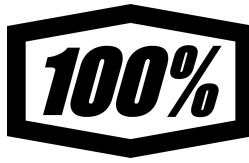


Trek Aftermarket Partners:

MAP & Reseller Policies

- 1. 100%**
- 2. Challenge**
- 3. ITW / Slime**
- 4. Lizard Skins / Oury**
- 5. ODI**
- 6. Park Tool**
- 7. Quad Lock**
- 8. Stan's NoTubes**
- 9. Toker / SaltStick**



Effective date: January 1, 2021

100% Speedlab, LLC
9630 Aero Drive, San Diego, CA 92123
Phone: 619.876.4202 | Fax: 619.798.3547
www.100percent.com

US/Canada Dealer Guidelines

100% is committed to maintaining the strength of the 100% brand with all its distribution partners - ensuring the quality, brand recognition and value consumers associate with 100% products continues for the benefits of all our distributions partners.

100% carefully selects retailers, resellers, dealers and distributors ("Authorized Dealers") who share that commitment and 100% believes will act to support the 100% brand consistent with the following guidelines for (1) distribution and (2) trademark and other intellectual property usage. Authorized Dealers must promptly after notice comply with changes to these guidelines that 100% may make in its sole discretion. 100% may monitor and inspect Authorized Dealer locations, online sites and marketing materials to verify compliance with these guidelines. For questions about dealer policies contact sales@100percent.com

Noncompliance with these guidelines may result in termination of the business relationship between 100% and the Authorized Dealer, termination of distribution and sales rights of 100% products, or other consequences.

Guidelines for Sales and Distribution

All Authorized Dealer physical locations shall:

- Maintain an exterior appearance and interior fixtures, décor and overall appearance that is of high quality, good taste and consistent with the image of 100%;
- Provide display space for 100% products in appropriate proportion to the overall floor space and have dedicated space for said products;
- Stock a minimum opening order as determined by 100% sales representative or 100% sales manager. Thereafter, each said location shall maintain an adequate level of inventory in all product lines carried;
- Provide a minimum or appropriate amount of branding and signage per product category; and
- Ensure that retail staff has knowledge of the 100% brand and technical aspects on how to promote and sell within given retail environment. 100% will provide clinics and training from time to time to support this requirement.

Authorized Dealers may sell 100% product on their own website, so long as such sales and website:

- Clearly identifies their business name, physical location and contact information and all sales are clearly transacted by the Authorized Dealer and not any third party;
- Provides customer service consistent with a high quality Authorized Dealer experience, via telephone, email and/or chat;
- Lists only items that are currently in stock and ready to ship at the Authorized Dealer or are already on order prior to being listed by the Authorized Dealer, and available for immediate shipment from 100% or a wholesale distributor;
- Do not use a 100% Trademark or terms that are confusingly similar as part of the URL;
- Maintain an overall appearance that is of high quality, good taste and consistent with the image of 100%. Provide display space for 100% products in appropriate proportion to the overall online presentation and have dedicated space for said products;
- Stock a minimum opening order as determined by 100% sales representative or 100% sales manager. Thereafter the Authorized Dealer shall maintain an adequate level of inventory for online sales in all product lines carried;
- Provide a minimum or appropriate amount of branding and signage per product category; and
- Ensure that any service staff interacting with customers has knowledge of the 100% brand and technical aspects.

100% products purchased for resale in the United States or Canada may be advertised and sold solely in the United States or Canada, as applicable, and may not be advertised, distributed or sold outside of the United States or Canada, as applicable.

There shall be no sub distribution. No Authorized Dealer shall sell or transfer a 100% product to any individual or entity that the Dealer knows or might reasonably believe has the intention of reselling the same to a retail vendor who will sell to the end user.

100% products may not be advertised or sold on in auction, or “Make an Offer” or similar type of format which is not a fixed price, consistent with these Dealer Guidelines and the then-current 100% MAP policy.

Sale of any 100% products on 3rd party retail sites (e.g. Amazon) is only allowed with prior written approval from 100%, and approval may be conditioned on compliance with website requirements above for any such sales.

All Authorized Dealers must comply with all applicable laws, ordinances, regulations and orders of governmental authorities in connection with marketing, offering for sale and selling the 100% products.

Trademark & Other Intellectual Property Usage

Other than as expressly set forth in these Guidelines, Authorized Dealers have absolutely no right, title or interest in or to 100%’s trademarks, images, patents, or other intellectual property (the “Trademarks and Other Intellectual Property”) or the use thereof.

Ownership of the Trademarks and Other Intellectual Property shall be, and at all times remain, solely and exclusively with 100% and its licensors. All goodwill arising out of use of the Trademarks and Other Intellectual Property shall inure to the exclusive benefit 100% and its licensors.

Authorized Dealers acknowledge that they are only acquiring the non-exclusive right to use the Trademarks and Other Intellectual Property in connection with the sale and distribution of 100%’s products in accordance with these guidelines or other written agreements they may have with 100% during the term of their business relationship.

All 100% Trademarks must be used with the appropriate trademark symbol and in the proper context: TM for non-registered marks and ® for registered trademarks as applicable, for example: “100%®”, “100% brand goggles” or “100% brand Accuri® goggles”.

Authorized Dealers shall not:

- Alter or delete any digital watermarking, copyright notices and/or rights management information present in any of the images and/or on the displays or other marketing materials;
- Alter or delete any 100% Trademark and/or trademark notice affixed to any products, packaging, displays, advertising, and/or other marketing materials;
- Crop, edit, modify or adapt any of the images or alter the displays or marketing materials provided to Authorized Dealer by 100%;
- Use any of the images, displays or marketing materials for any products other than 100% products;
- Use any of the 100% Trademarks images, displays, branding or marketing materials in conjunction with the resale of any damaged, used or returned products.
- Use any of the images, displays or marketing materials in any way other than those approved by this Agreement or other written agreements with 100%; and
- Apply any unauthorized materials, stickers, notices and the like to any 100% display, 100% product or its packaging, unless specifically authorized to do so in writing from 100%.

Authorized Dealers shall maintain a file of all their uses of the Trademarks and Other Intellectual Property, including all advertising initiated by Authorized Dealer, and will make this file available for review by 100% or its representatives, promptly, upon written request during normal business hours.

Upon termination of the business relationship with 100%, Authorized Dealers shall immediately cease all use of the Trademarks and Other Intellectual Property.

