**ADVENTURE READY BRANDS AUTHORIZED ONLINE SELLER APPLICATION**

**FOR THE UNITED STATES**

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| **Applicant’s Information** | |
| 1. Applicant’s Legal Name: | |
| 2. DBA/Trade Name(s): | |
| 3. Primary Contact: | 4. Title: |
| 5. Applicant Physical Address: | 6. Applicant Mailing Address (if different from Physical Address): |
| 7. Telephone: | 8. Fax: |
| 9. Email: | |
| 10. Entity Type:  Corporation  LLC  Partnership  Sole Proprietorship | |
| 11. State of Incorporation: | 12. Year Incorporated: |
| 13. DUNS: | 14. EIN: |
| 15. Resale Certificate Number: | 16. Resale Certificate Issuing State: |
| 17. How long have you been engaged in ecommerce sales? | |
| 18. Please identify all source(s) of the Adventure Ready Brands products you are selling or intend to sell.  Purchase directly from Adventure Ready Brands (Account Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)  Purchase from Distributor(s) (list below)  Other (describe below) | |
| 19. Do you store or intend to store your inventory of Adventure Ready Brands products at a location other than the Applicant Physical Address identified above?  Yes  No  If yes, please provide the address for all locations where such inventory is stored or will be stored: | |
| 20. Do you use any third-party fulfillment service or third-party logistics provider to store inventory or fulfill orders of Adventure Ready Brands products (including any drop-shipping arrangement)?  Yes  No  If yes, please identify the name(s) of the third-party fulfillment service and/or third-party logistics provider and describe the services provided. | |
| 21. Has the Applicant ever been a debtor in any bankruptcy, receivership, or other insolvency proceeding?  Yes  No | |
| 22. Has any company in which any of the Applicant’s principals hold an ownership interest ever been a debtor in any bankruptcy, receivership, or other insolvency proceeding?  Yes  No | |
| 23. Are there any pending lawsuits involving the Applicant?  Yes  No | |
| *If you checked “Yes” in box 21, 22, or 23, please attach additional sheet(s) explaining these matters in detail.* | |

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| **Application for Website Approval** | |
| **Requested Websites:** Please identify all websites or mobile applications through which you wish to sell Adventure Ready Brands products *(one per line, exact spelling required)*.  *Example: www.ABCStoreName.com*  *Example: Amazon.com / Storefront name “ABC Store”/ Merchant ID* | **Adventure Ready Brands**  **Use Only** |
| 1. | Approved  Declined |
| 2. | Approved  Declined |
| 3. | Approved  Declined |
| 4. | Approved  Declined |
| 5. | Approved  Declined |
| 6. | Approved  Declined |
| 7. | Approved  Declined |
| 8. | Approved  Declined |
| 9. | Approved  Declined |
| 10. | Approved  Declined |

**By submitting this Adventure Ready Brands Authorized Online Seller Application for the United States (the “Application”), Applicant acknowledges that authorization to sell on the Requested Websites is only granted once both Applicant and Tender Corporation dba Adventure Ready Brands (“Adventure Ready Brands”) have executed the attached Adventure Ready Brands Authorized Online Seller Agreement for the United States (the “Agreement”).**

**Submitting this Application does not authorize Applicant to sell Adventure Ready Brands products (“Products”) on the Requested Websites, and Adventure Ready Brands has no obligation to accept Applicant’s request to sell Products on any or all of the Requested Websites.**

**If Applicant is approved to sell Products on any or all of the Requested Websites, Applicant agrees that it will abide by the terms in the Agreement with respect to any approved websites. Applicant indicates such agreement by signing the Agreement below.**

**ADVENTURE READY BRANDS AUTHORIZED ONLINE SELLER AGREEMENT**

**FOR THE UNITED STATES**

This Adventure Ready Brands Authorized Online Seller Agreement for the United States (the “Agreement”) is hereby entered into by and between Tender Corporation dba Adventure Ready Brands (“Adventure Ready Brands”) and the undersigned Seller (“Seller” or “you”) (collectively, the “Parties” and individually, a “Party”). The “Effective Date” of this Agreement is the date this Agreement is accepted by Adventure Ready Brands after being agreed to by you.

