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.