Authorized Dealers shall not use the words and names “100%”, “one hundred percent”,

any of the 100% Trademarks, or any confusingly similar words or names in its business name, domain name, social media usernames or otherwise without the express prior written consent of 100%.

Marketing materials or other documents prepared by or for Authorized Dealers that contain any of the Trademarks and Other Intellectual Property or products, must include a statement identifying and attributing their ownership in a footnote or near the end of the document. For example: 100% and SPEEDCRAFT are trademarks used with the permission of 100% Speedlab, LLC.

“100% Trademark(s)” means any trademark that appears on a 100% product and the related packaging, in-store materials, labels, videos and marketing materials. The 100% Trademarks include, but are not limited the trademarks set forth at <https://www.100percent.com/pages/ip>. For questions about Trademarks or other Intellectual Property use contact IP@100percent.com

Challenge has determined that its interests and the interests of its retailers are best served through the adoption of a Minimum Advertised Price ("MAP") policy. This MAP policy is designed to (1) protect retailer margins so that desirable pre-sales and post-sales services and infrastructure can be provided by our channel partners; and (2) support the Challenge brand as a premium offering.

This policy has been unilaterally adopted by Challenge.

Policy Coverage

This MAP policy covers all U.S. and Mexico Challenge retailers. Although retailers remain free to establish their own resale prices, Challenge will, without assuming any liability, unilaterally determine whether a retailer has failed to adhere to this MAP policy. Challenge will not discuss any conditions of acceptance related to this MAP policy, as it is non-negotiable, and will not be altered for any retailer. Challenge neither solicits, nor will it accept, any assurance of compliance with this MAP policy. Nothing in this MAP policy or in any other contract or agreement with Challenge shall constitute an agreement between Challenge and retailer that the retailer will comply with this MAP policy.

MAP applies only to minimum advertised prices and does not apply to the price at which the products are actually sold, or to advertised prices higher than the unilateral MAP established by Challenge.

This MAP applies only to resellers located in the USA and Mexico.

Minimum Advertised Price

The current listing of products is published in the Challenge pricelist. The pricelist may be changed from time to time at the sole discretion of Challenge. **Challenge retailers are responsible for remaining current with MAP policy, products and pricing. Any advertisement below the MAP will be a violation of the policy.**

The MAP policy applies to all advertisements of specific Challenge products in any and all media including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, displays at consumer exhibitions and trade shows, television, radio and public signage. Electronic mail sent in direct response to a customer inquiry is not considered to be advertising.

Policy Violations

Challenge reserves the right to decline to make further sales to retailers who do not adhere to this MAP policy. Failure to adhere to this MAP policy shall be determined by Challenge in its sole discretion. Challenge will not accept any communication from a retailer who has violated this MAP policy regarding the violation or the willingness of the retailer to bring its prices into compliance with the MAP policy.

Policy Modifications/Suspensions

Challenge reserves the right at any time to modify, suspend, or discontinue the MAP policy in whole or in part designating promotional periods during which the terms of the policy change, or designating specific products or periods of time during which the policy is not applicable. This means that accommodations can be made for periodic 'promotions' where a set discount can be advertised for a limited amount of time (usually 2 to a maximum of 4 weeks).

Unilateral Action

Challenge is not seeking agreement from any retailer to adhere to this MAP policy. It is entirely within the discretion of the retailer whether to comply or not comply.

Contact Information

CHALLENGE SALES PERSONNEL HAVE NO AUTHORITY TO MODIFY OR GRANT EXCEPTIONS TO THIS POLICY OR HAVE ANY COMMUNICATIONS WITH ANY RETAILER REGARDING VIOLATIONS OF THIS MAP POLICY. All questions or comments regarding this MAP policy are to be directed to chris@challengetires.com or sales@challengetires.com. The policy administrators shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to retailers regarding the policy and receiving any communication regarding this policy.



Dear Reseller,

At ITW Global Tire Repair Inc. ("ITWGTR"), we are committed to you—the reseller partners that help our company satisfy customer needs and deliver best-in-class products. To protect our brands and the integrity of our authorized distribution channels, ITWGTR is announcing and implementing an Authorized Reseller Program for our Slime®, Fix-a-Flat® and Genuine Innovations® brands, effective June 1, 2020.

Among other benefits, our Authorized Reseller Program will ensure that all sellers of ITWGTR products understand and take the steps necessary to ensure product quality and provide the excellent customer service that is integral to the reputation of our brands. In addition, our Authorized Reseller Program will assist us in identifying and taking action against unauthorized sellers that are harming you and consumers through the sale of damaged and diverted products.

Your obligations under our new Authorized Reseller Program are outlined in the **ITW Global Tire Repair Inc. Authorized Reseller Policy**, which is attached for your review.

Key Features of the Authorized Reseller Policy:

- **Where and to Whom You May Sell ITWGTR Products:** ITWGTR is committed to maintaining the integrity of its authorized distribution channels and to stopping the diversion of ITWGTR products to unauthorized sellers. To this end, the Authorized Reseller Policy requires that you sell ITWGTR products solely to end users and not to persons or entities who intend to resell ITWGTR products. In addition, you may not market for sale, sell or ship ITWGTR products outside of the United States and its territories without our prior written consent.
- **Online Sales:** The Authorized Reseller Policy prohibits you from selling ITWGTR products online without ITWGTR's prior written consent. This prohibition will be strictly enforced.
- **Ensuring Product Quality and Satisfaction:** To ensure that the consumers who purchase ITWGTR products have the best experience possible, the Authorized Reseller Policy outlines our expectations for the service you will provide to your customers. The Authorized Reseller Policy also describes certain steps you must take to maintain the quality of ITWGTR products until they reach consumers.

Thank you for your careful attention to the Authorized Reseller Policy and for your continued support of ITW Global Tire Repair Inc. and the ITWGTR brands.

Sincerely,

ITW Global Tire Repair Inc.

ITW GLOBAL TIRE REPAIR INC. AUTHORIZED RESELLER POLICY

Effective Date: June 1, 2020

This ITW Global Tire Repair Inc. Authorized Reseller Policy (“Reseller Policy”) is issued by ITW Global Tire Repair Inc. (“ITWGTR”) and applies to Authorized Resellers of ITWGTR products, including, but not limited to, Slime®, Fix-A-Flat®, and Genuine Innovations®-branded products (“Product(s)”) in the United States of America and its territories. By purchasing Products from an Authorized ITWGTR Distributor for retail sale, you (“Reseller”) agree to adhere to the following terms. Until such status is otherwise revoked by ITWGTR in ITWGTR’s sole and absolute discretion, Reseller shall be considered an “Authorized Reseller” hereunder. ITWGTR may review Reseller’s activities for compliance with this Reseller Policy, and Reseller agrees to cooperate with any investigation, including, but not limited to, permitting inspection of Reseller’s facility and records related to the sale of the Products.

