- v. Any Pet Registration data provided by the Organization at any time that is determined to be inaccurate by DocuPet must be rectified by the Organization at its own cost within 10 days of notice by DocuPet.

4. FINANCIAL MATTERS

- a. Pet Registration Fees and Standard Fees
 - i. DocuPet shall be entitled to receive from the Organization the standard fees set out in Table 1.2 in Schedule C (the “**Standard Fees**”).
- b. Collection and Allocation of Fees
 - i. Fees under this Agreement shall be collected as follows:
 - 1. The Organization and other Organization contractors may collect Pet License Fees through “offline” transactions; and
 - 2. DocuPet may collect the Pet License Fees through the Website.
 - ii. Pet License Fees shall be allocated between the Parties as follows:
 - 1. DocuPet shall pay the Organization all Fees collected through the Website, less all Standard Fees payable to DocuPet, which will be paid to the Organization by DocuPet coinciding with the issuing of the monthly invoice contemplated by Section 4(d).
 - 2. The Organization shall pay DocuPet any Standard Fees associated with the Organization’s or any Organization contractor’s sale of Pet Registrations.
 - iii. Except as contemplated in this Section 4(b), the Organization shall not be entitled to any payments of any kind from DocuPet.
- c. Invoicing and Payment of Fees
 - i. Within 15 days of the end of each calendar month, DocuPet shall render in arrears a single invoice for the aggregate amount of the Standard Fees (and all applicable taxes on the foregoing) deducted from the Pet License Fees collected by DocuPet through the Website during the month just ended. Each such invoice shall include:
 - 1. All Pet License Fees collected by DocuPet for the month;

2. The aggregate number of Pet Registrations applied for through the Website for the month;
 3. The aggregate amount of the Standard Fees (and taxes), retained by DocuPet for the month; and
 4. The aggregate amount paid to the Organization as a result of the sale of Pet Registrations on the Website during the applicable month.
- ii. Within 10 days of receipt of the invoice set out in 4(c), the Organization shall review the invoice and reply, via email, that the invoice is accurate and valid. In the event that the invoice requires revision the Organization will communicate this, via email, to DocuPet. If DocuPet is in agreement with the suggested revisions a revised invoice will be issued for review and approval by the Organization
 - iii. Statements for Standard Fees and all applicable taxes shall be paid at the time of issuance of the invoice provided for in Section 4(c) out of the Pet License Fees collected by DocuPet. In the event that the revenues collected by DocuPet through the Website are insufficient to cover the amounts payable to DocuPet by the Organization in any given month, the outstanding amount set out in the invoice shall be payable no later than 30 days following the date of the applicable invoice.
- d. Accountability
- i. DocuPet shall maintain complete and accurate records of the Services provided and supporting documentation for the amounts billed to and payments made by the Organization in connection with this Agreement. DocuPet agrees to provide the Organization with documentation and other information with respect to each invoice as may be reasonably requested by the Organization to verify accuracy and compliance with the provisions of this Agreement.
 - ii. All records relating to the provision of the Services pursuant to this Agreement shall be retained for a minimum of 24 months or in accordance with legislative requirements, whichever is longer. These records shall be made available to the Organization upon reasonable request.

5. TERM

- a. The term of this Agreement will commence on the Effective Date and, unless terminated earlier in accordance with this Agreement, shall continue for an initial period of three (3) years (the "Term"). Thereafter, the Term will automatically renew for successive one (1) year periods (each a "Renewal Period"), but not to exceed five (5) years in the aggregate, subject to the Organization's and DocuPet's right to terminate at the end of the initial Term or any Renewal Period by providing the other party with not less than 90 days prior written notice.

6. INTELLECTUAL PROPERTY

a. Organization IP

- i. Nothing herein transfers to DocuPet any right, title, or interest of Organization in or to any Organization Data or Confidential Information. DocuPet agrees that as between DocuPet and Organization, all right, title and interest in Organization Data and other Confidential Information of Organization including Intellectual Property Rights therein will remain with the Organization.

b. DocuPet IP

- i. As between DocuPet and Organization, DocuPet or its licensors own and reserve all right, title and interest in and to the DocuPet Owned Work, DocuPet Marks, the Services and all hardware, Software and other items used to provide the Services, other than such rights to use those as may be explicitly granted to Organization in this Agreement. No title to or ownership of any DocuPet Owned Work or proprietary rights related to the Services is transferred to Organization pursuant to this Agreement or any transaction contemplated by this Agreement. All rights not explicitly granted to the Organization are reserved by DocuPet.

c. Use of Marks

- i. During the Term, DocuPet shall be entitled to include the Organization's name and logo on (a) the Website; and (b) DocuPet's promotional materials; provided that DocuPet shall comply with all reasonable written usage policies communicated by the Organization to DocuPet from time to time, including the use of proper notices and legends.

7. CONFIDENTIALITY

a. Duties of Confidentiality

- i. Each Party agrees to maintain the confidentiality of the other Party's Confidential Information and to use such Confidential Information only as expressly authorized under this Agreement. For the purposes of this Section 7(a), the Party providing Confidential Information shall be referred to as the **"Disclosing Party"** and the Party receiving Confidential Information shall be referred to as the **"Recipient"**.
- ii. Without limiting the generality of the foregoing and subject to the provisions of applicable Laws, the Recipient shall, both during the Term and at any time thereafter, (a) not disclose any of the Disclosing Party's Confidential Information to any person other than for the express purposes set out in this Agreement, without the Disclosing Party's prior written consent, (b) not disclose the Disclosing Party's Confidential Information to any person other than its affiliates and its and their consultants, professional advisors, independent contractors, outsourcers and other service providers for the purpose of providing them, or any of them, services or who have a need to know, (c) not reproduce all or any part of the Disclosing Party's

Confidential Information or make any derivative work based upon or derived from the Disclosing Party's Confidential Information without the prior written consent of the Disclosing Party, (d) comply with all of the Disclosing Party's policies, standards, requirements and specifications that are provided to the Recipient in writing in relation to the use and storage of Confidential Information disclosed to the Recipient; (e) not remove, alter, cover or obfuscate any proprietary notice, including any Intellectual Property Right legend on any of the Disclosing Party's Confidential information.

b. Excluded Information

- i. The obligations of confidentiality of the Recipient in Section 7(a) shall not extend to information that the Recipient can establish by written evidence, (a) is or becomes publicly known through no wrongful act of the Recipient; (b) is properly made available to the Recipient without confidential or proprietary restriction from a source other than the Disclosing Party; (c) the Recipient can show was rightfully in its possession without obligation of confidentiality; (d) the Information was approved by the Disclosing Party for disclosure in a written document signed by a senior officer of the Disclosing Party; (e) is required to be disclosed by Law, provided that Recipient will take all available reasonable means not to disclose any Confidential Information of the Disclosing Party without its consent or prior disclosure to the Disclosing Party, unless precluded by Law from doing so, and will only disclose the minimum amount of Confidential Information compelled by law; or (f) is independently developed.

c. Privacy

- i. In addition to DocuPet's confidentiality obligations under Section 7(a), DocuPet will collect, use, store, disclose and dispose of and otherwise handle personal information collected or accessible to DocuPet in accordance with all applicable privacy Laws and ensure that personal information is not handled other than as permitted hereunder or as otherwise agreed to by the Parties in writing.
- ii. Notwithstanding the foregoing, DocuPet shall be entitled to disclose or use Registration Information to the extent that the individual who provided the Registration Information has consented to such use and disclosure in accordance with all applicable Laws.

d. Acknowledgement

- i. The Recipient acknowledges and agrees that any violation of the provisions of this Section 7 may cause irreparable damage or injury to the Disclosing Party, the exact amount of which may be impossible to ascertain, and that, for such reason, the Disclosing Party shall be entitled to obtain interim, interlocutory, and final injunctive relief restraining Recipient from breaching, and requiring Recipient to comply with, its obligations under this Section 7. Recipient hereby acknowledges the importance to Disclosing Party of the strict compliance with the provisions of this Section 7 and acknowledges that the Disclosing Party's interest in the strict enforcement

thereof will outweigh the balance of convenience or harm which Recipient may suffer as a result of the strict enforcement of this section.

e. Reporting

- i. Each Party will promptly report to the other Party any actual or suspected violation of the terms of this Section 7 and will take all reasonable further steps requested by the other Party to prevent, control or remedy any such violation.

