

BE TRU WELLNESS™ REQUIRED GUIDELINES FOR RESELLERS

Be Trū Wellness™ has formulated policies to ensure that purchasers of Be Trū Wellness™ products follow specific guidelines for resale of these products. Be Trū Wellness™ sells products via websites, brick and mortar, magazines, catalogs and health care professionals. The Internet policies set forth below are required to be followed by all Resellers (as hereinafter defined) of our products to properly develop and promote the online distribution of Be Trū Wellness™ products in the professional marketplace, to support our commitment to the professionally supervised use of Be Trū Wellness™ products and to maintain Be Trū Wellness™ reputation for high quality products. Compliance with the below policies is a condition to the re-sale of Be Trū Wellness™ products, and your agreement to such policies must be acknowledged by signing at the bottom of this document.

1. Be Trū Wellness™ customers, resellers or distributors who would like to sell or list Be Trū Wellness™ products via the Internet, magazines, catalogs or brick and mortar or place copyrighted material on a web site or any other material (hereinafter, “Resellers”) must submit the URL pages (for web sites) or a copy of printed material (for catalogs, magazines, brick and mortar) for review by Be Trū Wellness™ and obtain Be Trū Wellness™ written approval (which may be given or withheld in our sole discretion) prior to selling or listing Be Trū Wellness™ products via the Internet, magazines, catalogs and brick and mortar. Following initial approval, a Reseller may modify its web site without obtaining subsequent approval provided that Be Trū Wellness™ shall have the right to disapprove web site, magazine, catalog or brick and mortar modifications and require changes it deems necessary, in its sole discretion, to promote the Be Trū Wellness™ image and brand, and to maintain high standards in the marketing of Be Trū Wellness™ products by Internet, magazines, catalogs and brick and mortar Resellers. Be Trū Wellness™ reserves the right, in its sole discretion, to suspend or terminate any Reseller at any time.
2. Be Trū Wellness™ will approve sales of their products only from a web site operated exclusively under the Reseller’s name or web site domain. The Reseller’s web site shall prominently display the Reseller’s contact information, including at a minimum the Reseller’s name, address, phone number, and e-mail address.
3. Sales of Be Trū Wellness™ products or display of Be Trū Wellness™ copyrighted and/or trademarked materials on eBay, Amazon or other online auction web sites is strictly prohibited, unless permission is granted beforehand in writing by Be Trū Wellness™
4. Be Trū Wellness™ USA Resellers may sell products outside the USA, but only with the prior written consent from Be Trū Wellness™ The following statement must appear clearly and conspicuously on a Reseller’s web site listing or selling Be Trū Wellness™ products, or containing information about such products: **“We offer Be Trū Wellness™ products to users in the United States of America only.”**
5. Sales of Be Trū Wellness™ products over the Internet, magazines, catalogs and brick and mortar shall be at prices no lower than Be Trū Wellness™ suggested retail prices.

Suggested retail prices must be clearly posted online, printed in magazines or catalogs and brick and mortar, and Resellers may not employ personalized promotional discount coupons or volume discounts, having the effect of reducing the prices charged for Be Trū Wellness™ products below suggested retail prices.

6. From time to time, Be Trū Wellness™ may offer special promotions, which may be extended to Resellers' Internet, magazine, catalog or brick and mortar sales.

7. Be Trū Wellness™ reputation for high quality, all-natural products for men and women is embodied in its trademarks, logos and copyrighted marketing materials. An approved Internet Reseller may use and refer to the Be Trū Wellness™ name, trademarks, logos and slogans (collectively "trademarks") solely to distinguish Be Trū Wellness™ products in connection with the Reseller's authorized sales of those products, provided that the Reseller complies with the following restrictions:

- (a) **Be Trū Wellness™ trademarks may not be altered in any way;**
- (b) **No Be Trū Wellness™ trademark may be used as all or part of any Reseller's domain name, company name or trade name;**
- (c) **No Be Trū Wellness™ trademark or any other mark may be used so as to cause confusion about the origin of Be Trū Wellness™ products or to lead the viewer to believe that Be Trū Wellness™ and Reseller's relationship is anything other than that of independent parties; and**
- (d) **No Be Trū Wellness™ trademark may be used so as to dilute, defame, disparage or harm Be Trū Wellness™ reputation.**
- (e) **Resellers are strictly prohibited from bidding and/or buying Be Trū Wellness™ trademarks as keywords on any search engine websites.**
- (f) **Be Trū Wellness™ products are not to be promoted or marketed as CBD, cannabidiol, marijuana and/or THC- containing brand. Resellers must clearly state that Be Trū Wellness™ products are manufactured from the male hemp plant and are completely free of THC and/or any other psychoactive plant compounds.**

An approved Internet Reseller must adhere to Be Trū Wellness™ Corporate Identity Usage Guidelines and must state on the Reseller's web site that Be Trū Wellness™ is the owner of the Be Trū Wellness™ trademarks and that the Reseller is using Be Trū Wellness™ trademarks with the permission of Be Trū Wellness™. Be Trū Wellness™ shall retain sole ownership rights to the trademarks, and the Reseller shall not acquire any right to these trademarks or any intellectual property of Be Trū Wellness™ by their use. Be Trū Wellness™ trademarks may be used only to the extent specified herein, and Be Trū Wellness™ may revoke any license to use Be Trū Wellness™ trademarks or other intellectual property at any time for any reason, and at such time, the use of such trademarks or other intellectual property by such Reseller shall cease immediately.

In addition, failure to comply with these policies may, at Be Trū Wellness™ sole option, result in restrictions and/or conditions being placed on the Reseller's account, up to and including account closure.

It is the responsibility of any authorized distributors who represent and sell Be Trū

Wellness™ products directly to get this MAP agreement signed by their online resellers and vendors, and they must keep on file all signed MAP agreements from each account.

Questions concerning these policies should be directed to Administration at Be Trū Wellness™.

Please sign below to acknowledge your agreement to comply with these policies and to be bound thereby and return to: Be Trū Wellness™ 21621 Nordhoff St., Chatsworth, CA 91311. The signed policy may also be scanned and emailed to julie@betruwellness.com. You acknowledge that Be Trū Wellness™ reserves the right to enforce the terms of this policy by any means available at law.

Agreed To and Accepted

On this Date: _____

By: _____
Authorized Signature of Reseller Representative

Print Name and Title of Reseller Representative

Name of Reseller

Telephone Number

Print Name of Person overseeing Web Site

<http://> _____
Reseller Web Site Address (URL)

Print Name of Person's overseeing Magazine, Catalog, Brick and Mortar

Be Trū Wellness™ 21621 Nordhoff St., Chatsworth, CA 91311 818.237.5136