1. **Authorized Customers.** Reseller is authorized to sell Products to End Users. An “End User” is a purchaser of the Products who is the ultimate consumer of the Products and who does not intend to resell the Products to any third party. Reseller shall not sell or transfer Products to any person or entity Reseller knows or has reason to know intends to resell the Products. Reseller shall not sell or transfer a quantity of the Products to any individual greater than that typically purchased for personal use. Reseller shall not sell, ship, invoice, or promote the Products outside the United States of America or its territories without ITWGTR’s prior written consent.

2. **Online Sales.** Reseller shall not offer for sale or sell Products on or through any website, online marketplace (including, but not limited to, Amazon, eBay, Jet, Walmart Marketplace, or Sears Marketplace), mobile application, or other online forum without the prior written consent of ITWGTR. The terms of this Reseller Policy supersede any prior agreement between ITWGTR and Reseller regarding the sale of the Products on or through websites, mobile applications, and other online forums. Any authorization previously granted to Reseller by ITWGTR to sell the Products on or through a website, mobile application, or other online forum is hereby revoked.

3. **Sales Practices.** Reseller shall conduct its business in a reasonable and ethical manner at all times and shall not engage in any deceptive, misleading, or unethical practices or advertising at any time. Reseller shall not make any warranties or representations concerning the Products except as expressly authorized by ITWGTR. Reseller shall comply with all applicable laws, rules, regulations, and policies (a) applicable to Reseller’s business or (b) related to the marketing and sale of the Products. Reseller shall represent the Products in a professional manner and refrain from any conduct that is or could be detrimental to the reputation of ITWGTR or the Products.

4. **Product Care, Customer Service, and Other Quality Controls.**

(a) Reseller shall comply with all instructions provided by ITWGTR regarding the storage, handling, shipping, disposal, or other aspect of the Products, including instructions provided on Product labels and set forth in Safety Data Sheets, as may be amended by ITWGTR from time to time. Safety Data Sheets are available: (i) for Fix-a-Flat branded Products at fixaflat.com; (ii) for Slime branded Products at slime.com; and (iii) for Genuine Innovations branded Products at genuineinnovations.com. Reseller shall store all Products at ambient temperatures in a dry, dust-free and well-ventilated place, away from direct sunlight and sources of heat or ignition, and protected from punctures, dents, or other damage.

(b) Reseller shall sell Products in their original packaging. Relabeling, repackaging (including the separation of bundled Products or the bundling of Products), and other alterations to Products or their packaging are not permitted. Reseller shall not remove, translate, or modify the contents of any label or literature on or accompanying the Products. Reseller shall not tamper with, deface, or otherwise alter any serial number, UPC code, or other identifying information on Products or their packaging.

(c) Reseller shall not represent, advertise or sell any Product as “new” that has been returned open or repackaged.

(d) Promptly upon receipt of the Products, Reseller shall inspect the Products and their packaging for damage, defect, evidence of tampering, or other nonconformance (a “Defect”). If any Defect is identified, Reseller must not offer the Product for sale and must promptly report the Defect to ITWGTR at comments@itwgr.com.

(e) Reseller shall inspect its inventory regularly for expired or soon-to-be expired Products. Reseller shall not sell any Products that have expired. To determine manufacture and expiration dates: (i) for Slime Products, please visit slime.com; and (ii) for Fix-a-Flat Products, please visit fixaflat.com. Reseller shall destroy or dispose of expired Products in accordance with instructions provided by

(f) Reseller shall be familiar with the special features of all Products marketed for sale and must obtain sufficient Product knowledge to advise customers on the selection and safe use of the Products, as well as any applicable warranty, guarantee, or return policy. Reseller must be available to respond to customer questions and concerns both before and after sale of the Products and should endeavor to respond to customer inquiries promptly.

(g) Reseller shall cooperate with ITWGTR with respect to any Product tracking systems that may be implemented from time to time.

(h) Reseller shall cooperate with ITWGTR with respect to any Product recall or other consumer safety information dissemination efforts.

(i) Reseller shall report to ITWGTR any customer complaint or adverse claim regarding the Products of which it becomes aware. Reseller shall assist ITWGTR in investigating any such complaints or adverse claims.

(j) Reseller shall cooperate with ITWGTR in the investigation and resolution of any quality or customer service issues related to Reseller's sale of the Products, including disclosing information regarding Product sources, shipment, and handling.

5. **Intellectual Property.** Reseller acknowledges and agrees that ITWGTR or its licensors own all proprietary rights in and to the ITWGTR brands, names, logos, trademarks, service marks, trade dress, copyrights, and other intellectual property related to the Products (the "**ITWGTR IP**"). Reseller is granted a limited, non-exclusive, non-transferable, revocable license to use the ITWGTR IP solely for purposes of marketing and selling the Products as set forth herein. This license will cease upon termination of Reseller's status as an Authorized Reseller. All goodwill arising from Reseller's use of the ITWGTR IP shall inure solely to the benefit of ITWGTR or its licensors. Reseller's use of the ITWGTR IP shall be in accordance with any guidelines that may be provided by ITWGTR from time to time, and must be commercially reasonable as to the size, placement, and other manners of use. ITWGTR reserves the right to review and approve, in its sole discretion, Reseller's use or intended use of the ITWGTR IP at any time, without limitation. Reseller shall not create, register, or use any domain name or any mobile application that contains any ITWGTR product name, brand name or any trademark owned by or licensed to ITWGTR, nor a misspelling or confusingly similar variation thereof.

6. **Termination.** If Reseller violates this Reseller Policy, ITWGTR reserves the right to terminate Reseller's status as an Authorized Reseller with written or electronic notice. Upon termination of a Reseller's status as an Authorized Reseller, Reseller shall immediately cease (i) selling the Products; (ii) acting in any manner that may reasonably give the impression that Reseller is an Authorized Reseller of ITWGTR Products or has any affiliation whatsoever with ITWGTR; and (iii) using all ITWGTR IP.