8. REPRESENTATIONS, WARRANTIES AND LIMITATION OF LIABILITY

a. Warranties

- i. DocuPet represents and warrants that:

1. it is competent to perform the Services;
2. it has the necessary qualifications, including knowledge, skill and experience to perform the Services, together with the ability to use those qualifications effectively for that purpose;
3. the Software used in connection with the performance of the Services, does not infringe any Intellectual Property Right of any third-party, or contain confidential or proprietary material misappropriated by DocuPet from any third-party. The foregoing warranty will not apply to the extent infringement is caused by (a) modifications of the Software or the Website by a party other than DocuPet or its subcontractors, agents or representatives, (b) the combination of the Software with software or other items or products not provided or recommended by DocuPet, or (c) designs, specifications or instructions provided by or at the direction of the Organization (as opposed to the manner in which such designs, specifications or instructions are implemented by DocuPet).

- ii. The Organization represents and warrants to DocuPet that this Agreement is binding and enforceable in accordance with its terms under the Laws of the jurisdiction in which the Organization is located.

b. Warranty Disclaimer

- i. OTHER THAN AS PROVIDED IN THIS AGREEMENT, THERE ARE NO EXPRESS WARRANTIES AND THERE ARE NO IMPLIED WARRANTIES, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

c. Limitation of Liability

- i. IN NO EVENT SHALL EITHER PARTY BE LIABLE FOR ANY PUNITIVE, EXEMPLARY, INCIDENTAL, INDIRECT, SPECIAL OR CONSEQUENTIAL DAMAGES OF THE OTHER PARTY ARISING UNDER OR IN CONNECTION WITH THIS AGREEMENT, WHETHER BASED UPON CONTRACT, TORT, BREACH OF WARRANTY OR ANY OTHER LEGAL OR

EQUITABLE GROUNDS, EVEN IF SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

- ii. DOCUPET TOTAL LIABILITY TO THE ORGANIZATION IN CONNECTION WITH THIS AGREEMENT, WHETHER IN CONTRACT OR IN TORT, SHALL BE LIMITED TO THE TOTAL FEES PAID TO DOCUPET UNDER THIS AGREEMENT. THE LIMITATIONS SET FORTH IN THIS SECTION 8(c) SHALL NOT APPLY WITH RESPECT TO: (A) DAMAGES OCCASIONED BY THE GROSS NEGLIGENCE OR WILLFUL MISCONDUCT OF A PARTY, (B) DAMAGES OCCASIONED BY THE IMPROPER OR WRONGFUL TERMINATION OF THIS AGREEMENT; or (C) DAMAGES OCCASIONED BY A PARTY'S BREACH OF SECTION 6 OR SECTION 7.

9. TERMINATION

- a. Either party may terminate this agreement at any time with ninety (90) days written notification to the other party.
- b. Should either party be in breach of its covenants or undertakings under this Agreement, which remains un-rectified for a period of 30 days following written notification of such breach (or if such breach cannot be remedied within 30 days, the party in breach has not diligently commenced steps to remedy the breach within 30 days), the party not in breach may, at its option and without prejudice to any other rights or remedies it might have, immediately terminate this Agreement.
- c. Organization Data and Registration Information, including all copies thereof, shall be returned to the Organization within thirty (30) days following the termination of this Agreement. The Organization Data will be made available to the Organization for download in a commonly accessible file format such as comma separated value format (.csv). DocuPet shall also eliminate all Organization Data and Registration Information otherwise retained in the system maintained for the Organization under this Agreement in a manner satisfactory to the Organization.

10. FORCE MAJEURE

- a. Neither Party shall be liable for any default or delay in the performance of its obligations under this Agreement:
 - i. if and to the extent such default or delay is caused by fire, flood, earthquake, elements of nature or acts of God, riots, terrorism, civil disorders, rebellions or revolutions in any country, or any other cause beyond the reasonable control of such Party; and
 - ii. provided the non-performing Party is without fault in causing such default or delay, and such default or delay could not have been prevented by reasonable precautions and cannot be circumvented by the non-performing Party through the use of commercially reasonable alternate sources, work-around plans or other means.
- b. The affected Party will promptly notify the other Party of the circumstances causing its delay or failure to perform and of its plans and efforts to implement a

work-around solution. For as long as such circumstances prevail, the Party whose performance is delayed or hindered will continue to use all commercially reasonable efforts to recommence performance without delay.

11. INSURANCE AND INDEMNITIES

a. Insurance

- i. DocuPet shall at its own expense obtain and maintain during the Term the following insurance:
 1. Commercial general liability insurance on an occurrence basis for an amount of not less than Two Million Dollars (\$2,000,000) with respect to DocuPet's operations, acts and omissions relating to its obligations under this Agreement.
 2. Automobile liability insurance for an amount not less than Two Million Dollars (\$2,000,000) covering all vehicles hired or leased by DocuPet and used in any manner in connection with the performance of the Services.
- ii. The Organization shall be named as an additional insured in the commercial general liability policy. A copy of the certificate of insurance will be provided to the Organization.
- iii. DocuPet shall be entirely responsible for the cost of any deductible that is maintained in any insurance policy.
- iv. DocuPet shall not commence work under this Agreement until such time as it has obtained insurance in accordance with Section 11(a)(i). Upon the request of the Organization, DocuPet shall provide the Organization with evidence of the policies DocuPet is required to maintain under 11(a)(i).
- v. If DocuPet fails to maintain insurance as required by this Agreement, the Organization shall have the right to provide and maintain such insurance and give evidence to DocuPet. DocuPet shall pay the cost thereof to the Organization on demand.

b. Indemnity By DocuPet

- i. DocuPet will indemnify, defend and hold harmless the Organization its officers, directors, employees, agents, representatives, successors, and assigns, from any and all Losses arising from any of the following:
 1. Any third-party claim resulting from the wrongful or negligent acts or omissions of DocuPet, its representatives, contractors or agents; and

2. Any breach of any representation, warranty or covenant of DocuPet set out in this Agreement; and
 3. To the degree to which any losses or allegations relate to actions or omissions of DocuPet which are proven in a court having jurisdiction over such matters.
- c. Indemnity By the Organization
- i. The Organization will indemnify, defend and hold harmless DocuPet, its officers, directors, employees, agents, representatives, successors, and assigns, from any and all Losses arising from any of the following:
 1. Any third-party claim resulting from the wrongful or negligent acts or omissions of the Organization, its representatives, contractors or agents; and
 2. Any breach of any representation, warranty or covenant of the Organization set out in this Agreement; and
 3. To the degree to which any losses or allegations relate to actions or omissions of the Organization which are proven in a court having jurisdiction over such matters.

