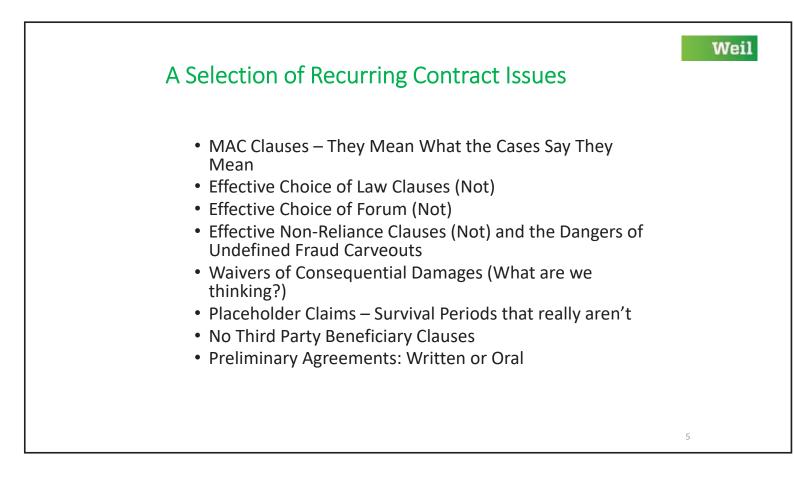


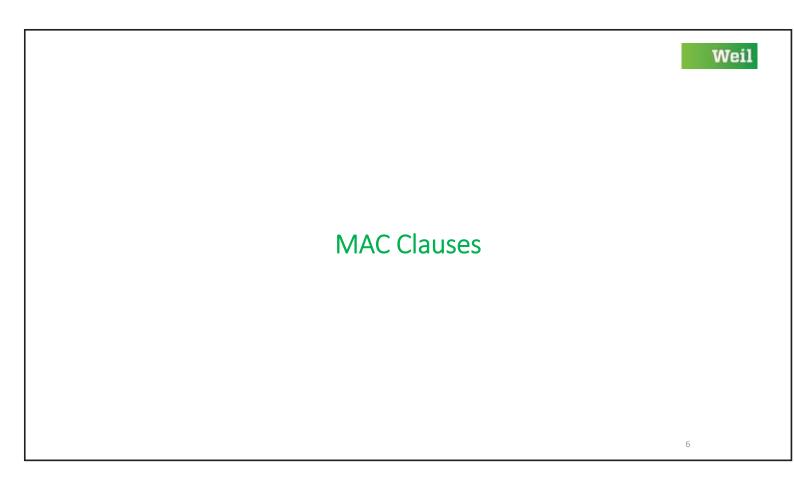


## Unexamined Boilerplate or "Market" Terms (Why it Matters)

• Just because its "boilerplate" or "market" (or you don't know what it means) does not mean it will not be enforced in accordance with the meaning ascribed to it by the applicable courts.

[T]he fact that language has been used before does not make it less binding when used again. Phrases become boilerplate when many parties find that the language serves their ends. That's a reason to enforce the promises, not to disregard them. *Rissman v. Rissman*, 213 F.3d 381, 385 (7<sup>th</sup> Cir. 2000).





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