

**BOKER USA, INC.**

1550 Balsam Street ■ Lakewood, CO 80214-5917

Tel: (303) 462-0662 ■ Fax: (303) 586-6022

Email: [sales@bokerusa.com](mailto:sales@bokerusa.com) ■ Web: [www.bokerusa.com](http://www.bokerusa.com)

November 14, 2018

Dear Valued Customer,

Boker USA, Inc. (Boker) recognizes that our Authorized Resellers invest significant time and resources into educating the public about Boker's family of brands, including Boker Plus, Arbolito, Fox, and Fox MD products, training knowledgeable staff, and providing other support services. Items explicitly exempted from MAP are Magnum and Black Fox branded items. Boker is committed to supporting our Authorized Resellers' efforts and maintaining the reputation of Boker products for quality. We strive to maintain a high level of customer confidence in the quality of our products, and to protect the investment of our Authorized Resellers. We have adopted and require all Authorized Resellers to follow these Authorized Reseller Requirements. This agreement includes ALL resellers of Boker's above listed items and purchases through authorized distributors also require that this agreement be completed prior to providing Boker products to customers.

Selling on any third-party online marketplace (e.g. Amazon, eBay, jet.com, Walmart.com) **is not allowed**. In order to sell on any 3<sup>rd</sup>. party web sites you must have a written agreement from Boker USA stating explicit rights to sell as a 3<sup>rd</sup> Party on Amazon, Walmart.com, eBay or jet.com or any other 3<sup>rd</sup> party sites. This applies to all brands controlled by Boker USA.

- Approved Resellers may not sell via Fulfilled by Amazon (FBA) or offer "Prime" badging via the Seller Fulfillment Network without separate written authorization to do so.
- Boker does not allow any of our Authorized Resellers to sell to Amazon directly or to any of its affiliate companies without separate written authorization to do so.
- Boker reserves the right to revise, amend, or change these Authorized Reseller Requirements at its sole discretion. The revisions are effective once provided to the Authorized Reseller. To qualify as and remain a Boker Authorized Reseller, your business must adhere to these Boker Authorized Reseller Requirements at all times.
- Approved Resellers shall be an active Authorized Reseller for a minimum of 1 continuous year.
- Approved Resellers shall only use authentic Boker, trademarks, taglines, etc.
- Approved Resellers shall clearly post their name, address, and phone number on all offers for sale.
- Approved Resellers shall follow Boker's MPT and MAP policies at all times.
- Approved Resellers shall obtain pre-approval from Boker for any product bundling.
- Approved Resellers shall register each store name that will be used on any third-party marketplace with Boker.

Failure to comply with all of the terms in the Boker Authorized Reseller Requirements will result in suspension or termination of your account.

If you have any questions or concerns, please contact us at 303-462-0662 or at [info@bokerusa.com](mailto:info@bokerusa.com)

By signing below, the Authorized Reseller and signatory represent and warrant that the signatory is authorized to enter into this agreement on behalf of the Authorized Reseller.

If you're sending a printed copy, please mail to:

Blue Ridge Knives, Inc.

166 Adwolfe Road

Marion, VA 24354

Phone: (276) 783-6143

Fax: (276) 783-9298

[AUTHORIZED RESELLER]

Company Name: \_\_\_\_\_

Blue Ridge Knives Customer Number: \_\_\_\_\_

Customer Contact Name (print): \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Brick & Mortar Location: \_\_\_\_\_

Boker USA, Inc.

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_