7. **Modification.** ITWGTR reserves the right to update, amend, or modify this Reseller Policy at any time. Unless otherwise provided, such amendments will take effect immediately, and Reseller's continued use, advertising, offering for sale, or sale of the Products, use of the ITWGTR IP, or use of any other information or materials provided by ITWGTR to Reseller will be deemed Reseller's acceptance of the amendments.

8. **Confidentiality.** This Reseller Policy, and its attachments, if any, constitute confidential, proprietary information of ITWGTR and shall not be used for any purpose other than the authorized advertising and sale of the Products nor disclosed to any third party without the prior written consent of ITWGTR.



Revised 9/30/2020

Dear Lizard Skins & Oury Dealers & Distributors,

Since 1993 Lizard Skins has worked hard to provide the very best products, maintain strong brand value and provide great service to its dealers. We are committed to keeping sales channels clean and value high for the long-term stability of our brands and independent dealer base. We appreciate the efforts by both dealers and distributors to maintain MAP (minimum advertised price) and good customer service.

Online platforms have brought a wealth of opportunities and challenges regarding sales and channel integrity. Perhaps the greatest challenge has been working to maintain MAP (minimum advertised price) consistently on 3rd party sales platforms such as Amazon, eBay, Jet.com, Walmart.com, and others. Lizard Skins has invested significant time and resources into monitoring and policing these channels but have not yet achieved the success that we desire.

To that end, **beginning January 1st, 2021 Lizard Skins will no longer allow dealers to sell, advertise, and/or fulfill sales through or on any 3rd party sales platform (Amazon.com, eBay.com, Sears.com, Shop.com, Jet.com, Walmart.com, NewEgg.com, Rakuten.com, etc.) except if they are authorized to do so in writing by Lizard Skins.** Dealers may advertise, promote, and sell Lizard Skins & Oury products on their independently owned and operated websites if they abide by all Lizard Skins dealer policies, including its MAP policy.

Lizard Skins stands ready to support you in this transition and we appreciate your understanding. We recognize that this will require some adaptation and we encourage you to begin planning for this change now. Please feel free to reach out to myself or James Purinton (james@lizardskins.com) with any questions.

Sincerely,

Account Manager Signature
801-229-9099



DEALER POLICIES

- 1) All Lizard Skins and Oury dealers must have a brick-and-mortar retail storefront (or training facility) with public business hours, retail space, related brands, and relevant product assortments.
- 2) (*Baseball products) Lizard Skins does NOT allow its authorized resellers to advertise or sell through ANY third-party platforms, including but not limited to Amazon, eBay, Jet.com, or Walmart. Dealers may advertise and sell on their personal business websites in conformity with Lizard Skins Unilateral MAP Policy.
- 3) Selling FBA (fulfilled by Amazon) is prohibited for ALL Lizard Skins and Oury Branded Products.
- 4) Dealers agree to sell exclusively in their domestic territory. Reselling foreign markets is prohibited.
- 5) Lizard Skins does not authorize reselling to other retailers (Amazon), distributors, or sales reps.
- 6) Lizard Skins will only ship to legitimate commercial addresses. We do not drop-ship orders to locations other than the dealer's primary ship to address. Product shipments cannot be sent to residential addresses.

LIZARD SKINS UNILATERAL MINIMUM ADVERTISED PRICE (MAP) POLICY

Effective January 1, 2020

Lizard Skins (located in Utah, USA) has unilaterally adopted this Minimum Advertised Price Policy ("MAP Policy") on selected product, which shall apply to distributors and retailers, including print catalogs and internet retailers, (collectively, "Resellers") who resell Lizard Skins products to end users located in the U.S. and Canada. Lizard Skins is adopting this MAP Policy to preserve its strong reputation for providing customers with high value products and strong after-sales support. Lizard Skins greatly values the efforts of all Resellers to distribute Lizard Skins products.

The MAP Policy shall work under the following guidelines:

1. This MAP Policy does not allow advertised pricing to be discounted below Minimum Advertised Price ("MAP").
2. A price list will be attached detailing each product's MAP, UPC, and part number. Lizard Skins may adjust this information at its sole discretion and without notice.
3. This MAP Policy applies to all advertisements of selected Lizard Skins products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media including websites, email newsletters, email solicitations, television, radio, social media, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to customers. In-store displays, point-of-sale signs, hangtags or bar codes or similar marks on products or product packaging which merely state the price are not considered "advertising" for purposes of this MAP Policy.
4. Lizard Skins products must be exempted from all store-wide or category-wide sales or coupons which would effectively advertise them below MAP.
5. "Bundling" or including a free or discounted product (whether made by Lizard Skins or another manufacturer) with a Lizard Skins product covered by this MAP Policy would violate this policy and is not permitted. The only exception is when Lizard Skins products are installed as part of an authorized OEM-type specification.
6. If pricing is displayed for a Lizard Skins product, any strike-through or other alteration of the MAP price is prohibited.
7. The MAP Policy applies only to advertised prices and does not apply to the actual sales price. Resellers remain free to sell Lizard Skins products at the price of their choosing.
8. The MAP Policy does not establish maximum advertised prices. All Resellers may offer Lizard Skins products at any price greater than the MAP established for such products. Internet auctions may not display or have reserved bids or other prices below the MAP price.
9. The MAP Policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" if the price advertised or listed for the products are not less than MAP.
10. From time to time, Lizard Skins may instigate promotions for products covered by the MAP Policy at its sole discretion. In such events, Lizard Skins reserves the right to modify or suspend its MAP Policy with respect to the affected products by notifying Resellers of such a change. Lizard Skins further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon 7 days advanced written notice to Resellers provided that such changes shall apply equally to all Resellers.
11. A violation of the MAP Policy is considered a Strike. The first violation ("Strike One") will result in notification. Resellers have 48 hours from time of Strike One notice to bring all advertised prices into compliance with the MAP Policy. If advertised prices are not brought into compliance within the 48-hour window, then the violating Reseller will be placed on a purchasing suspension for a period of 6 months. A second MAP Policy violation by a Reseller will be considered "Strike Two". Again, 48 hours will be given for compliance. If prices are not brought into compliance within the 48-hour window, then the Reseller will be placed on a purchasing suspension for a period of 6 months. A third MAP Policy violation by a Reseller will be considered "Strike Three", which will result in an immediate 6 month purchasing suspension.
12. This MAP Policy and its enforcement is solely Lizard Skins decision, discretion, and responsibility. No employee, sales representative or distributor of Lizard Skins is authorized to discuss or modify this policy. Any action of any person which claims to modify this policy or to solicit or obtain the agreement of any person to the policy, is unauthorized and invalid. Any questions about this policy or its enforcement should be made in writing and directed to Lizard Skins MAP Enforcement, map@lizardskins.com who will respond only in writing. No modification or discontinuance by Lizard Skins, in its sole and absolute discretion, at any time. Any action taken by Lizard Skins under this policy shall be without liability to Lizard Skins.



