



**Version Update: 09/2017**

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## **Condor Tool & Knife Authorized Distributor Policy**

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To qualify and remain a CTK Authorized Distributor, your business must adhere to this CTK Authorized Distributor Policy at all times.

### **1. Maintain Current Business Information**

Maintain accurate and up-to-date customer information and upon request disclose any information concerning CTK throughout the term of your distributor relationship with CTK.

### **2. CTK's Trademarks & Brand Policy**

Distributors must comply with CTK's Trademark & Brand Policy and assist in monitoring the compliance of CTK'S Authorized Reseller serviced by the distributor in all online advertising & sales collateral materials. Setting up businesses, registering domain names, or social media usernames that contain any of CTK'S trademarks is strictly prohibited. To ensure compliance with CTK's Authorized Distributor Policy, you may only use approved marketing materials for all CTK products.

You can read the entirety of CTK's Trademark & Brand Policy, see attached.

### **3. Sell to Stocking Dealers Only**

Distributor may not sell to other wholesalers, freight forwarders, or drop shippers for retailers. Distributor may only sell to Authorized resellers and Authorized E-Commerce resellers.

You can read the entirety of CTK's Authorized Reseller Requirements, see attached

### **4. Only Purchase CTK Products Directly From CTK**

Distributor must not buy CTK products from other sources, or from other sources not explicitly endorsed by CTK.

### **5. Only Sell CTK Products in Original Packaging**

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

### **6. No Bundling CTK Products without Obtaining Permission**

Distributor must not re-SKU or bundle CTK products without receiving prior written permission from CTK.



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### 7. Customer Confusion

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

### 8. Approved Wholesale-Only Website(s) Only

Distributor must only take orders via login secured e-commerce enabled web pages hosted on approved websites owned and operated by your company.

Selling and/or shipping to consumers 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.

### 9. Sell to Customer(s) Within an Assigned Geographic Territory

Distributor must restrict customer order shipments to shipping addresses located within their assigned country or designated territory, that being North America.

### 10. Sell to Customer(s) Within an Assigned Market Segment

Distributor must restrict customer order shipments within their assigned market segment. Distributor must restrict customer order shipments to within your assigned market segment. Selling and/or shipping to third party e-commerce customers is not allowed.

### 11. Ensure PCI Compliance

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

### 12. Ensure MAP Policy Compliance

Distributor must ensure that it complies at all times with CTK's Minimum Advertised Price ("MAP") Policy. CTK's MAP Policy is not intended to control, influence, determine, restrict or limit in any way the price at which Condor products may be sold, it is strictly limited to the conduct of advertising, and each reseller remains entirely free to determine its own resale price for Condor products.

### 13. Additional Distributor Obligations for Authorized E-Commerce Dealers

Distributor 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 for all customers with Authorized E-Commerce websites.



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

Distributor must ensure that all their CTK E-Commerce customers have industry-standard e-commerce security and fraud protection measures in place, including two-factor authentication, authorized territory shipping restrictions, and customer fraud resolution procedures.

**Failure to comply with all of the terms in CTK's Authorized Distributor Policy will result in suspension or termination of your account.**