



AUTHORISED ONLINE AGREEMENT – RETAILERS

1. KONG Brand Representation

To ensure compliance with KONG's Authorised Online Agreement, execute KONG brand strategy.

- Spell KONG with all capital letters
- Use KONG approved benefits copy and bullets
- Utilize KONG approved images, represented in the approved order of importance

2. Retailer Type

Eligible sellers must be pet specialty centric, over 85% of product mix is pet (units or sales value) with a main focus on dog and cat products. Must be registered as a KONG Authorised Online Seller prior to any business transactions.

Incorporate the full line of KONG Classic and treats

KONG brand advocates aspire to educate vs. sell the KONG brand

3. KONG's Trademarks

Setting up businesses, registering domain names, or social media usernames that contain any of KONG's trademarks is strictly prohibited.

4. Maintain current business information and disclose all locations, retailers and sellers that carry KONG product

Keep up-to-date company information and disclose all retail locations that carry KONG through the term of your Authorised policy with KONG.

Qualifying sales must be made through: brick and mortar stores, e-commerce sites or temporary store fronts (events, trade shows, pop up stores, etc.)

5. Sell to retail consumers only

Retailers may not sell in bulk (25 or more) B2B accounts, Wholesalers, Diverters or freight forwarders/drop shippers for other retailers. Retailers may only sell to the end consumer, but cannot sell in bulk quantities.

6. Sell KONG products in original packaging

May not modify original KONG packaging in any way before reselling. This will ensure quality control, guaranteeing product is genuine.