1. **Modification of the Terms.** By entering into this Agreement, Seller affirms its agreement to adhere to the terms in the currently effective Adventure Ready Brands Authorized Distributor Policy for the United States, Adventure Ready Brands Authorized Reseller Policy for the United States, or Adventure Ready Brands Authorized Retailer Policy for the United States, as applicable to Seller (the “Terms”). This Agreement supplements, amends, and is deemed incorporated into the Terms. Except as supplemented or amended pursuant to the terms and conditions in this Agreement, the Terms remain unchanged and in full force and effect as written. Unless otherwise defined herein, capitalized terms shall have the same meanings ascribed to them in the Terms.
2. **Authorization of Online Sales.** Other than websites that may be defined in the Terms as “Permissible Public Websites,” the Terms prohibit the sale of the Products on any publicly accessible website, online marketplace, mobile application, or other online forum without Adventure Ready Brands’ prior written consent. Execution by Adventure Ready Brands of this Agreement constitutes Adventure Ready Brands’ consent, and the various provisions in the Terms pertaining to such prohibition are deemed amended in order to effectuate such approval. Subject to and to the extent provided by the terms and conditions herein, including the Adventure Ready Brands Online Sales Guidelines, attached as Exhibit A, Seller may market for sale and sell Products solely at the website(s) and/or mobile application(s) identified as approved by Adventure Ready Brands in the Application for Website Approval above or designated as Permissible Public Websites in the Terms (collectively, the “Authorized Websites”). Seller shall not market for sale or sell Products on or through any other website, online marketplace, mobile application, or other online forum.
3. **Intellectual Property.** The license granted to Seller in the Terms to use the Adventure Ready Brands IP is hereby amended to authorize use of the Adventure Ready Brands IP on the Authorized Websites, subject to the additional quality controls contained herein. Seller acknowledges that it owns no right, title, or interest in any of the Adventure Ready Brands IP except as granted in the Terms or herein. Seller’s license to use the Adventure Ready Brands IP on the Authorized Websites shall be revoked immediately upon termination of this Agreement.
4. **Termination.** Adventure Ready Brands, in its sole and absolute discretion, may terminate its approval for Seller to market and sell Products at one or all of the Authorized Websites, and Seller must cease all such marketing and sales immediately on the applicable Authorized Website(s) upon receiving notice of such termination. Upon termination of approval to market and sell Products at one or more Authorized Websites, Seller’s authorization to use Adventure Ready Brands IP on such websites shall be revoked. Adventure Ready Brands may terminate this Agreement with written notice at any time. On termination of Seller’s status as an Authorized Distributor, Authorized Reseller, or Authorized Retailer pursuant to the Terms, this Agreement shall terminate automatically, and Seller shall immediately cease all marketing and sales of Products on the Authorized Websites.
5. **Availability of Injunctive Relief.** If there is a breach or threatened breach of the Terms or Sections 2 (Authorization of Online Sales), 3 (Intellectual Property), or 4 (Termination) of this Agreement, it is agreed and understood that Adventure Ready Brands will have no adequate remedy in money or other damages and accordingly shall be entitled to injunctive relief and other equitable remedies; provided, however, no specification in this Agreement of any particular remedy shall be construed as a waiver or prohibition of any other remedies in the event of a breach or threatened breach of this Agreement. No failure, refusal, neglect, delay, waiver, forbearance, or omission by Adventure Ready Brands to exercise any right(s) herein or to insist upon full compliance by Seller with Seller’s obligations herein shall constitute a waiver of any provision herein or otherwise limit Adventure Ready Brands’ right to fully enforce any or all provisions and parts thereof.
6. **Indemnification.** Except as otherwise provided herein, Seller shall, and hereby does, indemnify, defend, save and hold harmless Adventure Ready Brands, and its directors, officers, employees, shareholders, members, partners, counsel, auditors, accountants, agents, advisors and all other representatives and each of the heirs, executors, successors and assigns of any of the foregoing, from and against any and all losses, liabilities, obligations, actions, causes of actions, suits, debts, dues, sums of money, accounts, reckonings, bonds, bills, covenants, contracts, controversies, agreements, promises, variances, trespasses, damages, judgments, executions, claims, and demands whatsoever, in law, admiralty, or equity, known or unknown of any kind to the extent they are caused by, arise from, or are incurred in connection with (a) any breach of, or failure to perform, any term, covenant or condition in this Agreement by Seller, or (b) the negligence or willful misconduct of Seller or its officers, employees, agents or contractors.
7. **Miscellaneous.**
   1. ***Modification.*** Adventure Ready Brands reserves the right to update, amend, or modify this Agreement with written notice to Seller. Unless otherwise provided, such amendments will take effect immediately, and Seller’s continued use, advertising, offering for sale, or sale of the Products on the Authorized Websites following notice of the amendments will be deemed Seller’s acceptance of the amendments.
   2. ***Waiver.*** No waiver of any breach of any provision of this Agreement shall constitute a waiver of any prior, concurrent, or subsequent breach of the same or any other provisions hereof, nor shall it constitute a course of dealing and no waiver shall be effective unless made in writing.
   3. ***Severability.*** If any provision of this Agreement is held contrary to law, the remaining provisions shall remain valid.
   4. ***Assignment.*** This Agreement may not be assigned or transferred by Seller without the prior written consent of Adventure Ready Brands. Adventure Ready Brands is entitled to assign this Agreement, in whole or in part, without Seller’s consent to any Adventure Ready Brands-affiliated company or to any entity to which Adventure Ready Brands sells, transfers, conveys, assigns, or leases all or substantially all of its rights and assets with respect to the development, production, marketing, or sale of the Products. This Agreement is intended for the benefit of the Parties and their permitted assignees, and no other person will be entitled to rely upon this Agreement or be entitled to any benefits under this Agreement.
   5. ***Entire Agreement.*** This Agreement, the Terms and their attachments, constitute the entire agreement between the Parties regarding the contemplated transactions and supersedes all prior agreements and understandings between the Parties relating to the sale of the Products online.
   6. ***Construction.*** The descriptive headings and sections of this Agreement are inserted for convenience only and shall not control or affect the meaning or construction of any of the provisions hereof. Should any provision of this Agreement require judicial interpretation, it is agreed that the court interpreting or construing the same will not apply a presumption that the terms hereof will be more strictly construed against one Party by reason of the rule of construction that a document is to be construed more strictly against the Party who itself or through its agent prepared the same, it being agreed that all Parties, directly or through their agents, have participated in the preparation or negotiation hereof.
   7. ***Counterparts.*** This Agreement may be executed in any number of counterparts, each of which shall be an original, but all of which together shall constitute one instrument.
   8. ***Governing Law.*** The terms of this Agreement and any dispute arising under it shall be governed by, construed, and enforced in accordance with the laws of the State of Delaware, without regard to its choice of law rules.
   9. ***Confidentiality*.** This Agreement, and its attachments, if any, constitute confidential, proprietary information of Adventure Ready Brands and shall not be used for any purpose other than the authorized advertising and sale of the Products nor disclosed to any third party without the prior written consent of Adventure Ready Brands.
   10. ***Survival.*** The following provisions shall survive the termination of this Agreement: Section 3 (Intellectual Property), Section 6 (Indemnification), Section 7(h) (Governing Law), Section 7(i) (Confidentiality), Section 7(j) (Survival), Section 7(k) (Dispute Resolution), and Section 7(l) (Waiver of Jury Trial).
   11. ***Dispute Resolution.*** In the event of a dispute over the terms or performance under this Agreement, the Parties expressly submit to personal jurisdiction and venue in the United States District Court for the District of New Hampshire or state courts of record in Grafton County, New Hampshire. In the event of a breach or threatened breach of this Agreement by Seller, Seller is responsible for Adventure Ready Brands’ attorneys’ fees and costs associated with any lawsuit or other action necessary to obtain appropriate relief.
   12. **Waiver of Jury Trial.** **TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, THE PARTIES EACH HEREBY IRREVOCABLY AND EXPRESSLY WAIVE ALL RIGHT TO A TRIAL BY JURY IN ANY ACTION, PROCEEDING, OR COUNTERCLAIM (WHETHER BASED UPON CONTRACT, TORT, OR OTHERWISE) ARISING OUT OF OR RELATING TO THIS AGREEMENT OR ANY OF THE TRANSACTIONS CONTEMPLATED HEREBY OR THEREBY OR THE PARTIES’ ACTIONS IN THE NEGOTIATIONS, ADMINISTRATION, OR ENFORCEMENT HEREOF OR THEREOF. THE PARTIES ACKNOWLEDGE THAT SUCH WAIVER IS MADE WITH FULL KNOWLEDGE AND UNDERSTANDING OF THE NATURE OF THE RIGHTS AND BENEFITS WAIVED HEREBY AND WITH THE BENEFIT OF ADVICE OF COUNSEL OF ITS CHOOSING.**