12. DISPUTE RESOLUTION

- a. Any dispute between the Parties arising out of or relating to this Agreement, including with respect to the interpretation of any provision of this Agreement and with respect to the performance by DocuPet or the Organization, shall be resolved as provided in this Section 12. Prior to the initiation of formal dispute resolution procedures, the Parties shall first attempt to resolve their dispute informally, as follows:
 - i. Upon the written request of a Party, each Party shall appoint a designated representative whose task it will be to meet for the purpose of endeavoring to resolve such dispute. The designated representatives shall meet as often as the Parties reasonably deem necessary in order to gather and furnish to the other all information with respect to the matter in issue which the Parties believe to be appropriate and germane in connection with its resolution. The representatives shall discuss the problem and attempt to resolve the dispute without the necessity of any formal proceeding. During the course of discussion, all reasonable requests made by one Party to another for non-privileged information, reasonably related to this Agreement, shall be honored in order that each of the Parties may be fully advised of the other's position. The specific format for the discussions shall be left to the discretion of the designated representatives.
- b. Formal proceedings for the resolution of a dispute may not be commenced until the earlier of:

- i. the designated representatives concluding in good faith that amicable resolution through continued negotiation of the matter does not appear likely; or
 - ii. thirty (30) days after the initial written request to appoint a designated representative pursuant to Section 12(a) above (this period shall be deemed to run notwithstanding any claim that the process described in this Section 12 was not followed or completed).
- c. This Section 12 shall not be construed to prevent a Party from instituting, and a Party is authorized to institute, formal proceedings earlier to (a) avoid the expiration of any applicable limitations period, (b) preserve a superior position with respect to other creditors, or (c) obtain a temporary restraining order or other injunctive relief.
- d. Each Party agrees to continue performing its obligations under this Agreement while any dispute is being resolved unless and until such obligations are terminated by the termination or expiration of this Agreement.

13. GENERAL

- a. Governing Law
 - i. The Agreement and performance under it will be governed by and construed in accordance with the Laws of the jurisdiction in which the Organization is located.
- b. Relationship of the Parties
 - i. DocuPet is performing the Services as an independent contractor. DocuPet has the sole right and obligation to supervise, manage, direct, and perform all work to be performed by its personnel under this Agreement. Persons who perform the Services are employees of DocuPet (or its subcontractors) and DocuPet will be solely responsible for payment of compensation to such persons and for any injury to them in the course of their employment. DocuPet will assume full responsibility for payment of all taxes, withholdings and contributions required in respect of its employees.
- c. No Waiver of Default
 - i. No waiver will be effective unless in writing signed by an authorized representative of the Party against which enforcement of the waiver is sought. Neither the failure of either Party to exercise any right of termination, nor the waiver of any default will constitute a waiver of the rights granted in this Agreement with respect to any subsequent or other default.
- d. Remedies Cumulative
 - i. All remedies specified in this Agreement will be cumulative and in addition to any other remedies available under this Agreement or at Law or in equity.

e. Assignment

- i. DocuPet may not assign, transfer or otherwise convey or delegate any of its rights or duties under this Agreement to any other Party without the prior written consent of the Organization, such consent not to be unreasonably withheld. This Agreement shall be binding upon the respective successors and permitted assigns of the Parties.

f. Notices

- i. All notices, requests and demands, other than routine communications under this Agreement, will be in writing and will be deemed to have been duly given when delivered, or when transmitted by fax or email (with a copy provided by another means specified in this Section 13(f)), or one (1) business day after being given to an overnight courier with a reliable system for tracking delivery, or five (5) business days after the day of mailing, when mailed by mail, registered or certified mail, return receipt requested, postage prepaid, and addressed as follows:

1. In the case of DocuPet, to:

- a. 15 Technology Place
Suite 1
East Syracuse, NY 13057
Attention: Chief Executive Officer
Email: grant.goodwin@docupet.com

2. In the case of the Organization, to the address set out on page 2 of this Agreement.

- ii. Either Party may from time to time change the individual(s) to receive notices under this Section 13(f) and its address for notification purposes by giving the other prior written notice of the new individual(s) and address and the date upon which the change will become effective.

g. Interpretation

- i. Unless the context otherwise requires, words importing the singular include the plural and vice versa, and words importing gender include all genders. References to articles and sections shall be references to articles and sections of this Agreement, unless otherwise specifically stated.
- ii. The section headings in this Agreement are intended to be for reference purposes only and shall in no way be construed to modify or restrict any of the terms or provisions of this Agreement.

h. Counterparts

- i. The Agreement may be executed in one or more counterparts, each of which will be deemed to be an original, but all of which will together constitute one and the same agreement.

- i. Severability
 - i. If any provision of this Agreement is held invalid by a court with jurisdiction over the Parties to this Agreement, such provision will be deemed to be restated to reflect as nearly as possible the original intentions of the Parties in accordance with applicable Law, and the remainder of this Agreement will remain in full force and effect.
- j. Survival
 - i. Any provision of this Agreement, which contemplates performance subsequent to any termination or expiration of this Agreement, will survive any termination or expiration of this Agreement and continue in full force and effect.
- k. Entire Agreement; Amendments
 - i. This Agreement (including any Schedules referred to herein and attached hereto) contains the entire agreement of the Parties and supersedes all prior agreements and representations, whether written or oral, with respect to the subject matter of this Agreement. Modification or amendment of this Agreement, or any part of this Agreement, may be made only by a written instrument executed by authorized representatives of both Parties.
- l. Compliance with Law
 - i. Each party shall fully comply with all applicable Laws including those Laws regarding data protection, public corruption, non-discrimination in employment, occupational health and safety, accessibility, and environmental protection.
- m. Cooperative Purchasing Agreements and Use of Terms
 - i. Where Organization may hold a Cooperative Purchasing Agreement with other entities that administer pet licensing, this agreement shall allow those entities, with the approval of DocuPet, to purchase their requirements under the terms and conditions of this Agreement. It is the responsibility of the non-Organization entity to perform its own due diligence on the acceptability of the Agreement under its applicable procurement rules, processes, and procedures.
 - ii. Where a Cooperative Purchasing Agreement is not required, other entities that administer pet licensing may utilize this Agreement if it meets their individual requirements. These entities may enter into a separate Agreement with DocuPet to meet their own requirements. Organization is not a party to any uses of this contract by other entities.

Schedule C

1. PET LICENSE FEES

Table 1.1 outlines the current Pet License Fee schedule for dogs within the Organization in the local currency of the Organization. Pet License Fees are set by the Organization and are subject to change at any time at the direction of the Organization. Pet License Fee changes require time for implementation, testing, and communications updates. As such, 45 days' notice is required for Pet License Fee changes.

