



INTERNET RESELLER DOMAIN NAME AND WEBSITE POLICY

In order to maintain its strong brand identity and address the proliferation of third parties improperly using the trademarks of Pelican Products, Inc. ("Pelican") in connection with those third parties' online sales and promotions, Pelican has adopted an Internet Reseller Policy that limits how Pelican dealers and distributors may sell Pelican products on the internet. To comply with that policy, an authorized dealer/distributor selling Pelican products must also comply with Pelican trademark usage and domain name guidelines. This Internet Reseller Domain Name and Website Policy explains those guidelines. By adhering to these guidelines, the Pelican brand will be strengthened and protected. This will benefit not only Pelican, but also the distributors who properly adhere to Pelican's guidelines.

Pelican reserves the right to amend this policy from time to time upon written notice. In addition, in extraordinary circumstances, Pelican may make exceptions to one or more of the requirements set forth in this policy. Any such exception will not be construed as a waiver of such requirements for future sales or for any other or all resellers generally.

Pelican reserves the right to take any action it deems appropriate to enforce this policy, depending upon the circumstances of the violation, up to and including: (a) requiring the distributor or reseller to cease using Pelican's marks in any respect, whether in domain name(s) or on product pages, and/or to transfer domain name(s) to Pelican; and (b) termination of the reseller's ability to purchase Pelican products.

Use of Pelican trademarks and logos:

All resellers selling Pelican products online **must** comply with the following requirements:

1. Use of the Pelican trademarks in plain text (e.g., PELICAN™ or STORM CASE™) in order to refer to the Pelican™ brand goods depicted in the website is permissible, but the use of Pelican's distinctive yellow and red lettering or Pelican's logos is prohibited, absent prior express written authorization from Pelican.
2. Pelican trademarks or logos should not be used as a favicon (the icon that is associated with the website and which appears next to the URL) on the internet browser.
3. Pelican trademarks may not be used as a noun or misused as a generic term. When in doubt, use the word "brand" between the trademark and the generic term (e.g. "Pelican™ brand cases").
4. Since trademarks are not nouns, they should not be used in the plural form, unless the trademark itself is plural. Instead, pluralize the common nouns they describe. If the trademark itself is plural, however, do not remove the "s" to singularize the mark.
5. Trademarks should never be used in the possessive (***'s) form, unless the trademark itself is possessive (i.e., McDonald's®).
6. An appropriate trademark notice symbol should be used at least once per page in any instance where a mark appears (e.g., websites, printed materials, packaging, advertising, etc.). Trademark notice is recommended at the first or most prominent appearance of the mark on each page.
7. Use the trademark in a consistent manner, spelling it correctly and exactly as registered. Do not change spelling, insert hyphens, change its form or combine with other words.
8. It is never appropriate to use Pelican marks in the logo form within the body of written text (i.e., emails, letters, news articles, press releases, brochures, technical sheets, web sites,



etc.). Instead, you must use the Pelican marks in standard written characters consistent with the requirements and policies set forth in these guidelines.

9. All marketing and promotional materials should contain the following trademark attribution sentence identifying each trademark as a trademark of Pelican Products, Inc., or its affiliates or subsidiaries: When used on a website, this attribution sentence should appear at the bottom of each page, such as below the copyright notice on the website. The following statement is an example of an acceptable attribution: “All trademarks are registered and/or unregistered trademarks of Pelican Products, Inc., its subsidiaries and/or affiliates.”
10. A complete list of Pelican’s trademarks and logos can be found at <http://www.pelican.com/us/en/cor/about/terms-and-conditions/#trademarks>.

Use of “Pelican” in a reseller’s URL/domain name:

1. Resellers may use Pelican’s name in their URL address or domain **only** with the prior consent of Pelican **and must** comply with **all** the following requirements:
 - a. Reseller may sell only genuine, authentic Pelican products and may not sell any competitor’s products.
 - b. Reseller must adhere to the Pelican Minimum Advertised Pricing (MAP) Policy which can be found at <http://www.pelican.com/salespolicies>.
 - c. Reseller may not link to other companies and/or other products.
 - d. Reseller must prominently display the Pelican “Authorized Online Distributor” logo which can be found at <http://www.pelican.com/salespolicies>.
 - e. Reseller must prominently include a disclaimer indicating that the website belongs to the reseller and not Pelican. The disclaimer should be placed directly before or after the attribution sentence described in paragraph 9 above. The following is an example of an acceptable disclaimer: “This website is independently owned and operated by [INSERT RESELLER NAME HERE] and is not owned by Pelican Products, Inc.”
 - f. Reseller must submit any/all promotional activity to kevin.murphy@pelican.com for review and approval at least three (3) business days prior to launch of same.
2. Resellers selling Pelican products online, but which do not have the Pelican name in their URL address:
 - a. May sell competitor’s products.
 - b. May link to other companies and/or products.
 - c. May **not** use Pelican “Authorized Online Distributor” logo without the written permission of Pelican.

Rev. 2018-0524