The Parties have caused this Adventure Ready Brands Authorized Online Seller Agreement for the United States to be executed in their respective names by their duly authorized representatives.

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| **Tender Corporation**  **dba Adventure Ready Brands** |  | **Seller:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  | By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  | Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  | Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Signature Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  | Signature Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**EXHIBIT A**

**ADVENTURE READY BRANDS ONLINE SALES GUIDELINES**

1. The Authorized Websites must be confined to the specific approved domain name(s) and/or screen name(s) or storefront name(s). The Authorized Websites must not give the appearance that they are operated by Adventure Ready Brands or any third party.
2. Anonymous sales are prohibited. Seller’s full legal name or registered fictitious name, mailing address, email address, and telephone contact must be stated conspicuously on the Authorized Websites and must be included with any shipment of Products from the Authorized Websites or in an order confirmation email sent at the time of purchase.
3. At Adventure Ready Brands’ request, Seller will reasonably cooperate in demonstrating and/or providing access to, and copies of, all web pages that comprise the Authorized Websites.
4. The Authorized Websites shall have a mechanism for receiving customer feedback, and Seller shall use reasonable efforts to address all customer feedback and inquiries received in a timely manner. Seller agrees to provide copies of any information related to customer feedback (including any responses to customers) regarding the Products to Adventure Ready Brands for review upon request. Seller agrees to cooperate with Adventure Ready Brands in the investigation of any negative online review associated with Seller’s sale of the Products and to use reasonable efforts to resolve any such reviews. Seller shall maintain all records related to customer feedback for a period of one (1) year following the creation or submission of such a record, to the extent legally permitted. Nothing in this paragraph shall be construed to require Seller to disclose identifying information about its customers to Adventure Ready Brands.
5. The Authorized Websites shall be in compliance with all applicable privacy, accessibility, and data security laws, regulations and industry standards.
6. Seller shall be responsible for all fulfillment to its customers who order Products through Authorized Websites, any applicable taxes associated with such purchases of Products, and any returns of Products.
7. Adventure Ready Brands reserves the right to require Seller to adhere and agree to additional terms relating to the quality and sale of Products through the Authorized Websites.