ES

Article 15. The LANDLORD shall pay all ad valorem taxes and assessments levied by public authority on the demised premises during the primary term of the lease. If the Lessee exercises the three (3) year option then the Lessee shall pay to the Lessor, upon demand, a sum equal to 100% of the difference between the taxes assessed on the shopping center for the third tax year of the primary term of the lease, computed on a pro rata basis, based on the square footage of the leased building relative to the total square footage of buildings contained in the shopping center on the date of assessment, provided that Lessor shall have notified Lessee in writing within thirty (30) days after receiving notice or the publication of any increase in assessments that exceed the assessment for the third tax year. Conversely, if the ad valorem taxes or assessments are reduced during the option period, the TENANT shall receive rental benefit from such reduction on the same basis as described above.

The TENANT shall pay all taxes and assessments levied by public authority on its inventory of merchandise, trade fixtures, equipment, improvements and other property of the TENANT located in or on the demised premises, and all other taxes occasioned by its use of the demised premises.

STRUCTIONS

Article 16. The sidewalk, walkway or other area in front of the demised premises shall at all times be kept free and clear from any and all obstructions of every kind, nature and sort. TENANT shall not display his wares upon the area designated for sidewalk and parking purposes on "Exhibit A" attached herewith.

VERTISING

Article 17. TENANT agrees not to advertise in any manner that would indicate or lead the public to believe that the TENANT was going out of business or vacating the premises; provided, however, that this provision shall not be applicable to the last three (3) months of the term hereof or any extension or renewal thereof. In the event that TENANT should within the last three (3) months of any said term advertise