



2360 Technology Parkway, Hollister, California 95023 • Phone: 800-538-7035 • Fax: 831-634-1059

## **CORBIN ADVERTISING POLICY & RETAIL STANDARDS AGREEMENT**

The successful growth of the Corbin brand is dependent upon a number of elements. These elements include maintaining and enhancing the value of the Corbin name, logo and brand. We believe that marketing products below the suggested retail price undermines the reputation and image of the product.

To preserve the strength of the brand, advertised prices need to be based on a reasonable markup that enables our authorized dealers to obtain fair returns on their investments in advertising and hiring/training qualified sales people. While Corbin does not set or restrict the prices at which dealers may sell Corbin products, Corbin will enforce this advertising policy in order to protect and preserve the Corbin brand equity and goodwill.

To further protect this investment Corbin does NOT allow the use of the Corbin name or logo in any print advertisement without its expressed written permission.

With respect to other advertising, only those dealers whose advertisements are consistent with the current Corbin suggested retail price list will be authorized to advertise using any Corbin trademarks, copyrighted images or text, and/or product images. Corbin can provide authorized dealers with Corbin marks to be used in these advertisements.

This policy applies to all advertisements of Corbin products. "Advertisement" means announcement, information, publication or notice given or made by a dealer in connection with the solicitation of business or sales of Corbin products in whatever medium is now known or hereafter developed including websites, print, radio, television, sign, catalog, email and electronic media.

Any method of advertising which has the effect of reducing the advertised price of a Corbin product below that of the published Corbin suggested retail price is prohibited. Prohibited advertising practices include, but are not limited to, "Call for Price", "Click For Price", "Email For Price", "Beat Any Deal" advertising, "Package Deals" which result in discounted product, and combining of Corbin products with a free product.

For the purposes of internet sales, the entire web site and page which is used to advertise or effectuate a sale, including any on-line auction, shopping cart or similar device, will be considered part of the advertisements and must comply with the terms of this policy.

All authorized dealers in compliance with the terms of this policy shall be granted a non-exclusive, non-transferable, revocable license to use the Corbin marks in the advertisement of Corbin products in all mediums except print magazines. It is a violation of this policy for any dealer to support, supply or in any way facilitate other dealers, distributors or retailers who advertise in violation of this Advertising Policy. Dealer recognizes that Corbin has the exclusive right to all trademarks used by Corbin to identify its products and dealer agrees that it will not claim any right, title or interest therein.

This policy has been unilaterally established by Corbin. This policy speaks for itself and Corbin personnel are not authorized to vary its terms. Corbin will unilaterally determine whether a dealer is in violation of this policy and will enforce its terms as we believe appropriate. Any violations of this policy and/or any apparent unauthorized use of the Trademarks or Copyrighted materials can be reported to Corbin.

This policy is designed to make each dealer's business as successful as possible and assure the long term strength of the Corbin brand. Corbin is confident that each dealer will respect Corbin's need to protect the Corbin marks and will assist Corbin in doing so by complying with this advertising policy.

Corbin attends a variety of rallies and events annually. During these events, we offer a 10% rally discount ONLY during the event. You are encouraged to work with us and combine efforts during these special events. Contact your Corbin representative for more information.

The undersigned agrees that all Corbin products sold will not be sold or diverted by any means to any other person or entity for resale. Without limiting the generality of the foregoing, the undersigned agrees that no Corbin products will be sold by the undersigned to any individual or entity that the undersigned might reasonably believe has the intention of reselling such products. The undersigned acknowledges and agrees that the failure to abide by the foregoing or the retail standards set forth above could result in termination of delivery of any and/or all Corbin products to the undersigned.

Acknowledgment:

I have received a copy of the Corbin Advertising Policy and I have read and understand the Advertising Policy requirements:

DEALER NAME: \_\_\_\_\_

DEALER NUMBER: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

DATED: \_\_\_\_\_

Return Executed Agreement To:

Corbin-Pacific, Inc.  
2360 Technology Pkwy.  
Hollister, CA 95023

or

Fax: (831) 634-1059

or

Email: [receptionist@corbin.com](mailto:receptionist@corbin.com)