MINIMUM ADVERTISED PRICE (MAP) POLICY

EFFECTIVE DATE: January 1, 2019

ODI Grips, ("ODI") has invested significant time and resources to build a reputation for providing the highest quality products. In order to maintain the reputation and integrity of the ODI brand, allow ODI dealers the ability to make reasonable margin while providing ODI consumers the highest quality products while maintaining fair market price on ODI Grips, Handlebars and accessories, ODI will follow the below Minimum Advertised Pricing Policy ("MAP Policy") beginning on January 1, 2019.

MAP POLICY

1. The MAP for each ODI product is set at 10% below ODI MSRP. Resellers may not advertise any ODI product for sale below MAP.
2. Current MSRP information for all ODI products is available on the relevant product page at www.odigrips.com. ODI may modify the MSRP at any time without notice to resellers by updating the pricing at www.odigrips.com. It is the reseller's responsibility to monitor current MSRP and remain in compliance with this Policy. Reseller's must comply with any new MAP within seven (5) business days of the price change. ODI Grips may suspend this MAP for periodic promotions.
3. This Policy applies to all advertisements of ODI products. Advertisements include, but are not limited to, catalogs, online advertisements, fliers, mailers, circulars, mass emails, magazines, any print, billboard, radio or basically any means of communication. Advertisements include "add to cart to see price" and similar strategies.
4. This MAP Policy applies only to advertised prices and does not relate to actual sale prices. Resellers remain free to establish their own retail selling prices for all ODI Grips products.
5. ODI has the legal right to unilaterally cease the sales of ODI product at any time and for any reason, without prior notice to the dealer.
6. MAP has been set unilaterally by ODI, and cannot be the subject of negotiation or discussion with any dealer. It is our obligation to enforce this policy uniformly and fairly, and we must do so on our own. We cannot and will not accept any information from any dealer about prices being charged or policies broken by another dealer.
7. ODI reserves the right to establish exclusive dealer territories in some geographical areas, and to not sell ODI products to other dealer in those territories. (Exclusive territory dealers may be required to sign a written contract).
8. ODI may provide products directly to professional or amateur racing teams or individuals for promotional purposes. ODI also reserves the right to create a bicycle/powersport shop employee purchase program to promote the sales of these products.
9. Any dealer who complies with these policies may use our trademarks, trade names, and logos in print advertising or on the internet to advertise the ODI products are available for sale or delivery as the dealer's location. Unauthorized or inappropriate use of our logos, trademarks, trade names, or other intellectual property may result in restriction of your ability to purchase ODI products. All trademarks, trade names, logos, and other intellectual property remain the exclusive property of ODI.

VIOLATION OF POLICY

1. First Offense:

Dealer will be given (30) calendar days to remove any print advertisement from publication and distribution and (2) two days to remove any electronic advertisements from web pages or third party Internet sites.

2. Second Offense:

If a dealer fails to adjust the infraction, the account will be placed on a (30) day suspension.

3. Repeat Offenders:

The level of sanctions will be determined by ODI Grips and supported but its distributors, and could include indefinite termination to the dealer or reseller. ODI does not intend to do business with any Reseller that does not add value to the health of the brand.

Questions regarding this policy can be addressed to

MAP@ODIGrips.com

2021 PARK TOOL RETAIL PRICING AND SALES POLICIES

Park Tool Co. is responsible for the marketing and sales of its products. To ensure the integrity of its brand, preserve the image and value of its products, and build and maintain the retail network believed necessary to promote, sell and service its products, Park Tool has unilaterally adopted the following Minimum Advertised Price (MAP), Online Sales, and Intellectual Property Use policies for all retailers in the USA. These policies are effective as of January 22, 2021.

Minimum Advertised Price (MAP) Policy

Advertisements for current model Park Tool products must list the correct Park Tool part number and a price at or above the MAP listed on the Park Tool 2021 Minimum Advertised Price (MAP) List.

The MAP policy applies to prices advertised in any and all printed materials, print media, broadcast media and digital media. Any price information listed on an internet website, including price information in a website shopping cart, is considered advertising for the purposes of this policy.

The MAP policy applies only to advertised prices and does not apply to the prices at which products are actually sold.

The MAP policy does not apply to products discontinued by Park Tool, bona fide “used” products that are clearly identified in the advertisement as being “used”, and current model products that have not been assigned a MAP by Park Tool.

Loyalty programs, coupons, discount codes, rebates, dividends and promotions that include all products in a retailer’s physical store or online store (except products from brands that prohibit such promotions) are not considered violations of the MAP policy as long as they are not advertised as discounts associated specifically with any Park Tool product or products.

Bundling of multiple Park Tool products is permitted if the bundled price is at or above the combined total of the products’ individual MAPs. Bundling of Park Tool products with non-Park Tool products is only permitted with prior written approval from Park Tool.

Park Tool reserves the right to temporarily suspend the MAP policy for occasional promotions. Promotions of this type will be announced by Park Tool.

The prices on the 2021 Minimum Advertised Price List have been unilaterally set by Park Tool and will not be negotiated or discussed with any retailer. Retailers are responsible for remaining current with the MAP Policy and the minimum advertised prices.

Online Sales Policy

Specialty bicycle retailers that have a physical retail store in a commercial location with a walk-in storefront, showroom, website, business phone number and advertised hours of operation are permitted to sell Park Tool products on their company-owned website(s) and on the following approved marketplace websites: eBay.com, Walmart.com, Target.com. Retailers are not permitted to sell on Amazon.com unless authorized in writing by Park Tool (the authorization must be dated January 22, 2021 or later). Retailers wanting to be considered for authorization to sell on Amazon.com should request an application from dan@parktool.com.

There may be exceptions that would allow selling products outside the above parameters, but only with prior written approval from Park Tool. Contact: MAP@parktool.com.