Table 1.1 – Pet License Fee Schedule for the Organization

Registration Type	Duration	Cost
Enter License Products here		
● Altered Dog	1 Year	\$15.00
● Unaltered Dog	1 Year	\$30.00
● Late Registration		\$10.00
Annual Dog Park Pass		
● Resident Dog Park Pass (Add-On)	1 Year	\$10.00
Processing Convenience Fee	NA	TBD
Direct Donation	NA	NA

2. STANDARD FEES

The Standard Fees set out in Table 1.2 are to be paid to DocuPet without the prior written approval of the Organization.

Table 1.2 – Listing of DocuPet’s Standard Fees

ITEM	FEE PAYABLE BY THE ORGANIZATION (in \$USD funds)
<u>Start-Up Fee</u> One time payment due at the launch of a program that covers the DocuPet labor involved in developing and implementing the solution.	\$3,995/one time
<u>Monthly Fee</u> Monthly fee for provision of the Services.	\$0.00/month
<u>Online Credit Card Processing Fee</u> (applicable for all Pet Registrations sold via the Website)	2.9% of the Pet License Fees in each transaction plus \$0.30 for each transaction including at least one Pet License Fee
<u>Variable or Optional Fees</u>	
<u>Software Customization Fee</u> Project based fee to be determined based on the requirements and estimated work effort.	Variable project-based fee as defined
<u>Mailed License Compliance Notification Fee</u> - This includes all mailed License Compliance Notifications. - Letters will be charged at Docupet's cost; \$1.50 (US) per letter as of January 2025. This is subject to change if the posted stamp price increases as per USPS website (https://www.usps.com/business/prices.html).	\$1.50 per mailing



Pet Licensing Reinvented

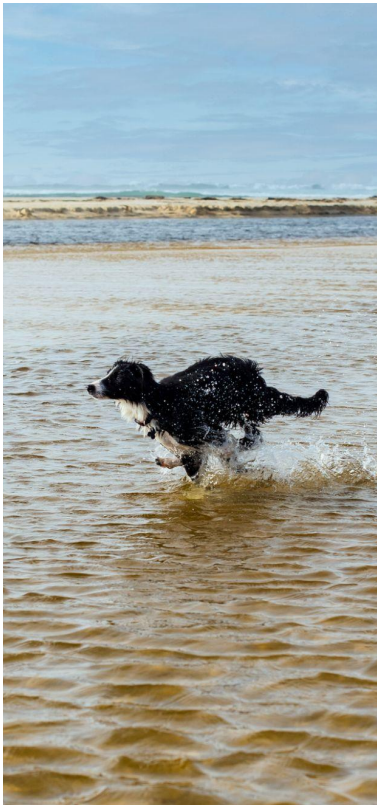
for Tiffin, IA



January 14th, 2026



Agenda



- Mission, Goals & History
- Pet Owner Solutions
- Solutions for Your Organization
- Pricing Structure
- Implementation



Our Mission

To leverage the world's most powerful pet registration and unification system to help provide a safe and happy home to every pet.

The National Animal Shelter Crisis

While a lost pet can be devastating on the owner, it also presents a burden for the shelter and community, resulting in increased intake and resource allocation. Shelters are estimated to be at **128% capacity** nationally.

The shelter should be the last resort for a lost pet, not their first stop.

1 in 3

Pets will become
lost in their
lifetime

**Over 6
million**

Animals entered
shelters in 2024

18%
dogs

Return rate

3% cats

Return rate



DocuPet is the modern solution

We provide the most modern pet registration program designed to be valuable and convenient for pet owners.

Tied to our comprehensive (and free) lost pet reunification toolset, HomeSafe[®], **our solution gets more tags on pets, and more lost pets home** without the need for intervention by animal services.



A map of the United States with numerous blue paw print icons scattered across various states, indicating service locations. The icons are concentrated in the West (California, Oregon, Washington, Nevada, Arizona), the Midwest (Illinois, Michigan, Ohio, Indiana, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, Oklahoma, Texas, New Mexico, Colorado, Utah, Idaho, Montana, Wyoming, North Dakota, South Dakota), and the Northeast (New York, Pennsylvania, New Jersey, Delaware, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, Kentucky, West Virginia, Massachusetts, New Hampshire, Vermont, New Brunswick, Nova Scotia, Prince Edward Island).

4.5 million pet records under management

Including Maricopa County, AZ; Toronto, ON; Delaware, USA

Now Serving 300+ Jurisdictions

Adding up to 8 each month

40+ New Partnerships Under Way

Including Oakland County, MI; Louisville, KY; CA & WA States x 16





Our Goals

DocuPet has three key goals we will strive to achieve when partnering with you:

1. Reduce the number of lost pets entering animal shelters
2. Increase licensing and donation revenue, and reduce costs
3. Create efficiencies for all program stakeholders





Solutions for Pet Owners

What will DocuPet be offering the pet owners and other residents of your community if selected as your new pet licensing vendor?

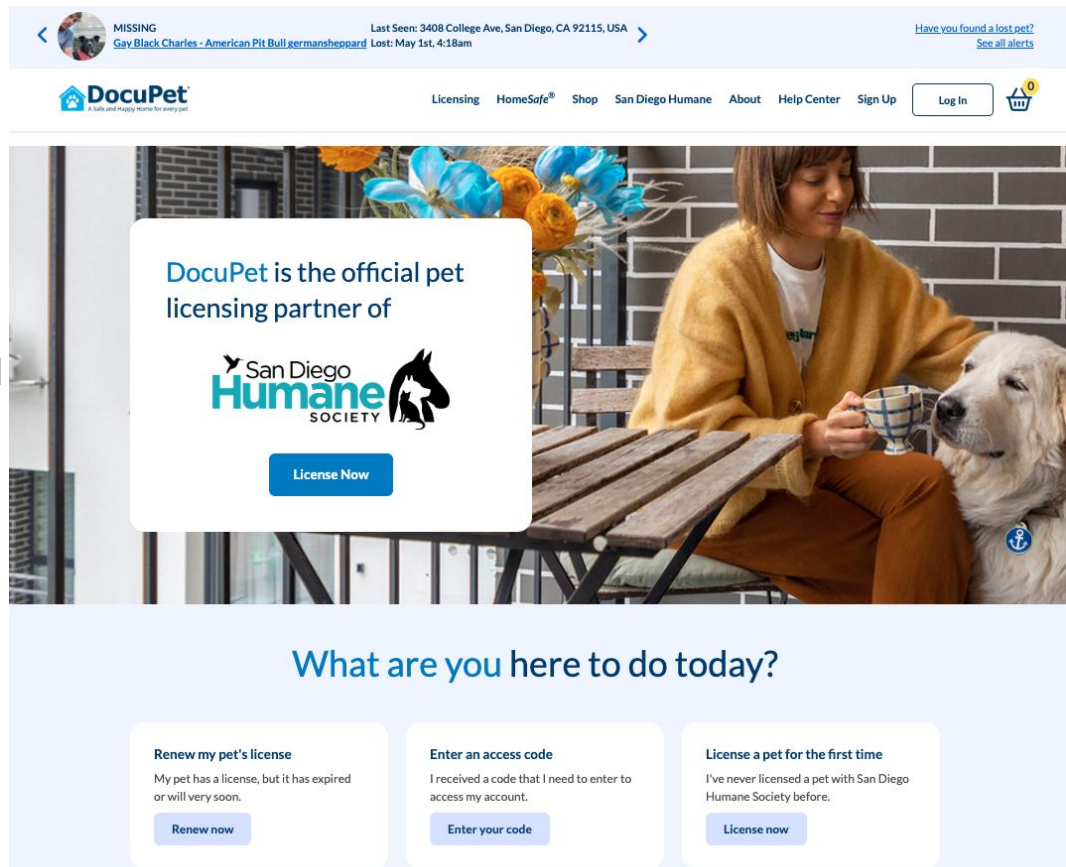
A lot of value, convenience, support and even some nice bling - all in the name of getting more pets licensed and more lost pets home quickly.



