



The Company of Animals LLC  
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## **THE COMPANY OF ANIMALS, LLC USA RESELLER POLICY**

### **The Company of Animals, LLC Authorized Reseller Requirements**

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

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

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

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

Authorized Reseller must provide sell-thru information by SKU and approved retail 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 Reseller must comply with The Company of Animals, LLC's Trademark & Brand Policy and represent yourself as a The 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 The Company of Animals, LLC's trademarks is strictly prohibited. To ensure compliance with The Company of Animals, LLC's Authorized Reseller Policy, use

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

#### **4. Sell to Retail Consumers Only**

Authorized Reseller may not sell in bulk to B2B accounts, wholesalers, or freight forwarders/drop shippers for other retailers. Authorized Reseller may only sell to its own end consumers only.

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

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

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

Authorized Reseller 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. Use The Company of Animals, LLC Supplied Core Product Data in Feeds**

Authorized Reseller must use only approved content supplied by The Company of Animals, LLC in product data feeds distributed to 3rd party advertising venues unless prior written permission is obtained from The Company of Animals, LLC.

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

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

## **9. Exportation Sales**

Authorized Reseller shall cooperate with The Company of Animals, LLC in preventing unauthorized exportation of The Company of Animals, LLC products. Authorized 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 The Company of Animals, LLC, however it should be used to identify suspicious purchase patterns. In the event the customer refuses to provide such information, Authorized Reseller must reduce the transaction quantity to below the Bulk Products threshold.

## **10. Customer Confusion**

Authorized Reseller 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.

## **11. Sell on Approved Retail Website(s) Only**

Authorized Reseller must take orders only via publicly accessible e-commerce enabled web pages hosted on approved websites owned and operated by Authorized Reseller.

Selling 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.

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

Authorized Reseller 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. This includes selling or shipping The Company of Animals, LLC products to end consumers online if your territory does not include the online channel.

## **13. Ensure PCI Compliance**

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

#### **14. Maintain Updated Privacy Policy**

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

#### **15. Operate Ecommerce Business Separately from Offline Retail Business**

Authorized Reseller must plan inventory for its e-commerce business separately from inventory planned for its physical store's business & provide accurate sell-thru numbers for each.

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

Authorized Reseller 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.

#### **17. Additional Reseller Obligations for The 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, Assigned Geographic Territory shipping restrictions, and customer fraud resolution procedures.

#### **18. 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 Authorized Reseller Policy will result in suspension or termination of your account.**