Intellectual Property Use Policy

Retailers who comply with the MAP Policy and Online Sales Policy may, subject to Park Tool's sole discretion, use Park Tool images, trademarks, trade names, logos and other intellectual property in their advertising. All intellectual property remains the exclusive property of Park Tool.

Policy Compliance

Retailers are free to determine their own retail pricing, advertising, promotional and sales strategies. Park Tool, however, has unilaterally determined that it will block sales of Park Tool products to retailers who choose to violate its MAP, Online Sales and Intellectual Property Use Policies. Additionally, Park Tool will block sales to retailers that supply Park Tool products to other retailers in violation of the MAP, Retail Sales, or Intellectual Property Use policies.

Unilateral Action

The MAP, Online Sales and Intellectual Property Use Policies do not establish an agreement between Park Tool and any retailer. Park Tool will not negotiate or discuss any conditions of acceptance of these policies and will not accept any assurance of compliance.

Policy Changes and Communication

Park Tool reserves the right to unilaterally modify, change or update its MAP, Online Sales, and Intellectual Property Use policies at any time.

Current policy information is available from the Park Tool Price Policy Coordinator (MAP@parktool.com) and from authorized Park Tool wholesale distributors.

Any questions regarding interpretation of these policies should be directed to the Park Tool Price Policy Coordinator (MAP@parktool.com).

Quad Lock MAP and Online Sales Policies

Quad Lock smart phone mounting products are premium products. To better communicate their superior quality to consumers, Annex Products Pty Ltd requires that its authorized resellers use their “best efforts” to promote and market the features of Quad Lock products. Annex Products is therefore pleased to introduce its Minimum Advertised Price Policy (“MAP Policy”) and its Online Sales Policy. These policies apply to all Quad Lock products available for purchase by our authorized resellers (“Resellers”).

Annex Products is a leader in the design and manufacture of mounting systems for smartphones. To aid in the effective advertising of our Quad Lock products, this MAP Policy and Online Sales Policy are designed to ensure that all advertising of Quad Lock products is accurate and non-deceptive and will appropriately highlight the products’ features, benefits, quality, and value. The policies are also intended to encourage Resellers to undertake advertising and promotional activities to enhance the presentation and market awareness of Quad Lock products.

Annex Products has unilaterally adopted these policies and does not ask for, nor will it accept, any assurance of compliance or agreement from its Resellers relating to any aspect of the policies. Nothing in these policies is intended to be, or shall be construed as, an agreement as to the minimum prices at which a Reseller will advertise or sell Quad Lock products. Our Resellers must determine, using their sole discretion, the price at which they will sell Quad Lock products.

Effective Date:

1. The MAP Policy and Online Sales Policy are effective 06/12/2017. These policies apply to all Resellers that purchase our products after this date.
2. The policies will be in effect until further notice.

Definitions:

3. “Resellers” are those businesses and any locations thereof that are authorized by us to purchase and resell Quad Lock products. Resellers include businesses that purchase products directly from us and that purchase from our Authorized Quad Lock Distributors.
4. “Advertisement” means any communication with customers that identifies any Quad Lock products, including, but not limited to, websites, email (broadcast or individual), radio ads, print ads, TV ads, catalogs, direct mail, outdoor advertising (including billboards and store window or other similar display advertising visible from the exterior of the store), phone solicitations or quotes initiated by a Reseller, advertising stuffers in monthly statements, auction sites, banner advertisements, and any other media used to communicate with the public about Quad Lock products. For purposes of these policies, “Advertisement” does not include:
 - a. In-store communications between a Reseller and its customers;
 - b. In-store displays or advertising visible only to customers within the store;
 - c. Live, one-on-one, non-automated telephonic communications initiated by a customer; or
 - d. Individualized, non-automated e-mails between customer and Reseller initiated by a customer.
5. “Quad Lock products” means all products identified on the Reseller Price List, as amended from time to time.

6. “MAP” or “Minimum Advertised Price” means the minimum advertised price for specific MAP products as set forth in the Reseller Price List, which may be amended from time to time.
7. “Reseller Price List” means the list of Quad Lock products and the applicable MAP as determined by us. The list is available at the end of this Policy, and from our Authorized Quad Lock Distributors. Annex Products, in our sole discretion, may amend this Reseller Price List at any time.

Scope:

8. The MAP Policy and Online Sales Policy as established by Annex Products in this document and accompanying FAQ apply to all Resellers.
9. In the event that any provision of this MAP Policy or Online Sales Policy is found to be in violation of local, state or federal law, the remaining provisions shall continue in effect.

MAP Policy:

10. MAP products and their corresponding Minimum Advertised Price are published in the current and effective Reseller Price List.
11. Except as otherwise expressly provided in this MAP Policy, it shall be a violation of this MAP Policy for a Reseller to include any prices below MAP in its Advertisements of MAP products.
12. Advertisements that do not include specific prices do not violate this policy. For example, it is not a violation of the MAP Policy to advertise that a Reseller has the lowest prices, or will match competitors’ prices, or use similar language.
13. We will unilaterally administer and enforce this MAP Policy. Resellers who violate this MAP Policy will be notified in writing and subject to enforcement actions including, but not limited to, the loss of promotional compensation, an interim suspension on the ability to purchase Quad Lock products from us, and the permanent loss of the eligibility to purchase products from us.
14. This MAP Policy does not apply to Quad Lock products that are factory seconds, demo products, or customer returns or

refurbished products, provided that these products are clearly marked as “Factory Second,” “Demo Product,” “Refurbished,” “Return,” or with other similar language.

Online Sales Policy

15. To further promote the sale of Quad Lock products for all Resellers, we are also implementing this Online Sales Policy that is applicable to all Resellers.
16. It is the policy of Annex Products that the advertising, promotion, and distribution of Quad Lock products through any of the following means does not serve to promote the brand image or growth in sales of Quad Lock products:
 - a. Listing or selling Quad Lock products on Amazon or any Amazon third party site;
 - b. Listing or selling Quad Lock products on eBay;
 - c. Listing or selling Quad Lock products on any online store or marketplace operated by a third party; or
 - d. Listing, selling, or advertising Quad Lock products for shipment to customers located outside of the United States.

Any Reseller that advertises, distributes, sells, or promotes our products through these means may be subject to enforcement actions including, but not limited to, the loss of eligibility to purchase Quad Lock products for an unspecified period of time, as determined by us and in our sole discretion.

17. It is not a violation of this Online Sales Policy for a Reseller to advertise, distribute, sell or promote Quad Lock products on its own website.

