

7/10/2017



THUDGUARD
USA

MINIMUM ADVERTISED PRICING POLICY/AGREEMENT

Thudguard USA
4984 Dubonnet Drive
Sparks, NV 89436
877-657-(THUD)
877-657-8483

Email: info@thudguardusa.com
Orders: orders@thudguardusa.com
Website: www.thudguardusa.com



Dear Thudguard Retailer,

Thank you for your interest in Thudguard USA products. We hold your business in high regard and as such, we carefully screen and approve Wholesale Account requests. This allows us to grow and create a program that creates the best opportunity to succeed for both our business and yours.

Please consider the following terms of our Wholesale Account, and if you are in agreement, complete and sign the application. Once we determine that our interests are mutually beneficial, we'll send you an email notifying you of our decision.

We appreciate your interest and look forward to hearing from you soon.

Sincerely,

Leo Halper
Thudguard USA



Minimum Advertised Pricing Policy And Reseller Agreement

Effective July 10, 2007 a Minimum Advertised Price (MAP) on all Thudguard USA products will be in effect for the entire United States.

Thudguard has been building a brand of strong recognition and a high perceived value since 2007. By not adhering to the established Minimum Advertised Price (MAP) a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the Thudguard brand and its products. The internet, with its worldwide impact, has the possibility to cause great harm to any companies' products if they are advertised at prices that will eliminate any legitimate retail competition. Our MAP pricing policy is intended for consumers to purchase from other resellers based on loyalty and customer care expectations. Therefore, if Thudguard agrees to allow your company to sell its products, you will need to agree and abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised Price for the Thudguard safety hat shall not be less than \$42.95. MAP pricing is established by Thudguard USA and may be adjusted by Thudguard USA at its sole discretion.
- 2) MAP does not establish maximum advertised prices. All dealers and sales representatives may offer Thudguard USA products at any price in excess of the MAP.
- 3) Dealer agrees to hold all trademarks and copyrights of Thudguard USA as the property of Thudguard USA and use advertising materials provided by Thudguard USA in an authorized manner only.

- 4) Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. Thudguard USA does not intend to do business with dealers or sales representatives who degrade the image of Thudguard USA and its products. It is Thudguard USA's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.
- 5) Third Party Selling Policies
 - No 3rd party selling is allowed. This includes Amazon.com, ebay, Jet, Walmart.com and all other 3rd party websites. This will be strictly enforced.
- 6) Thudguard USA reserves the right to be the sole and exclusive seller of Thudguard baby head gear on Amazon.com. Amazon.com selling is strictly prohibited and dealers in violation of this policy will have their Thudguard USA accounts revoked.
- 7) Sales representatives of Thudguard USA products will supply a copy of the Thudguard USA MAP policy to any new or existing reseller to be filled out, acknowledged and returned to Thudguard USA. This form shall be signed and returned to Thudguard USA and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.
- 8) Pricing Policy, MOQ, and forms of payment:
 - MOQ-24 units. Split cases ok.
 - Colors available-Lilac and Blue
 - Reseller pays shipping.
 - Price per unit is \$24.00.
 - Retail packaging \$1 per each.
 - Payments accepted are: Paypal, Visa, MasterCard, Amex, Discover, Wire transfer, and business check.
 - Terms are not being offered at this time.
 - Thudguard USA ships F.O.B. Sparks, NV 89436.
 - We will ship the cheapest way. Please specify if you prefer a different shipping method.
- 9) Returns-All resellers are responsible for providing returns and refunds pursuant to their own policies. Thudguard USA will not support returns or refunds directly to the customer of a reseller. Resellers' customers that contact Thudguard USA will be directed to resellers' customer service contact information provided to Thudguard USA.



This MAP policy reseller agreement has been established by Thudguard USA to help ensure the legacy of Thudguard USA as a top producer of the Thudguard USA safety hat and accessories and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers and sales representatives have the incentive to invest resources into services for Thudguard USA customers. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below. Please sign, scan, and email this form along with your state resale certificate and wholesale application to: info@thudguardusa.com

Confirmation of Agreement to Policies, Terms & Conditions

I have reviewed and understand Thudguard USA policies and procedures for payment and shipping as well as all terms and conditions. I authorize Thudguard USA to keep this agreement on file and to apply these policies to all future transactions made between Thudguard and myself. ☐

Please check this box acknowledging you agree **not** to sell on Amazon.com, ebay, Jet, Walmart.com, and any other 3rd party websites. ☐

Please acknowledge your agreement to follow these conditions for all purchases that your company may make, by signing and entering today's date below:

Print Full Name: _____

Title: _____

Company: _____

Signature: _____ Date: _____



Authorization for Credit Card Use

PRINT AND COMPLETE THIS AUTHORIZATION AND RETURN.
All information will remain confidential. This form will be retained for future orders unless otherwise directed to destroy.

Name on Card: _____

Billing Address: _____

Credit Card Type: _____ Visa _____ Mastercard _____ Discover _____
AmEx _____

Credit Card Number: _____

Expiration Date: _____

Card Identification Number: _____ (last 3 digits located on the back of the credit card)

Amount to Charge: \$ _____ (USD)

I authorize _____ to charge the amount listed above to the credit card provided herein. I agree to pay for this purchase in accordance with the issuing bank cardholder agreement.

Cardholder – Please Sign and Date

Signature:

Date:

Print Name:

Return the completed and signed form to the following:

info@thudguardusa.com