Custom-branded Web Portal

DocuPet will create a branded portal (ex. yourcity.docupet.com) to which your residents will be directed for all of their pet licensing needs.

1. Learn about the program and our services
2. Create accounts and be assigned to jurisdictions
3. Access existing records

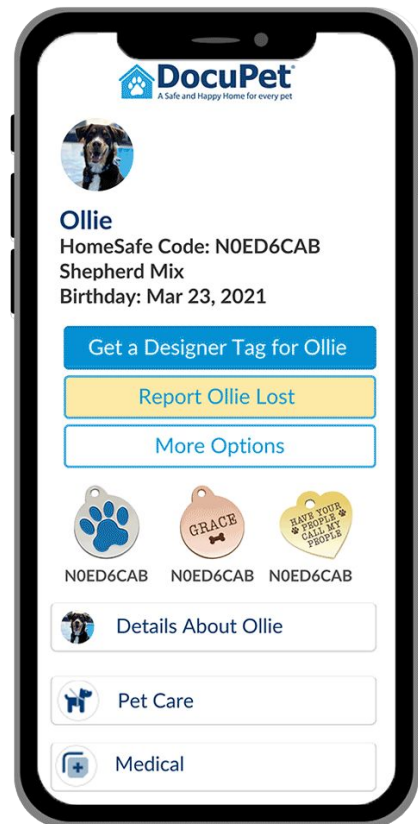




A New Standard

For Pet Owners...

- Online Payment and Document Management for New and Renewal Licenses
- Secure Online Profile
- Fun and Personalizable Tags
- Free 24/7 HomeSafe Lost Pet Service
- Bilingual Customer Support via Phone, Email and Chat
- More frequent, multi-channel reminders
- Communication throughout the year

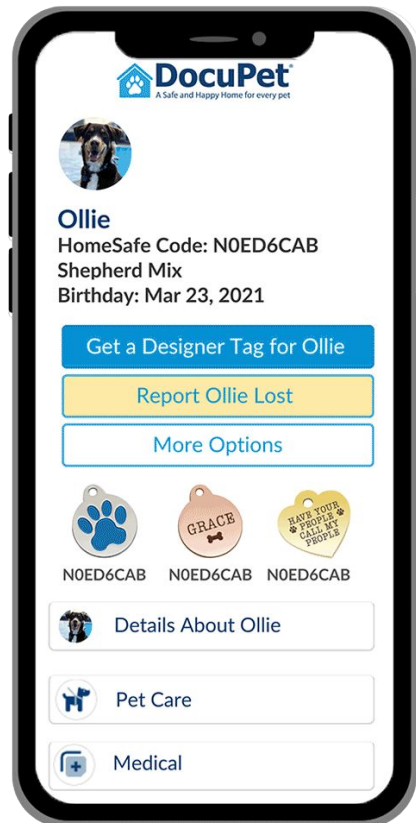




Pet Owner Accounts

From within their accounts, pet owners can manage their profiles adding information that is necessary for pet licensing and for assisting in the reunification of their animals (or their care until they are reunited). Within accounts, pet owners can...

1. Manage pet owner information including personal contact and secondary contact information, and change of address.
2. Manage pet information include pet basics, photos, medical information, care instructions, and obedience levels.
3. Purchase licenses including single and multi-year licenses, with the option of purchasing temporary licenses if offered by your Organization.
4. Upload documents for new or renewal licenses and to extend temporary or “extendable” licenses if offered.
5. Make tag selections, access lost pet services, and mark pets as no longer owned.





Pet Tags that Work for Everyone

DocuPet offers many options for pet tags including standard aluminum and designer options. Each tag is available in two sizes, and each can be personalized with the pet's name and pet owners phone number for a small fee.

1. Standard aluminum tags - available for no cost or a replacement fee (personalization is available for a small fee)
2. Designer tags - over 200 fun enamel designs plus a "Design Your Own Tag" tool
3. HomeSafe®-enabled with DocuPet's URL and an alphanumeric code unique to each pet
4. Two sizes - smaller option for cats and small dogs
5. Personalizable - add the pet's name and your phone number





Home Safe[®] Lost Pet Service

From all registrants, DocuPet's comprehensive lost pet service helps ensure that pets get home quickly by providing proven tools for pet owners, the community, and local animal shelters and field officers.

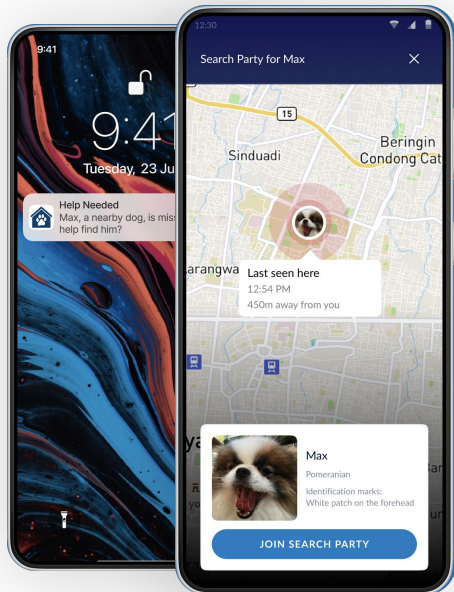
1. Online pet profiles with key pet and pet owner information that pet owners can manage (default is private).
2. Lost Pet Reports that can be shared on our website, sent as an alert to registered pet owners in the vicinity, and shared with Petco Love Lost.
3. Found Pet Reports that are sent immediately to pet owners and our 24/7 support team.
4. 24/7 Hotline to help connect pet finders with pet owners.
5. National Pet Record Search Tool for qualified animal welfare providers in the region (and beyond).
6. Customized wallet cards and LTE-connected Smart Trackers for pet owners that want the ultimate peace of mind.





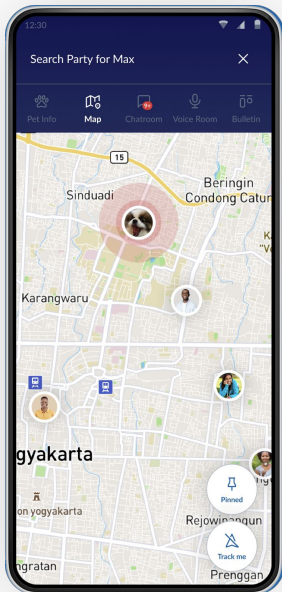
DocuPet's new Free Home *Safe*[®] App ...with Search Parties!

Coming soon!



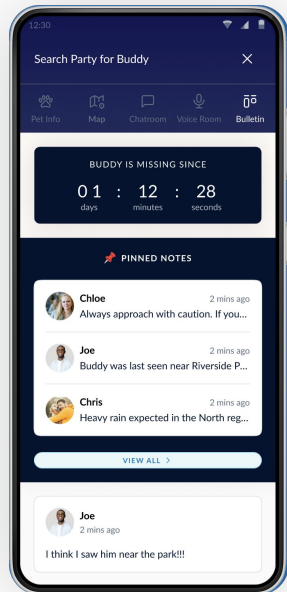
Alert Central

Max slipped out the gate! Notifying nearby pet parents and shelters now.



