



ThumbThings Handmade Finger Puppets™ Authorized Reseller Policy

To qualify and remain a ThumbThings™ Handmade Finger Puppets® Authorized Reseller, your business must adhere to this Finger Puppets Inc. Authorized Reseller Policy at all times.

AMAZON SALES ARE PROHIBITED: Reseller's found to be in violation of this policy will NOT be eligible to continue selling Finger Puppets Inc. products.

Maintain Current Business Information & Disclose All Locations That Carry Finger Puppets Inc. Products:

Reseller must maintain accurate and up-to-date company information and disclose all retail locations that carry ThumbThings™ Handmade Finger Puppets® throughout the term of your reseller relationship with Finger Puppets Inc. Qualifying retail locations can only be one of the following: your physical brick & mortar store(s), your commerce-enabled website(s), or temporary storefronts (events, tradeshow, pop up stores, etc).

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

Reseller must provide sell-thru information by SKU and approved retail location upon request.

Finger Puppets Inc.'s Trademarks & Brand Policy:

Reseller must comply with Finger Puppets Inc. Trademark & Brand Policy and represent yourself as a ThumbThings™ Handmade Finger Puppets® Authorized Reseller in all online advertising & sales collateral. Setting up businesses, registering domain names, or

social media usernames that contain any of Finger Puppets Inc.'s trademarks is strictly prohibited. To ensure compliance with Finger Puppets Inc.'s Authorized Reseller Policy, you must only use approved marketing materials for all Finger Puppets Inc. products.

Finger Puppets Inc.'s Minimum Advertised Price Policy:

Reseller must understand their obligations under Finger Puppets Inc.'s MAP Policy and abide by them.

Sell to Retail Consumers Only:

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

Only Purchase Finger Puppets Inc. Products Directly From Assigned & Authorized Distributor:

Reseller must not buy Finger Puppets Inc. products from other retailers, or from other sources not explicitly endorsed by Finger Puppets Inc.

Only Sell Finger Puppets Inc. Products in Original Packaging:

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

Use Finger Puppets Inc. Supplied Core Product Data in Feeds:

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

No Bundling Finger Puppets Inc. Products Without Obtaining Permission:

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

Bulk Sales:

Reseller agrees to reasonably cooperate with Finger Puppets Inc. in preventing unauthorized exportation of ThumbThings™ Handmade Finger Puppets® Products.

Customer Confusion:

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

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

Sell to Customer(s) Within An Assigned Geographic Territory:

Reseller must restrict customer order shipments to shipping addresses located within your assigned country or designated territory. This includes selling or shipping Finger Puppets Inc. products to end consumers online if your territory does not include the online channel.

Ensure PCI Compliance:

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

Maintain Updated Privacy Policy:

Reseller must publish and maintain a publicly accessible privacy policy.

Security Measures fro 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.

Additional Reseller Obligations for ThumbThings™ Handmade Finger Puppets® Dealer Locator:

Reseller's store locations may be listed in the ThumbThings™ Handmade Finger Puppets® dealer locator at Finger Puppets Inc.'s sole discretion.

Obey The Law, Abide by Policy Rules & Serve Customer Needs:

Reseller must comply with all applicable laws, rules, regulations & policies related to advertising, sale, & marketing of Finger Puppets Inc. products. Must provide a level of sales support & customer support for our customers that, at a minimum, demonstrate industry best practices. Failure to comply with all of the terms in Finger Puppets Inc.'s Authorized Reseller Policy will result in suspension or termination of your account.