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14. Nothing contained in this EULA shall be construed as conferring on you any right to use in advertising, publicity, promotional activities or other communication, any name, trade name, trademark, trade dress or other designation of TAG or its licensors, including, without limitation, Nielsen and NDI (including any contraction, abbreviation or simulation of any of the foregoing), without the express written approval of TAG or the relevant licensor. You shall not make any statement or representation in relation to the Software or that you knows is untrue or is calculated to harm or damage the goodwill of TAG or its licensors.
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