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7. **Term**. The term of this EULA commences on the earlier of the date the Application is downloaded, installed, or used by End User and terminates upon the earliest to occur of: (i) the termination of the software license granted under the Products Purchase Agreement; (ii) End User's de-installation or removal of the Application from its device; and (iii) End User's breach of any term or condition set forth in this EULA or in the Products Purchase Agreement. The provisions of this EULA that by their nature and context are intended to survive the performance and termination of this EULA, will survive the termination of this EULA.

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