Updates to this Policy

18. Quad Lock reserves the right to update, change or replace any part of this MAP & Online Sales Policy by posting updates and/or changes to our website without notice (www.quadlockcase.com/map). It is the Reseller’s responsibility to check this page periodically for changes. The Reseller’s continued purchase of Quad Lock products following the posting of any changes constitutes acceptance of those changes.

FAQs

Q1: Why have you adopted this MAP Policy and Online Sales Policy?

A: Annex Products seeks to encourage its Resellers to undertake advertising and promotional activities designed to enhance the presentation and market awareness for its products. Customers rely on advertising materials and the method of distribution (i.e., online v. in store) to determine the value of a 5 product. These policies are designed to ensure that the advertisement and introduction of Quad Lock products will highlight their features, benefits, quality and value. Such advertising is necessary to establish the appropriate perceived value of the products in the minds of consumers.

Q2: What does unilateral mean and why is it important?

A: Unilateral means one-sided, independent or alone. The point is that there is no agreement or joint decision between us and any Reseller to resell or advertise at any price, or how Resellers will distribute products. Each Reseller must independently and unilaterally set its own pricing and distribution methods. To avoid any implication that Annex Products is agreeing with a Reseller on these terms, for the protection of Annex Products and our Resellers, there shall be no discussion or negotiation between us and our Resellers regarding pricing to the consumer or exceptions to these policies.

Q3: When do these policies go into effect?

A: The policies go into effect on 06/12/2017, and will remain in effect as outlined until such time as you receive written notice from us that the policy has been terminated, amended, or modified.

Q4: Which products does the MAP Policy apply to?

A: The products covered by the MAP Policy will be indicated on the Reseller Price List.

Q5: Does the MAP Policy place any restriction of a Reseller's actual selling price?

A: No. Resellers are free to sell all Quad Lock products at whatever price they choose.

Q6: Does this MAP Policy apply to sale prices displayed on merchandise in my physical, bricks-and-mortar store?

A: No. The MAP Policy does not apply to physical in-store displays, in-store advertising or sale prices posted in your physical, bricks-and-mortar store (unless said prices are visible from outside your store in which case it is defined as an Advertisement). The MAP Policy also does not cover physical in-store conversations between you and your customers or one-on-one nonautomated telephonic communication initiated by a customer or individualized, or non-automated e-mails between customers and Resellers initiated by a customer.

Q7: Does this MAP Policy apply to sale prices displayed on my website?

A: Yes. All web-based posted prices (including “shopping cart” prices that are displayed when a customer clicks “add to cart”) are within the scope of the MAP Policy. A Reseller may display prices on its own website (including the display of prices in an “add to cart” feature), but these prices must comply with MAP. A Reseller may use the “Call for Price” feature in connection with internet sales. Note that a Reseller’s website sales are additionally subject to the Online Sales Policy.

Q8: Does an Advertisement that on its face offers a percentage or dollar discount off all items available from the Reseller (for example, all items in the Reseller’s physical bricks-and-mortar store) violate the MAP Policy?

A: Yes. Any advertising that leads to a price below MAP is considered a violation of the MAP Policy whether or not the advertisement mentions any specific MAP products. Resellers should use wording in the advertisement that specifically excludes MAP products from the promotional discount (i.e., discount does not apply to Quad Lock products).

Q9: What happens if an advertisement does not meet the terms of the MAP Policy?

A: A Reseller that violates this MAP Policy could be subject to loss of their eligibility to purchase MAP products for an unspecified period or termination, as determined by and at the sole discretion of Annex Products.

Q10: Will you ever change the MAP products or the minimum advertised prices for those products?

A: We reserve the right to change its MAP list and/or add or remove products from the Reseller Price List. Written notice of any change will be provided.

Q11: Would advertising without any reference to price violate the MAP Policy?

A: No. Advertising of Quad Lock products that do not include a price are not subject to the MAP Policy.

Q12: Are there any exceptions to the MAP Policy, such as advertising in special competitive situations?

A: No.

Q13: How will Annex Products know if a Reseller advertisement violates the MAP Policy?

A: We review advertising by Resellers on an ongoing basis and may retain a third party to monitor sales of our products.

Q14: Can I appeal a decision regarding a violation?

A: No. Our decisions cannot be appealed or negotiated. We must maintain a unilateral policy and therefore cannot entertain appeals or discussions.

Q15: What if a Reseller has documented evidence of a violation by another Reseller?

A: We assume sole responsibility for enforcing these policies and do not solicit or seek from other Resellers any information about a Reseller's compliance or non-compliance. In the event a Reseller submits such information in writing to us, we will not discuss the alleged violation with that Reseller, or otherwise report to that Reseller any action taken as a result of its report.

Q16: How will I be informed of violations?

A: You will receive written notification of any violation of the MAP Policy or Online Sales Policy and any enforcement action, including termination, taken by us in response to such violation.

Q17: What if I, or one of my employees, inadvertently advertise using an outdated MAP price?

A: It is your responsibility to advertise according to the current MAP prices listed in the current Reseller Price List.

Q18: What if I still have questions about the MAP Policy or Online Sales Policy?

A: All Reseller questions should be directed to b2b@quadlockcase.com.



MAP and Internet Policy

To preserve the reputation of the Stan's brand and to ensure a level playing field for all of our valued customers, for the past nine months, we have been working with an agency specializing in Amazon clean-up. We believe very strongly that owning our brand and ensuring proper representation of our products on the single largest retailer in the world will also strengthen sales through brick-and-mortar and other e-commerce channels.

All sales from dealer accounts selling Stan's NoTubes products on Amazon must stop by August 1st in accordance with our MAP and Internet Policy. Any accounts in violation come August 1st will be placed on a do not sell list honored by Stan's NoTubes and their distributors.

To be clear, this is not a margin grab for us, as we count on distributors and dealers to provide the technical support and knowledge many riders need to have the best possible experience. Internally, we have appointed Isaac Smith to oversee Amazon sales as well as to be a resource for the same images and product information to any and all dealers who wish to enhance their own e-commerce websites so that the riders have a consistent experience and information to make the best choices. We will be utilizing Fulfillment By Amazon so each product listing will indicate "Sold by: Stan's NoTubes" and "Ships from: Amazon.com" which will provide us with a comprehensive data source to analyze sales activity. Through this data, we will better understand where, when, and what riders purchase and therefore tailor product updates & offerings, targeted advertising, and will allow us to better direct consumers who prefer to purchase in a brick and mortar store directly to the retailers who fully support our brand. In addition, for those dealers that participate in distributor sales programs, we will be working to enhance those programs with any potential additional margin realized by selling in the Amazon channel.

