Company of Animals, LLC.
13606 Xavier Lane, Suite D, Broomfield,
CO 80023

Company of Animals, LLC Authorized Reseller Requirements

To qualify and remain a Company of Animals, LLC Authorized Reseller, your business must adhere to this Company of Animals, LLC Authorized Reseller Policy at all times

1. Maintain Current Business Information & Disclose All Locations That Carry Company of Animals, LLC

Maintain accurate and up-to-date company information and disclose all retail locations that carry Company of Animals, LLC throughout the term of your reseller relationship with Company of Animals, LLC.

Qualifying retail locations can only be one of the following: your physical brick & mortar store(s), your commerce-enabled website(s), or temporary storefronts (events, trade shows, pop up stores, etc.).

2. Key Product Characteristics Inherent in Authentic Product

In addition to the quality control measures included throughout this Policy, Company of Animals, LLC products themselves possess notable and material characteristics of note to both Authorized Resellers and the end consumers:

a) Company of Animals, LLC attaches a one (1) year product warranty from the data of purchase to all of its products sold through Authorized Resellers.

b) On product packaging, Company of Animals, LLC includes directions for use and other important product information in the language(s) relevant to each geographical region in which the products are sold.

3. Report Sell-Thru for Physical Retail Location(s) and E-Commerce Sites

Reseller must provide sell-thru information by SKU and approved retail location upon request. Company of Animals, LLC reserves the right to perform an audit of financial statements pertaining to Company of Animals, LLC sales or the business operations (conduct) to ensure compliance with this policy.

4. Company of Animals, LLC's Trademarks & Brand Policy

Reseller must comply with Company of Animals, LLC's Trademark & Brand Policy and represent yourself as a Company of Animals, LLC Authorized Reseller in all online advertising & sales collateral.

Setting up businesses, registering domain names, or social media usernames that contain any of Company of Animals, LLC's trademarks is strictly prohibited. To ensure compliance with Company of Animals, LLC's Authorized Reseller Policy, you must only use approved marketing materials for all

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Company of Animals, LLC products.

5. Only Purchase Company of Animals, LLC Products Directly From Assigned & Authorized Distributor

Reseller must not buy Company of Animals, LLC products from other retailers, or from other sources not explicitly endorsed by Company of Animals, LLC within your sales territory.

6. Only Sell Company of Animals, LLC Products in Original Packaging

Reseller may not alter original Company of Animals, LLC packaging in any way prior to reselling Company of Animals, LLC products. Removing Company of Animals, LLC products from packaging and reselling Company of Animals, LLC products in a different packaging or under a different name is strictly prohibited.

7. Use Company of Animals, LLC Supplied Core Product Data in Feeds

Reseller must be able to use standard set of Company of Animals, LLC supplied data in product data feeds that you distributor to 3rd party advertising venues unless prior written permission is obtained from Company of Animals, LLC.

8. No Bundling Company of Animals, LLC Products Without Obtaining Permission

Reseller must not re-SKU or bundle Company of Animals, LLC products in your online assortments & data feeds without receiving prior written permission from Company of Animals, LLC.

9. Exportation Sales

Reseller agrees to cooperate with Company of Animals, LLC in preventing unauthorized exportation of Company of Animals, LLC Products. Reseller shall endeavor to request the following information from customers that buy in bulk (10 or more units): customer name, customer address, customer phone, and dates of transaction. The customer information is not required to be transferred to Company of Animals, LLC, however it should be used to identify suspicious purchase patterns. In the event the customer refuses to provide such information, Reseller should reduce the transaction quantity to below the Bulk Products threshold.

10. Customer Confusion

Reseller will not advertise, market, display, or demonstrate non-Company of Animals, LLC products together with Company of Animals, LLC products in a manner that would create the impression that the

non-Company of Animals, LLC products are made by, endorsed by, or associated with Company of Animals, LLC.

11. Sell on Approved Retail Website(s) Only

Reseller must only take orders via publicly accessible ecommerce enabled web pages hosted on approved websites owned and operated by your company.

Selling on 3rd party sites (eBay, Amazon, Alibaba, etc.), drop-ship accounts (Buy.com, Walmart.com, Newegg.com, Overstock.com, etc.), classified sites (Craigslist.com, Facebook Marketplace, etc.) or direct messages on forums is strictly prohibited.

12. Sell to Customer(s) Within an Assigned Geographic Territory

Reseller must restrict customer order shipments to shipping addresses located within your assigned country or designated territory. This includes selling or shipping Company of Animals, LLC products to end consumers online if your territory does not include the online channel. Reseller must restrict customer order shipments to shipping addresses located within your assigned country or designated territory. This includes selling or shipping Company of Animals, LLC products to end consumers online if your territory does not include the online channel.

13. Ensure PCI Compliance

Reseller must ensure PCI compliance for all approved commerce-enabled websites owned & operated by your company.

14. Maintain Updated Privacy Policy

Reseller must publish and maintain a publicly accessible privacy policy.

15. Operate Ecommerce Business Separately from Offline Retail Business

Reseller must plan inventory for your ecommerce business separately from inventory planned for your physical store's business & provide accurate sell-thru numbers for each.

16. Security Measures from E-Commerce Sites and Fraud Protection

Reseller must ensure industry-standard e-commerce security and fraud protection measures are in place, including two-factor authentication, authorized territory shipping restrictions, and customer fraud resolution procedures.

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17. Additional Reseller Obligations for Company of Animals, LLC Dealer Locator

Reseller must ensure industry-standard e-commerce security and fraud protection measures are in place, including two-factor authentication, authorized territory shipping restrictions, and customer fraud resolution procedures.

18. Obey the Law, Abide by Policy Rules & Serve Customer Needs

Reseller must ensure industry-standard e-commerce security and fraud protection measures are in place, including two-factor authentication, authorized territory shipping restrictions, and customer fraud resolution procedures.

Failure to comply with all of the terms in Company of Animals, LLC's Authorized Reseller Policy will result in suspension or termination of your account.

All notices and other communications required or permitted hereunder shall be in writing and shall be deemed to have been served or delivered

1. When personally served or delivered to one party by the serving or delivering party; or

2. When deposited in the mail, postage prepaid by the serving or delivering party, or via email addressed to the other party as follows:

IN WITNESS WHEROF, the parties have executed this Agreement effective as of the Effective Date