Search Party

See Max's search team in action! Watch as Alice, Bob, and Charlie cover ground.



Info Hub

New sighting of Max near the school. Updating all search party members now.



Bilingual Customer Care

Our Customer Care Team has one goal - make pet owners happy. A 93% CSAT score shows just how much each agent cares about the residents they serve. This team...

1. Supports customers via phone, email and and online chat
2. Assists with system use, order information, and anything else we can!
3. Processes orders over the phone
4. Provides service in English and Spanish
5. Is available seven days a week (Monday-Saturday from 9:00am-9:00pm EST and Sundays from 11:00am-7:00pm EST)





More Frequent Reminders

Our campaign-style license renewal reminder program may seem a bit over-the-top at first, but we have learned that more equals more when it comes to the frequency and method for reminders.

1. Campaign-style with multiple pre- and post-expiration reminders
2. Email, letter and automated phone calls
3. Reminders cease when a renewal purchase is made, or the pet owner indicates they have moved out of jurisdiction or they no longer own the pet.
4. Can include citations and notice-to-license communications (for rabies vaccination record collection programs)

The collage displays various DocuPet communication channels:

- Letter:** A physical letter from Pima County, dated May 4, 2023, addressed to Mary Coons. It informs her that her pet's license is expiring and provides a table of license details.
- Email:** An email from DocuPet to Alexia, reminding her to renew Lily and Ophelia's licenses. It includes a table showing the expiration dates and fees for both pets.
- Mobile App:** Screenshots of the DocuPet app interface, showing the 'YOUR PET LICENSE' section with options to renew, and the 'HOW TO UPDATE YOUR DOCUPET PROFILE' section with instructions on how to update contact information or remove a pet.

Pet Name	License	Other Fees	License Exp.	Rabies Exp.
• Dog - ARCHIE	\$15.00	\$1.00	Jun 17, 2023	Jun 17, 2024

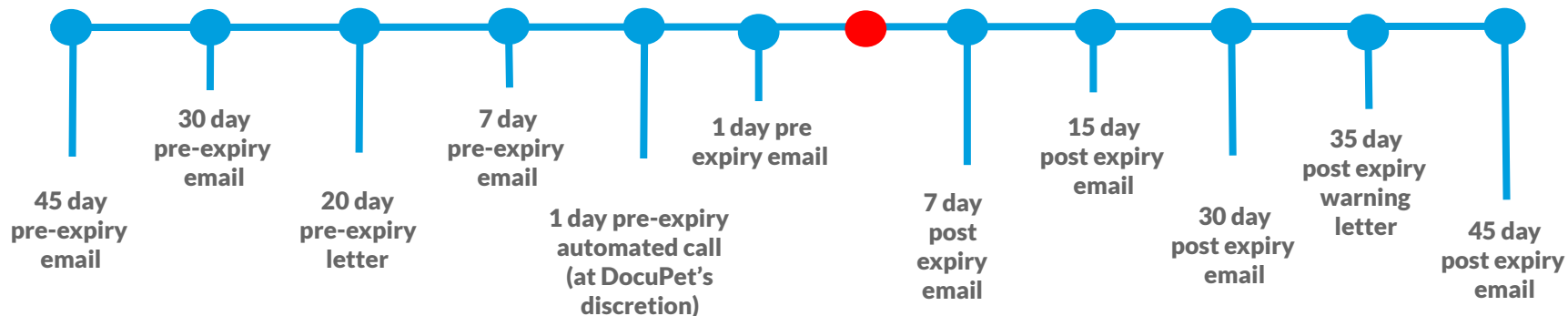
Lily	
License Expiry Date	September 1, 2016
License Fee	\$28.00

Ophelia	
License Expiry Date	October 1, 2015
License Fee	\$18.00

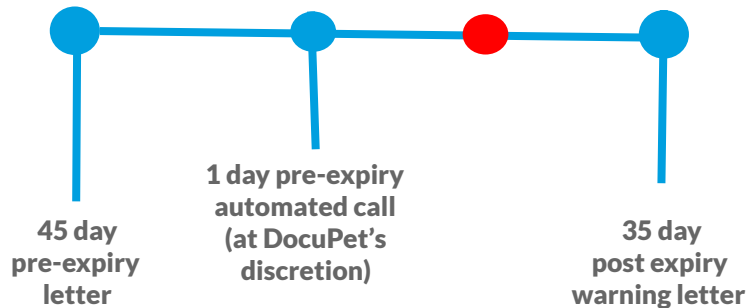


Renewal Communications Flow

Typical Renewal Communications Flying With Email on File:



Standard Renewal Communications Flying With NO Email on File:

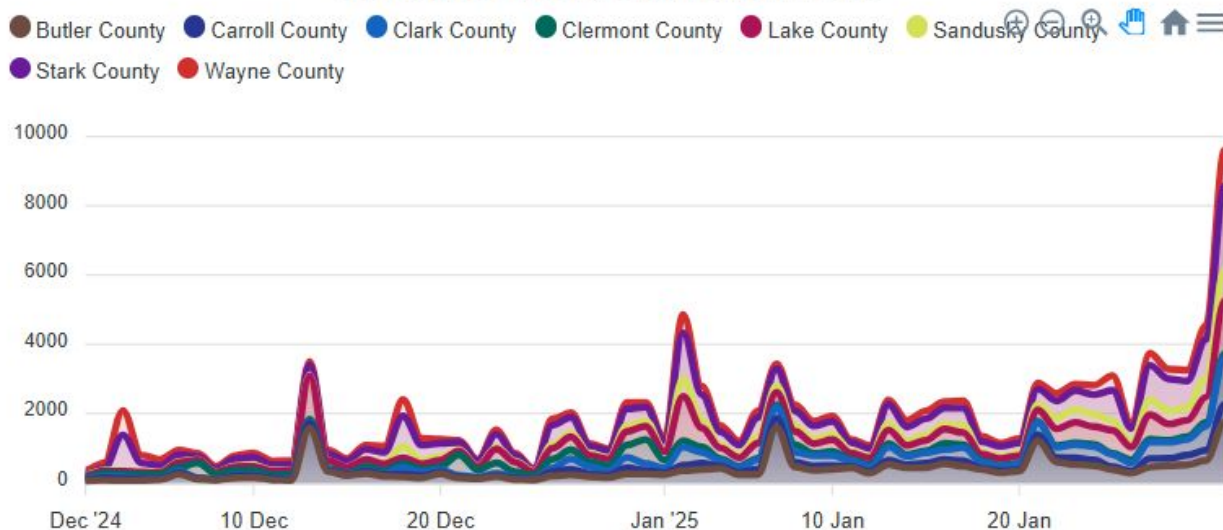




Ohio Licenses

2025 Dog Season

All License Sales By Organization In 2025



12-01-2024 to 01-31-2025

- Sales per Day: 1,928
- Renewed Pet: 102,952
- New Pet: 14,703
- Existing Owner: 111,705
- New Owner: 5,950
- **TOTAL: 117,655**



Solutions for Your Organization

DocuPet has an immense suite of services we offer for our licensing clients. Beyond increased pet licensing program performance, we intend to considerably reduce your administrative burden, provide you with valuable tools and insights, and be on hand to support you as you expand your program and reach new targets each year.