Like much of the bicycle industry, 2020 brought us many challenges as well as tremendous opportunity. Thanks in large part to our wonderful network of distributors and dealers, we were able to successfully maintain a steady flow of tire sealant and key accessories to the riders of the world throughout the pandemic. We sincerely appreciate the efforts of everyone involved to safely deliver a good customer experience under difficult circumstances.

Please reach out to Isaac Smith, isaac.smith@notubes.com, with any questions or concerns.

TOKER ENGINEERING LLC (Company)

STANDARD TERMS AND CONDITIONS OF SALE

A. MINIMUM ADVERTISED PRICING POLICY (with reference to Section B, MSRP, below)

The purpose of enactment of this policy is to avoid depreciation of or damage to the trademarks, brands, tradenames and/or tradedress of the products of Toker Engineering LLC (the “Company” or “Seller”) including, but not limited to the marks SaltStick^{1*} and other marks of the Company.

1. Minimum Advertised Pricing: Company hereby advises each of its dealers, distributors, retailers and its sales representatives, that **advertising** Company’s products using Company’s copyrighted materials (including photographs from the Company’s online photo library or Company-created product descriptions) at a price below the manufacturer suggested retail price as listed or published by Company in its most recent price list (the “MSRP”) may lead to certain consequences, including Company’s discontinuance of its business relationship with such dealer, distributor or retailer (“Customer”, “Buyer”, or Reseller”). For the purposes of this policy, the term “advertising” shall include any price listing accessible to consumers in all media of any kind including but not limited to print, radio, television and directly via the World Wide Web (collectively, “all media”), provided that “advertising” shall not include a price quotation sent via email to a consumer if initiated at the consumer’s request. **Company expects that Company’s products will be advertised in all media by its dealers, distributors or retailers at no less than MSRP. Company’s complete policy and current price lists are available to all dealers, distributors, retailers and sales representatives from Company. Company’s intention and policy is not to engage any dealer, distributor or retailer that advertises Company’s products at prices below MSRP.** It is the decision of the dealer, distributor or retailer to advertise at any price they choose, **as long as it is not less than MSRP.**

2. Limitation of Policy: Without limiting any of the foregoing, no part of this policy is intended to affect resale prices or require any dealer, distributor or retailer to resell Company’s products at the MSRP price. Compliance with this policy remains at all times solely in the discretion of each dealer, distributor or retailer.

3. Changes in MSRP and Products: All Company products are subject to this policy, including any new product added by Company to its offerings for resale and bearing the Company name or any of its trademarks, brands or tradenames. Company may at any time, in its sole discretion, revise the MSRP for any product manufactured by it. Each addition and each revision shall be effective at such time specified by Company in its pricing schedule, which will be provided to each dealer or distributor. Company’s last price lists are available to all dealers, distributors and retailers at Company’s offices. All changes of such prices, as and when made, will also be so available.

4. Discounts, Premiums, etc: Should any dealer, distributor or retailer **without the prior written consent of Company** advertise the giving of any article of value in connection with the sale of any Company products, or the making of any concession in connection with the sale of any of such products, which results in a sale by dealer, distributor or retailer at net prices, this shall represent a violation of this policy.

5. Price Reductions, Inventory Reduction & Clearance: Company may exempt certain designated designs, SKUs and other items from this policy for the purpose of inventory reduction and SKU closeouts.

6. Decisions. Company will make all decisions concerning this policy unilaterally.

^{1*} SaltStick and other marks and all trade dress owned by Toker Engineering LLC All rights reserved.

B. MSRP - MANUFACTURER'S SUGGESTED RETAIL PRICE

Product	MSRP in USD	MAP in USD
SaltStick Dispenser	\$23.95	\$23.95
SaltStick Mini	\$19.95	\$19.95
SaltStick Caps 100ct	\$21.95	\$21.95
SaltStick Caps 30ct	\$12.95	\$12.95
SaltStick Caps 3ct	\$1.99	\$1.99
SaltStick Caps 3ct (Box of 24)	\$47.76	\$47.76
SaltStick Caps Plus 100ct	\$29.95	\$29.95
SaltStick Caps Plus 3ct	\$2.99	\$2.99
SaltStick Caps Plus 3ct (Box of 24)	\$71.76	\$71.76
SaltStick Fastchews 10ct packets (all flavors)	\$2.99	\$2.99
SaltStick Fastchews 10ct (Tray of 12) (all flavors)	\$34.95	\$34.95
SaltStick Fastchews 60ct (all flavors)	\$14.95	\$14.95
SaltStick Vitassium 100ct	\$21.95	\$21.95
SaltStick Vitassium 8ct	\$2.99	\$2.99
SaltStick Elixalyte 120mL	\$19.95	\$19.95

C. SALES ON THE WORLD WIDE WEB ("Internet")

Reseller shall have the right to resell Company Products on the Internet under the following conditions:

- 1. Reseller shall not sell Company products on any third party platform** including Amazon, Walmart.com, Ebay or any other third party sales platform. Reseller is restricted to selling Company product on their own .com (dot com) domain.
- 2. Reseller shall not violate MAP Policy.** Reseller shall adhere to Company MAP Policy (as referenced in Sections A and B) and shall at no time sell Company products below MAP prices on the world wide web.
- 3. Company's policy is inclusive** of all of customer's advertising including on all third party internet sites and/or pages that name or direct traffic to customers, such as search engines including but not limited to Google, Yahoo, or any other third party website.
- 4. Under no circumstances is Reseller permitted by Company to advertise products for sale in full cases as Company Product must be priced per unit only.**
- 5. Within 48 hours of notification sent by Company,** Reseller is obligated to post or publish the most recent updates to Product descriptions, images and pricing conforming to Company's Product descriptions, images and MAPs.
- 6. Reseller shall present on its website all information printed in English on Company's then current packaging of the Products** (the "Text"), and said Text shall be readable and reachable within one click of the images of the Products. If Reseller has any question about said Text, Reseller shall seek direction from Company.
- 7. Reseller shall utilize only the Company's then current images of Products.** Company retains the right to specify all images used by Reseller in connection with the Products, and such images that are approved for use by Company shall be provided by Company to Reseller and they shall remain owned exclusively by Company.