



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

Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Authorized Reseller Requirements

To qualify and remain a Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Authorized Reseller, your business must adhere to this Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Authorized Reseller 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 retail locations that carry Yuppie Puppy Pet Products, Inc., DBA The Sporn Company throughout the term of your reseller relationship with Yuppie Puppy Pet Products, Inc., DBA The Sporn Company.

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, trade shows, pop up stores, etc.).

2. 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. 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. This information is to be provided to The Sporn Company within one week from the request.

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

Reseller must comply with Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Trademark & Brand Policy and represent yourself as a Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Authorized Reseller in all online advertising & sales collateral.

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 Reseller Policy, you must 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

4. Sell to Retail Consumers Only

Reseller may not sell to B2B accounts, wholesalers, or freight forwarders/drop shippers nor drop ship for other retailers or ecommerce customers. Reseller may only sell to your end consumers only.

5. Only Purchase Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Products Directly From Assigned & Authorized Distributor

Reseller must not buy Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products from other retailers, 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

Reseller 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. Use Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Supplied Core Product Data in Feeds

Reseller must be able to use standard set of Yuppie Puppy Pet Products, Inc., DBA The Sporn Company supplied data in product data feeds that you distributor to 3rd party advertising venues unless prior written permission is obtained from Yuppie Puppy Pet Products, Inc., DBA The Sporn Company.

8. No Bundling Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Products Without Obtaining Permission

Reseller must not re-SKU or bundle Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products in your online assortments & data feeds without receiving prior written permission from Yuppie Puppy Pet Products, Inc., DBA The Sporn Company.

9. Exportation Sales

Reseller agrees to cooperate with Yuppie Puppy Pet Products, Inc., DBA The Sporn Company in preventing unauthorized exportation of Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Products to any location outside of the United States of America. Reseller shall endeavor to request the following information from customers that buy in bulk (10 or more units): customer name, customer address, customer phone, and dates of transaction. The customer information is not required to be transferred to Yuppie Puppy Pet Products, Inc., DBA The Sporn Company, however it should be used to identify suspicious purchase patterns. In the event the customer refuses to provide such information, Reseller should reduce the transaction quantity to below the Bulk Products threshold.

10. Customer Confusion

Reseller 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.

11. 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, Walmart.com, Google Marketplace, 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.

12. 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 Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products to end consumers online if your territory does not include the online channel. Reseller must restrict customer order shipments to shipping addresses located within your assigned country or designated territory. This includes selling or shipping Yuppie Puppy Pet Products, Inc., DBA The Sporn Company products to end consumers online if your territory does not include the online channel.

13. Ensure PCI Compliance

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

14. Maintain Updated Privacy Policy

Reseller must publish and maintain a publicly accessible privacy policy.

15. Operate Ecommerce Business Separately from Offline Retail Business

Reseller must plan inventory for your ecommerce business separately from inventory planned for your physical store's business & provide accurate sell-thru numbers for each.

16. Security Measures from 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.

17. Additional Reseller Obligations for Yuppie Puppy Pet Products, Inc., DBA The Sporn Company Dealer Locator

Reseller must ensure industry-standard e-commerce security and fraud protection measures are in place, including authorized territory shipping restrictions, and customer fraud resolution procedures.

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

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.

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