Administrative Portal

With DocuPet, any team members you assign will have access to a secure cloud-based portal to look up records or conduct business related to pet licensing or pet reunification. A system demonstration is available at any time, but in summary this robust software allows your team to...

1. Search, add, and manage pet and pet owner records
 2. Process licenses
 3. Manage user accounts and access levels
 4. Access reporting module
 5. Merge pet and pet owner records
 6. Use mapping (canvassing) software
- * Integration solutions for HLP Chameleon software are available

The screenshot displays the DocuPet Administrative Portal interface. At the top, there is a navigation bar with the DocuPet logo, contact information (Contact Administration Support 1-800-517-1332, support@docupet.com), and a user menu (User: Karyl / Logout). Below the navigation bar, the main content area is titled 'Pet Owner Lookup'. Under this title, there is a section for 'Owner Information' which contains several input fields: Pet Owner ID, Online Access Code, Municipality (a dropdown menu), First Name, Last Name, Email Address, Street Address, City Name, ZIP Code, and Phone Number. Below the 'Owner Information' section is a section for 'Pet Information' which includes input fields for Pet ID, HomeSafe Code, Current Tag Code, Name, Species, Breed, Color, Markings, Gender, Spayed/Neutered? (a dropdown menu), Microchip Number, and Tattoo Number.

Better access to (clean) data

Effective pet licensing programs require accurate, current and accessible datasets. DocuPet focuses on data collection, management and provision to ensure your pet owners and staff have the right information available to them when they need it.

1. Additional data collection and presentation - we allow pet owners to provide information beyond the required minimum to assist with lost pet reunification and stray animal care.
2. We clean our records to ensure they are complete, accurate, in jurisdiction, and that duplicates are reduced and removed. Email addresses are scanned for proper formatting, and addresses are validated and mapped to the GIS data you provide.
3. We make all information available to our licensing partners with robust search tools for program administrators, field officers and shelter staff.

All Licenses Items (Product Sale List)

[Return to Report](#)

Order Date	First Name	Last Name	Pet Owner ID	Product Description	Amount	Payment Method	Vendor Name
Mar 04, 2021	Kayla	Napier	8	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	Kayla	Napier	8	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	Kayla	Napier	8	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	Kayla	Napier	8	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	Kayla	Napier	8	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	Kayla	Napier	8	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	James	Murphy	10	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	James	Murphy	10	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	David	Marks	17	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	David	Marks	17	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	Kayla	Napier	8	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	Kayla	Napier	8	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	Kayla	Napier	8	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	David	Marks	17	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	Beth	Page	100	Spay - One Year	\$104.35	Credit Card	DocuPet
Mar 04, 2021	Beth	Page	100	Spay - One Year	\$104.35	Credit Card	DocuPet

Where do you live with your pet?
If someone finds your pet, this is how we'll get in touch!
This is also where we will ship your tags.

235 Harris

Add Address Manually

235 Hamilton Ave East Vandergrift PA 15629

235 Hamilton St Syracuse NY 13202

235 Hamilton St Leawick NJ 07805

235 Harris Quarry Rd Salisbury NC 28146

235 Harris Acres Ln Pottsville NC 27864

235 Harris Ave Providence RI 02903

235 Harris Ave Bellingham WA 98225

235 Harris Ave Mechanicsville NY 12118

What's your primary phone number?
We will use this to contact you if your pet is lost.

Phone:



Comprehensive Reporting

You will be given access to all of the data it needs to gain full insight into its program including license sales reports, renewal rate reports, and financial reports. You may also request any information break-down at any time which can be delivered ad hoc or on set schedules

1. Prepared Reports - available via the Administrative Portal these reports allow users to select dates and jurisdictions, and see all sales, renewal rate and financial reporting breakdowns.
2. Customized Reporting - anything you need to know delivered via secure portal. We have hundreds of templates, and we can customize these to meet your specific needs.
3. Performance Reports - we track all elements of your program including sales volumes, revenues, costs, record sources, customer satisfaction, lost pet statistics, and the performance of each program component. And we deliver these to you as presentations complete with recommendations on a regular basis.



Municipality Sales Financial Report Generated: Apr 07, 2021 12:24:06 (EST)

Municipality: [Municipality] Start Date: Jan 01, 2021 End Date: Apr 08, 2021 Last Adjusted: Apr 07, 2021

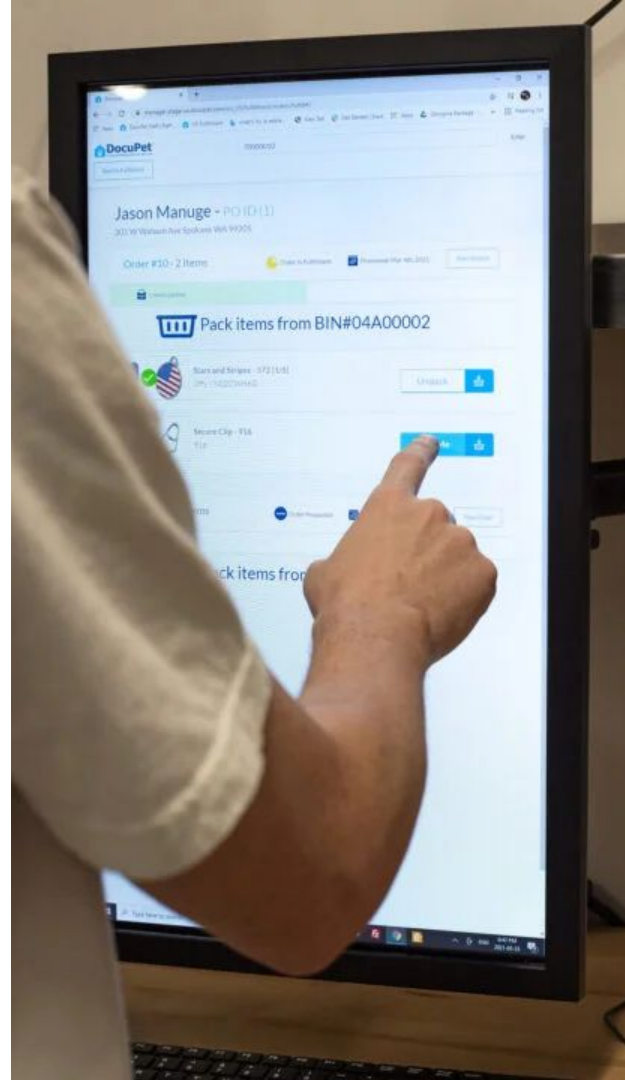
Categories/Products	Processed By DocuPet (#)	Processed By Vendor (#)	Totals (#)	Totals (\$)
Municipality Sales				
DocuPet				
> Licenses	7650	0	7650	\$201292.00
> Replacement Tags	50	0	50	\$250.00
Online Administration Fee	6027	0	6027	\$7643.16
Total DocuPet Sales				\$209185.16
Vendor				
> Licenses	19	1159	1178	\$29433.00
> Replacement Tags	0	5	5	\$25.00
Online Administration Fee	1	0	1	\$1.63
Total Vendor Sales				\$29459.63
Total Municipality Sales				
> Licenses	0	353	353	\$8298.00
Total Municipality Sales				\$8298.00



Fulfillment Services

Our team in our Syracuse, NY facility manages all of the “physical” stuff required to keep your pet owners informed and supplied. This includes:

1. Pet Tag Acquisition, Inventory and Shipping
2. Reminder and Notice-to-License Letter Sending





Partner Support

We pride ourselves on our partner support with a dedicated team available to you when you need them to answer questions, process orders, manage inbound data, clean up records, and anything else you might need. This team does it all for you, but spends most of its time providing...

