



## AUTHORIZED DEALER REQUIREMENTS AGREEMENT



### FrogLube Authorized Reseller Requirements

To qualify for and display the 'FrogLube Authorized Reseller' Logo, your business must adhere to this FrogLube Authorized Reseller Policy at all times.

#### 1. Maintain Current Business Information & Disclose All Locations That Carry FrogLube

Maintain accurate and up-to-date company information and disclose all retail locations that carry FrogLube throughout the term of your reseller relationship with FrogLube. Qualifying retail locations can only be 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

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

#### 3. FrogLube's Trademarks & Brand Policy

Reseller must comply with FrogLube's Trademark & Brand Policy and represent yourself as a FrogLube Authorized Reseller in all online advertising & sales material. Setting up businesses, registering domain names, or social media usernames that contain any of FrogLube's trademarks is strictly prohibited. To ensure compliance with FrogLube's Authorized Reseller Policy, you must only use approved marketing materials for all FrogLube products. Provided upon request.

#### 4. Sell to Retail Consumers Only

Reseller may not sell in bulk to B2B accounts, distributors, or freight forwarders/drop shippers for other retailers. Reseller may only sell to your end consumers only.

#### 5. Only Purchase FrogLube Products Directly From Assigned & Authorized Distributor

Reseller must not buy FrogLube products from other retailers, or from other sources not explicitly endorsed by FrogLube within your sales territory. You can read the entirety of FrogLube's Authorized Reseller Requirements here:  
<http://froglube.com/resellers-portal/>

#### 6. Only Sell FrogLube Products in Original Packaging

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

#### 7. Use FrogLube Supplied Core Product Data in Feeds

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

#### 8. No Bundling FrogLube Products Without Obtaining Permission

Reseller must not re-SKU or bundle FrogLube products in your online assortments & data feeds without receiving prior written permission from FrogLube.

#### 9. Exportation Sales

Reseller agrees to cooperate with FrogLube in preventing unauthorized exportation of FrogLube and/or FrogLube Brand® 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 FrogLube, 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.

**THE WORLD'S FIRST COMPLETE BIO-BASED CLEANING & LUBRICATING FIREARMS PERFORMANCE & CARE SYSTEM**

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## 10. Customer Confusion

Reseller will not advertise, market, display, or demonstrate non-FrogLube products together with FrogLube products in a manner that would create the impression that the non-FrogLube products are made by, endorsed by, or associated with FrogLube.

## 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, Jet.com, Newegg.com, Overstock.com, etc.), classified sites (Craigslist.com, Facebook Marketplace, etc.) or direct messages on forums is strictly prohibited.

## 12. Ensure PCI Compliance

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

## 13. Maintain Updated Privacy Policy

Reseller must publish and maintain a publicly accessible privacy policy.

## 14. 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.

## 15. Additional Reseller Obligations for FrogLube Dealer Locator

Reseller must notify FrogLube of changes to contact information such as website, physical location and phone numbers.

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

AGREED TO:

Signature

Printed Name

Date: \_\_\_\_\_

AGREED TO:

Signature

Printed Name – Larry W. Lasky, President

FrogLube

Date: \_\_\_\_\_



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