



## **Authorized Reseller Policy**

*(Version Date: July 1, 2018)*

CTEK® Power, Inc. (“CTEK®”) has guidelines for its Dealers, Jobbers and Warehouse Distributors (each referred to herein as “Resellers”) in order to sell, support and advertise CTEK products in order to ensure that our products are properly promoted and supported. CTEK Authorized Resellers are authorized to purchase CTEK products from a CTEK Authorized Distributor. This CTEK Authorized Reseller Policy (“Policy”) governs the manner in which the Authorized Reseller program will be managed by us and CTEK reserves the right to modify this policy from time to time without notice. Your acceptance into this program is at the sole discretion of CTEK. CTEK may terminate your participation in the program at any time. CTEK reserves the right in CTEK’s sole discretion to approve or disapprove of the sale or offering for sale by Authorized Reseller of CTEK products over the Internet or any interactive electronic network. CTEK has built a strong reputation and following among consumers and has determined that the following guidelines will benefit the CTEK brand and resale channel.

### ***CTEK’s Intellectual Property***

CTEK® is the sole owner of all intellectual property rights associated with its products, including but not limited to all patents, copyrights, trademarks, trade names, brands, images, descriptions, and likenesses of its products (“Intellectual Property”). Authorized Resellers are granted a limited, non-exclusive, revocable license to utilize CTEK’s Intellectual Property to advertise authentic CTEK products as long as the Brand Guidelines (provided separately) are adhered to. No alterations to CTEK’s Intellectual Property will be allowed without prior written consent from authorized CTEK personnel. CTEK reserves the right to revoke Intellectual Property usage privileges at any time for any reason without prior notification or warning to any user.

### ***CTEK’s Policy Guidelines***

- Authorized Resellers may sell our products only in its original packaging with full warranty attached. If a CTEK product is sold as an opened product, or not in its original packaging, the product will be considered materially altered and any CTEK warranty will not apply to that product and it should not be advertised or marked with CTEK branding.
- Authorized Resellers may sell to retail customers, and may sell in bulk to other Authorized Resellers (retailers, distributors, wholesalers, etc.).
- Authorized Resellers must provide the highest quality level of customer and sales support that reflect industry best practices when representing CTEK products and must not mislead or provide incorrect information to the end-consumer.
- Authorized Resellers must adhere to our Brand Guidelines (provided separately) in all sales and advertising materials including listing appropriate trademark other intellectual-property symbols in all advertising and sales materials.
- Authorized Reseller is expected to sell our products only in locations approved by our company, which prohibits all Resellers and their customers from selling via direct sales on or to public e-tailing platforms such as Amazon, Amazon Business\* (without prior written consent), Newegg, Alibaba, EBay, etc. Sales on Reseller created/owned e- tailing platforms are not affected by this restriction and CTEK product continues to be permitted to be sold through those controlled channels.

- No warranties of any kind, quality assurance or customer service shall apply to any CTEK product sold via direct sales or public e-tailing platforms, notwithstanding compliant Reseller created owned platforms. Any use of CTEK Intellectual Property via direct sales or public e-tailing platforms constitutes intellectual property infringement and CTEK reserves all rights against such Resellers selling CTEK product utilizing its intellectual property for these prohibited sales.

### ***Non-Compliance with Policy Guidelines***

- Violations of the Authorized Reseller Policy will not be tolerated. It is of utmost importance for the integrity of the CTEK brand that these guidelines are followed.
- Violators of the policy will lose any inventory shipments for a period of one (1) year after the first violation.
- It is at the discretion of CTEK to remove a violator from Authorized Reseller status after the first violation. If a Reseller is removed as an Authorized Reseller, that Reseller will be placed on the DO NOT SELL list and no longer receive CTEK inventory.

Reseller agrees to abide by the CTEK Authorized Reseller Policy and be listed as an Authorized Reseller of CTEK products.