

**MEMORANDUM OF UNDERSTANDING**  
**AND**  
**LETTER OF INTENT**

**For Educational Cooperation**  
**between**  
**California State University, Fresno**  
**and**  
**Red Ibero-American Network of Health Marketing**

This Memorandum of Understanding (MOU) is dated as signed, between **Red Iberoamericana de Mercadotecnia en Salud** or **Ibero-American Network of Health Marketing** (hereinafter referred to as "RIMS"), located in Villahermosa city, Tabasco, México and **California State University, Fresno** (hereinafter referred to as "Fresno State"), located in Fresno, California, United States of America. This MOU will evidence the mutual intent of **RIMS** and **Fresno State** to pursue cooperation in such areas as cooperative programs of education and research, and to promote international good-will between the two institutions.

**1. Objective**

- 1.1 The objective of this MOU is to establish a framework to promote international cooperation and collaboration between the two parties.

**2. Scope**

- 2.1 The two parties recognize the benefit of cultural, educational and scholarly exchange between the parties and explore ideas for future collaboration with the intent of developing a rich and meaningful partnership.
- 2.2 Upon the subsequent mutual consent of the parties, including the relevant academic management within each party, and subject to the availability of funds, collaboration may be carried out in, but not necessarily limited to, the following activities:
- Establish bonds of friendship and collaboration.
  - Promote mutual understanding and academic and cultural cooperation.

- Strengthen the cultural diversity of both institutions.
  - Encourage visits between institutions by its members.
  - Exchange materials in research.
  - Explore joint research projects and effective dissemination of research information.
  - Exchange of academic curriculum, including the possible joint development of academic curriculum, at or between the two parties.
  - Joint organization of conferences, seminars or other academic meetings.
  - Joint organization of technical training or administrative programs.
- 2.3 For the implementation of any cooperative activity, the parties will agree to specific separate agreements which will articulate objectives, the schedule of activities, allocation of human resources, as well as the financial responsibility of each party. Such agreements will receive full review and approval of both institutions.
- 2.4 No monetary or other consideration will be exchanged between the parties unless mutually agreed upon in a subsequent MOU or other such agreement as set forth in section 2.3.

### **3. Publicity and Advertising**

- 3.1 The parties agree that each may publish or advertise the existence and nature of activity under this MOU. Nothing in this agreement shall be construed as confidential.
- 3.2 Neither party may use the name or logo of the other party without prior written consent. Nothing contained in this Agreement shall be construed as conferring on any party, any right to use the other party's name as an endorsement of any product or service or to advertise, promote or otherwise market any product or service without the prior written consent of the other party.

### **4. Duration**

- 4.1 This MOU will be effective upon signature by each University President (or an expressly designated delegate) for a period of three years.
- 4.2 Either party may, with six months written notice, terminate the MOU in advance of its normal expiration or request the renegotiation of its conditions.

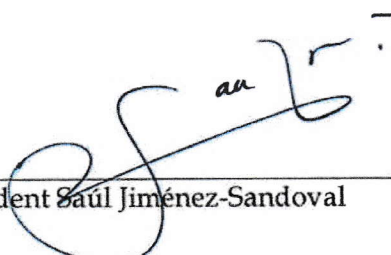

### **5. Other Terms**

- 5.1 Each party shall defend, indemnify and hold harmless the other party and each of their trustees, officers, employees, agents and volunteers from and against any and all liability, loss, expense, or claims for injury or damages arising out of, resulting from, or in connection with the performance of this MOU, but only in proportion to and to the extent such liability, loss, expense, or claims for injury or damages are caused by or result from its negligence or intentional acts or omissions, or that of its officers, subcontractors, assignees, appointees, agents, or employees.
- 5.2 The parties may propose mutually agreed upon amendments to this MOU. To be effective, any such amendment must receive the prior written approval of each President (or an expressly designated delegate).
- 5.3 This MOU is executed in duplicate with both parties holding an original copy.
- 5.4 Contact information for correspondence is listed on the last page of this document.

Signed for and on behalf of:

California State University, Fresno

Red Ibero-American Network of  
Health Marketing

  
\_\_\_\_\_  
President Saul Jiménez-Sandoval  
\_\_\_\_\_  
President Heberto Romeo Priego-Álvarez

Date: 20 March 2025

Date: 24 April 2025

**CONTACT INFORMATION**  
for the  
**MEMORANDUM OF UNDERSTANDING**  
between  
**California State University Fresno**  
and  
**Red Ibero-American Network of Health Marketing**

**California State University, Fresno**

Official:	Eddie West Assistant Vice President of International Affairs International Office
Address:	California State University, Fresno 5150 North Maple Avenue M/S JA56 Fresno, California 93740 United States of America
Phone:	+1 559 278 0424
Email:	eddiwest@csufresno.edu

**Red Ibero-American Network of Health Marketing**

Official:	Heberto Romeo Priego Alvarez
Address:	DACS-UJAT Av. Gregorio Méndez Magaña, No. 2838-A, Col. Tamulté CP 86150 Villahermosa Tabasco, México.
Phone:	+52 9933923635
Email:	heberto_priego@hotmail.com