



ACTIVA Products, Inc.
8900 FM 1998
Marshall, TX 75672
Phone: 903-938-2224
Toll Free: 800-883-3899
Fax: 903-938-3899
www.activaproducts.com

ACTIVA® Authorized Reseller Policy & Requirements

To qualify and remain an Authorized Reseller of ACTIVA®-brand products, your business must adhere to the following policies and procedures at all times.

1. Maintain Current Business Information & Disclose All Locations That Carry ACTIVA®-brand Products

Maintain accurate and up-to-date company information and disclose all retail locations that carry ACTIVA® products throughout the term of your reseller relationship with ACTIVA Products, Inc.

Qualifying locations are one or more of the following:

- i) Physical brick & mortar store(s);
- ii) Commercial warehouse(s);
- iii) Company or privately owned ecommerce-enabled website(s).

Awarded, Licensed agreements are any one or more of the following:

- i) 3rd party platforms and/or managed listing marketplaces including Amazon, eBay, Etsy, Overstock.com, Alibaba, Buy.com, Newegg.com, and all similar;
- ii) Business-to-Business partnerships.

2. ACTIVA®'s Trademarks & Brand Policy

Reseller must comply with ACTIVA®'s Trademark & Brand Policy and represent yourself as an ACTIVA® Authorized Reseller in all online advertising & sales collateral.

Setting up businesses, registering domain names, or social media usernames that contain any of ACTIVA®'s trademarks is strictly prohibited. To ensure compliance with ACTIVA®'s Authorized Reseller Policy, you must only use approved marketing materials for all (company) products.

3. ACTIVA®'s Minimum Advertised Price (MAP) Policy

Reseller must understand their obligations under ACTIVA®'s MAP Policy and abide by them.

4. ACTIVA®'s Return Merchandise Authorization (RMA) Policy

Reseller must understand their obligations under ACTIVA®'s RMA Policy and abide by them.



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5. 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 end consumers **through their own website and catalogues only** unless written permission is granted and licensing awarded.

6. Do Not Distribute Outside of the United States

Reseller is strictly prohibited from selling ACTIVA products outside of the United States. This includes sales to B2B accounts, wholesalers, freight forwarders, or drop shippers for retailers located outside of the U.S.A. Reseller may only sell to end consumers within the United States unless explicit, written permission is granted and licensing awarded by ACTIVA Products, Inc.

7. Only Sell ACTIVA® Products in Original Packaging

Reseller may not alter original ACTIVA® packaging in any way prior to reselling ACTIVA® products. Removing ACTIVA® products from packaging and reselling ACTIVA® products in a different packaging or under a different name is strictly prohibited unless written permission is granted and licensing awarded.

8. No Bundling ACTIVA® Products Without Obtaining Permission

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

9. Customer Confusion

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

10. Sell on Approved Retail Website(s) Only

Reseller must only take orders via publicly accessible e-commerce 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 unless written permission is granted, and licensing awarded.



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11. Ensure PCI Compliance

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

12. Maintain Updated Privacy Policy

Reseller must publish and maintain a publicly accessible privacy policy.

13. Security Measures for E-Commerce Sites and Fraud Protection

Reseller must ensure industry-standard e-commerce security and fraud protection measures are in place including authentication and customer fraud resolution procedures.

Failure to comply with any of the terms in ACTIVA®'s Authorized Reseller Policy will result in suspension or termination of your account.

ACTIVA Products, Inc appreciates your business and cooperation with this policy.