



The Company of Animals LLC
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www.companyofanimals.us

THE COMPANY OF ANIMALS, LLC USA DISTRIBUTOR POLICY

The Company of Animals, LLC Authorized Distributor Requirements

To qualify and remain a The Company of Animals, LLC Authorized Distributor, a business must adhere to this The Company of Animals, LLC USA Distributor Policy at all times.

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

Maintain accurate and up-to-date company information and disclose all locations that stock The Company of Animals, LLC products throughout the term of distributor relationship with The Company of Animals, LLC. Supply a complete online marketing plan to The Company of Animals, LLC prior to each new calendar year.

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

Authorized Distributor must provide sell-thru information by SKU and Authorized Reseller's location upon request. The Company of Animals, LLC reserves the right to perform an audit of financial statements pertaining to The Company of Animals, LLC sales or the business operations to ensure compliance with this policy.

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

Authorized Distributor must comply with The Company of Animals, LLC's Trademark & Brand Policy and assist in monitoring the compliance of The Company of Animals, LLC Authorized Resellers serviced by the distributor in all online advertising & sales collateral materials.

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

The entirety of The Company of Animals, LLC's Trademark & Brand Policy is posted here:

https://www.dropbox.com/sh/uvwrm9p92r5lsuw/AACC6b_TSL2Tjdgu83llzQe5a?dl=0

4. Sell to Stocking Dealers Only

Authorized Distributor may not sell to other wholesalers, freight forwarders or drop shippers for retailers. Distributor may only sell to The Company of Animals, LLC Authorized Resellers and Authorized E-Commerce Resellers.

The entirety of The Company of Animals, LLC's USA Reseller Policy is posted here:

https://www.dropbox.com/sh/uvwrm9p92r5lsuw/AACC6b_TSL2Tjdgu83llzQe5a?dl=0

5. Only Purchase The Company of Animals, LLC Products Directly From The Company of Animals, LLC

Authorized Distributor must not buy The Company of Animals, LLC products from other sources, or from other sources not explicitly endorsed by The Company of Animals, LLC and located within Assigned Geographic Territory.

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

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

7. No Bundling The Company of Animals, LLC Products without Obtaining Permission

Authorized Distributor must not re-SKU or bundle The Company of Animals, LLC products without receiving prior written permission from The Company of Animals, LLC.

8. Customer Confusion

Authorized Distributor will not advertise, market, display, or demonstrate non-The Company of Animals, LLC products together with The Company of Animals, LLC products in a manner that would create an impression that the non-The Company of Animals, LLC products are made by, endorsed by, or associated with The Company of Animals, LLC.

9. Approved Wholesale-Only Website(s) Only

Authorized Distributor must take The Company of Animals, LLC orders only via login-secured e-commerce enabled web pages hosted on approved websites owned and operated by Authorized Distributor.

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

10. Sell to Customer(s) Within Assigned Geographic Territory

Authorized Distributor must restrict customer order shipments to shipping addresses located within Assigned Geographic Territory, which in any case shall be limited to within the 50 US States.

11. Sell to Customer(s) Within Assigned Market Segment

Authorized Distributor must restrict customer order shipments within Assigned Market Segment.

12. Ensure PCI Compliance

Authorized Distributor must ensure PCI compliance for all approved e-commerce-enabled websites owned & operated by Authorized Distributor.

13. Maintain Updated Privacy Policy

Authorized Distributor must publish and maintain a publicly accessible privacy policy.

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

Authorized Distributor must ensure industry-standard e-commerce security and fraud protection measures are in place, including two-factor authentication, Assigned Geographic Territory shipping restrictions, and customer fraud resolution procedures.

15. Additional Distributor Obligations for Authorized E-Commerce Resellers

Authorized Distributor must ensure industry-standard e-commerce security and fraud protection measures are in place, including two-factor authentication Assigned Geographic Territory shipping restrictions, and customer fraud resolution procedures for all customers with Authorized E-Commerce Reseller websites.

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

Failure to comply with all of the terms in The Company of Animals, LLC's USA Distributor Policy will result in suspension or termination of account.