



455 W 56th Street, New York, NY 10019  
sporn.com

## **Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Authorized Distributor Requirements**

To qualify and remain a Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Authorized Distributor, your business must adhere to this Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Authorized Distributor Policy at all times.

### **1. Maintain Current Business Information & Disclose All Locations That Carry Yuppie Puppy Pet Products, Inc., DBA The Sporn Company**

Maintain accurate and up-to-date company information and disclose all locations that stock Yuppie Puppy Pet Products, Inc., DBA The Sporn Company throughout the term of your distributor relationship with Yuppie Puppy Pet Products, Inc., DBA The Sporn Company. Supply a complete marketing online plan to Yuppie Puppy Pet Products, Inc., DBA The Sporn Company prior to the new calendar year.

### **2. Report Sell-Thru for Physical Retail Location(s) and E-Commerce Sites**

Distributor must provide sell-thru information by SKU and approved retailer's location upon request. Yuppie Puppy Pet Products, Inc., DBA The Sporn Company reserves the right to perform an audit of financial statements pertaining to Yuppie Puppy Pet Products, Inc., DBA The Sporn Company sales or the business operations (conduct) to ensure compliance with this policy.

### **3. Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Trademarks & Brand Policy**

Distributors must comply with Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Trademark & Brand Policy and assist in monitoring the compliance of Yuppie Puppy Pet Products, Inc., DBA The Sporn Company 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 Yuppie Puppy Pet Products, Inc., DBA The Sporn Company trademarks is strictly prohibited. To ensure compliance with Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Authorized Distributor Policy, you may only use approved marketing materials for all Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products.

You can read the entirety of Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Trademark & Brand Policy here:

[https://cdn.shopify.com/s/files/1/0013/0541/1671/files/Sporn Trademark and Brand Policy 2172021.pdf?v=1614105362](https://cdn.shopify.com/s/files/1/0013/0541/1671/files/Sporn%20Trademark%20and%20Brand%20Policy%202172021.pdf?v=1614105362)

#### **4. 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 Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Authorized Reseller Requirements here:

[https://cdn.shopify.com/s/files/1/0013/0541/1671/files/Sporn Reseller Policy 3 22 2017.pdf?v=1616449875](https://cdn.shopify.com/s/files/1/0013/0541/1671/files/Sporn%20Reseller%20Policy%203%2022%202017.pdf?v=1616449875)

#### **5. Only Purchase Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Products Directly From Yuppie Puppy Pet Products, Inc., DBA The Sporn Company**

Distributor must not buy Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products from other sources, or from other sources not explicitly endorsed by Yuppie Puppy Pet Products, Inc., DBA The Sporn Company within your sales territory.

#### **6. Only Sell Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Products in Original Packaging**

Distributor may not alter original Yuppie Puppy Pet Products, Inc., DBA The Sporn Company packaging in any way prior to reselling Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products. Removing Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products from packaging and reselling Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products in a different packaging or under a different name is

strictly prohibited.

### **7. No Bundling Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Products without Obtaining Permission**

Distributor must not re-SKU or bundle Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products without receiving prior written permission from Yuppie Puppy Pet Products, Inc., DBA The Sporn Company.

### **8. Customer Confusion**

Distributor will not advertise, market, display, or demonstrate non-Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products together with Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products in a manner that would create the impression that the non-Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products are made by, endorsed by, or associated with Yuppie Puppy Pet Products, Inc., DBA The Sporn Company.

### **9. Approved Wholesale-Only Website(s) Only**

Distributor must only take orders via login secured ecommerce 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.

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

Distributor must restrict customer order shipments to shipping addresses located within your assigned country or designated territory. Distributor must restrict customer order shipments to shipping addresses located within your assigned country or designated territory. (Appendix A)

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

Distributor must restrict customer order shipments within your assigned market segment. Distributor must restrict customer order shipments to within your assigned market segment. (Appendix B)

### **12. Ensure PCI Compliance**

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

### **13. Maintain Updated Privacy Policy**

Distributor must publish and maintain a publicly accessible privacy policy.

### **14. Security Measures from E-Commerce Sites and Fraud Protection**

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.

### **15. 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.

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

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.

**Failure to comply with all of the terms in Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Authorized Distributor Policy will result in suspension or termination of your account.**