1. Phone and Email Support
2. Mailed-in Order Processing
3. Data Processing and Reporting - includes historic licensing data, rabies vaccination records, GIS data, and coordinated data cleaning





Performance-Boosting Programs

DocuPet offers several programs that have proven to significantly boost pet license sales, including

1. **License Recovery Program** - DocuPet will assess five-years of your license data and propose re-engagement communications to bring those with expired licenses back into the program. This is a continual program.
2. **Rabies Vaccination Record (RVR) Follow-up Program** - We will engage with pet owners for whom we receive rabies vaccinations records to ensure they license their pets.
3. **Community Canvassing Program** - DocuPet offers a robust mapping software that provides community-level pet licensing statistics and drives our community canvassing program. If you want to hit the streets, we have all of the support software and services you need.
4. **Free Designer Tag Campaigns** - A coordinated communication campaign to let all residents know that a free tag awaits them if they register their pet at DocuPet. Free for existing licensees too!
5. **Marketing Collateral Design and Marketing Plan Support** - honed marketing materials including brochures, posters, postcards, media releases, social media posts, E-newsletters, and more - all prepped for your use within a prepared marketing plan or on demand.



REDEEM YOUR FREE DESIGNER TAG!

When you license your pet with
Inland Valley Humane Society and
S.P.C.A. and DocuPet. Use promo
code **IVHS2023** at checkout*

*Promo code expires December 31st, 2023 and can only be redeemed for one designer tag. Personalization, upgraded connectors, GlowTags, sale items, keychains, wallet cards and Pet Essentials excluded. One use per person. Cannot be applied to previous orders. Only applicable to residents in Claremont, Covina, Diamond Bar, Glendora, La Verne, Mt. Baldy, Pomona, San Antonio Heights, San Dimas, Unincorporated cities (Chino, Chino Hills, Ontario, & Montclair)

Garfield
Rescued 4/8/17

DOCUPET IS THE OFFICIAL PET LICENSING PARTNER OF INLAND VALLEY HUMANE SOCIETY AND S.P.C.A.

Licenses help keep pets safe and fund important animal welfare initiatives that support the animals in need in our community. Licensing your pet is now easier than ever with DocuPet's quick and easy online experience. Scan the QR code or visit ivhsspcadocupet.com to license your furry friend, and browse hundreds of fun (free) designer tag styles!



Scan this with your phone!



DocuPet
A look and happy home for every pet



**Inland Valley
Humane Society
& S.P.C.A.**
A better way from home.

ivhsspcadocupet.com @docupet docupet



Pricing Structure

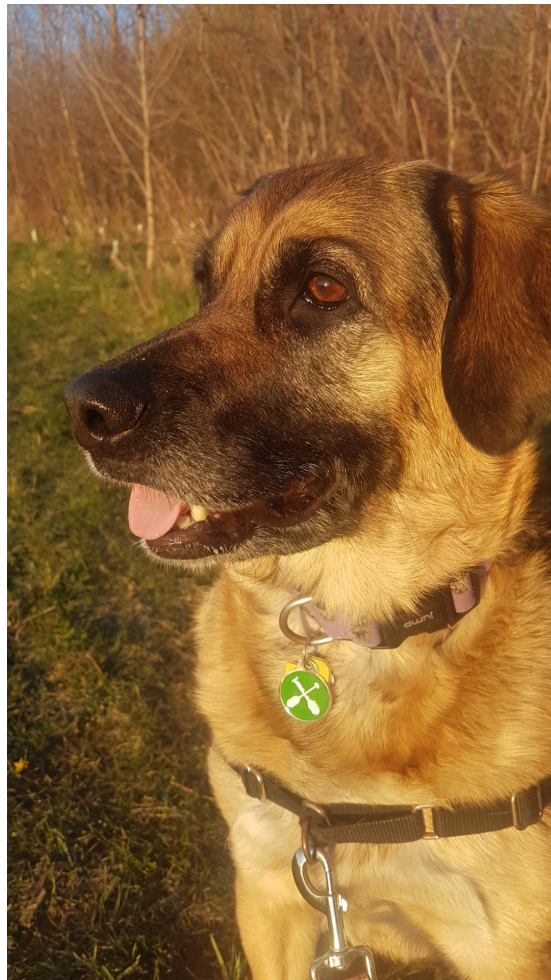


Massive Savings Ahead

DocuPet's 2025 Pricing Structure

We offset our costs for all clients with the sale of designer tags and other related products and services. Your organization can expect to pay...

1. One time set-up fee
2. Zero monthly or annual fees for all services
3. Transactional fees for credit card payments processed by DocuPet (2.9% of License Fees + \$0.30 per transaction)
 - a. Can be passed onto the licensee if desired
4. \$1.50 for each Mailed Notification Letters (for marketing support programs such as License Recovery or Community Canvassing)





Implementation Process

Implementation - 8 week process highlighted by:

- Discovery and Planning
- Licensing and GIS Data Transfer
- System Customization
- Self-Guided Training

Soft-Launch

- Systems are Live
- Marketing Plan is Prepared

Hard-Launch

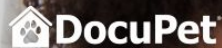
- Full Licensing Communications Roll-out including “License Recovery”
- Marketing Plan is Deployed

Program Review

- Where do we stand and what can we do together to drive growth?



Implementation Kickoff



Oakland County & DocuPet Launch Pet Licensing Partnership; DocuPet Joins Michigan's G2G Marketplace

DocuPet is proud to announce a new pet licensing partnership with Oakland County, Michigan — the state's second-largest county — launching in Fall 2025. This collaboration will streamline operations, reduce administrative burden, and boost revenue for the Treasurer's Office, while significantly improving the licensing experience for residents.

Here's the best part: your county can participate too!

Thanks to Oakland County's G2G Marketplace & Cooperative Purchasing Program, other Michigan counties can now easily procure and implement DocuPet's turnkey pet licensing solution — without issuing an RFP.

Why it Matters

Through the G2G Cooperative, counties benefit from:

- No RFP required — save time, reduce complexity
- Shared contract terms — pre-vetted by Oakland County
- Proven results — already implemented and working in Michigan
- Increased licensing revenue and compliance
- Better resident experience with easy online profile and Designer tag options

Learn more or schedule a consultation:

Kevin MacKenzie
Licensing Partnership Advisor, DocuPet
kevin.mackenzie@docupet.com
partnerships.docupet.com

Cooperative Language

Simplified Procurement

- Thanks to Oakland County's G2G Marketplace & Cooperative Purchasing Program, other Michigan counties can now easily procure and implement DocuPet's turnkey pet licensing solution — without issuing an RFP



The G2G Marketplace was built by government, for government — making it easy to access trusted, ready-to-deploy solutions like DocuPet.

Join the growing number of Michigan municipalities modernizing pet licensing while reducing staff burden.