

AUTHORIZED RESELLER AGREEMENT



As an authorized reseller of Nuheara products you agree to the following:

OBEY THE LAW - ABIDE BY POLICY RULES

Comply with all applicable laws, rules, regulations & policies related to advertising, sale & marketing of Nuheara Products.

REPORT SELL-THRU

Be prepared to report sell-thru information by SKU & approved retail location upon request.

SERVE CUSTOMER NEEDS

Provide a level of sales support & customer support for our customers that, at a minimum, demonstrates industry best practices.

ONLY PURCHASE NUHEARA PRODUCTS DIRECTLY FROM NUHEARA (OR FROM AN NUHEARA AUTHORIZED DISTRIBUTOR)

DON'T buy Nuheara products from other retailers, or from sources not explicitly endorsed by Nuheara. **Buying product from an unauthorized source puts your customer at risk of not having their warranty honored.**

ONLY SELL NUHEARA PRODUCTS TO END CONSUMERS IN APPROVED RETAIL LOCATIONS

DON'T sell on sites such as forums, eBay, Amazon, or other online 3rd Party Marketplaces etc. without permission from Nuheara.

DON'T sell Nuheara products to other retailers or exporters.

DON'T sell Nuheara products on websites or in retail locations not approved in advance by Nuheara.

ONLY SELL NUHEARA PRODUCTS TO END CONSUMERS IN YOUR PRIMARY COUNTRY OF BUSINESS

DON'T sell or ship Nuheara products outside of your territory.

ONLY SELL NUHEARA PRODUCTS IN ORIGINAL PACKAGING

DON'T alter original Nuheara packaging in ANY way prior to reselling Nuheara products.

DON'T remove Nuheara products from packaging and resell in different packaging, or under a different name.

DON'T integrate Nuheara products into your own, or 3rd party products and sell as bundles without approval from Nuheara.

SUPPORT OUR BRANDED ONLINE COMMUNITY & ABIDE BY OUR SOCIAL MEDIA GUIDELINES FOR AUTHORIZED RESELLERS

DON'T set up businesses, register website domain names or social media usernames that contain any of our trademarks.

DON'T use unapproved marketing materials (such as photos & copy) for Nuheara products.

DON'T advertise Nuheara products in ways that violate the terms of these Reseller Requirements or MAP policy

ABIDE BY NUHEARA'S TRADEMARK & BRAND POLICY GUIDELINES

DEMONSTRATE YOUR NUHEARA EXPERTISE

Demonstrate that you and/or your employees understand how to successfully present our products.

By signing below you acknowledge your compliance to the above.
Please return to Bruce Borenstein at bruce.borenstein@nuheara.com

Print Name

Signature

Reseller

Date