



Abraham & Moses Survival Equipment, Inc.

800 East Walnut Street
North Wales, PA 19454
Tel: (267) 652-7000
Fax: (610) 272-2069

RESELLER AGREEMENT

This Reseller Agreement ("Agreement") is entered into and effective as of the date of last signature by and between Abraham & Moses Survival Equipment, Inc., a Pennsylvania corporation, having a principal place of business at 800 East Walnut Street., North Wales, PA, 19454, ("A&M") and \_\_\_\_\_(Company) having a principal place of business at

\_\_\_\_\_

\_\_\_\_\_
(Address)

GENERAL INFORMATION

As an authorized reseller of A&M products, Company is hereby informed that all A&M products and advertisements are covered in whole or in part by A&M Intellectual Property (IP), including patents, trademarks, trade dress and copyrights. All A&M IP is owned and/or exclusively licensed to A&M. As an authorized reseller of A&M products, Company only has the right to use this IP as a non-exclusive sub-licensee to sell, offer for sale, advertise or otherwise market A&M products. Any other use of A&M IP will be deemed an infringement.

MINIMUM PURCHASE ORDER

For Dealer pricing Company must place an initial trial/T&E order of \$10,000. Once an initial order is filled, in order to retain Dealer status and enjoy Dealer pricing, Company must place orders with a minimum purchase price of \$2,500 (calculated at Dealer prices). For Distributor pricing Company may place an initial trial/T&E order of any size. Once an initial order is filled, in order to retain Distributor status and enjoy Distributor pricing, Company must place orders with a minimum purchase price of \$500 (calculated at Distributor prices). For Tier 3 pricing Company may place an initial trial/T&E order of any size and there is no minimum order required for each order thereafter.

MAP PRICING

Company agrees to sell A&M products for no less than the Minimum Advertised Price (MAP), as specified on the current Reseller Order Worksheet(s), except on certain dates that A&M identifies in advance in writing (i.e., dates on which sales below MAP will be permitted).

Promotional plans that include the use of discount codes or any method of lowering the final price of A&M products to below MAP is prohibited, except on the above-referenced dates on which sales below MAP will be permitted. Bundling with other products, offering free shipping and including promotional items is permissible, provided that the price of the bundle is not less than the combined retail prices of individual A&M product(s) that are in the bundle.

AUCTIONS

A&M discourages the sale of its products on eBay or similar auction websites. However, such sales are permissible, provided the products are sold for not less than retail price in a "Buy It Now" or similar transaction.

Signature: \_\_\_\_\_

Company Name: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_