



## Minimum Advertised Price Policy

Über Mom LLC is a premier designer and manufacturer of boutique-quality gifts and gear for babies and young children founded in 2012. Über Mom LLC offers milestone and toy gifts, diaper bag accessories/gifts, and gear for early childhood education. Over the last five years, we have worked tirelessly to establish Über Mom LLC as a premium brand with quality as a top priority.

In order to protect the integrity of the Über Mom brand and its products, while also supporting reseller's efforts, Über Mom LLC is introducing a Minimum Advertised Price Policy (MAP), effective January 1<sup>st</sup>, 2018.

The MAP policy is designed to promote fair, competitive pricing and healthy margins for our resellers while maintaining the brand equity consumers attribute to Über Mom products. Without this policy, a reseller may undermine Über Mom brand image and harm other retail partners by pricing Über Mom products below certain levels. By adhering to the Über Mom LLC MAP Policy, resellers will continue to maintain the high level of satisfaction and customer care expectations that our consumers have come to expect from Über Mom, our resellers, and our products.

As our valued retail partner, we expect you to agree to and abide by the following requirements and restrictions: MAP Guidelines: The Minimum Advertised Price for any Über Mom products shall not be less than 20% below the current Manufactures Retail Price (MSRP), which is published on the Über Mom Website. Any additional discounts below the approved 20% amount, must be requested in writing. The amount of the discount and length of time will be determined at the time of the approved promotion. The MAP pricing will be established by Über Mom LLC and can be adjusted at its sole discretion. Although resellers are free to establish their own pricing, Über Mom LLC will determine whether to continue to do business with any reseller who does not abide by the prices specified in this policy.

1. The MAP policy applies to all advertisements of Über Mom Products in all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet, retailer's website or similar electronic media, television, radio and public signage.
2. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the reseller's retail location or over the phone. Retail owners remain free to sell the Über Mom products at any price they choose. MAP does not establish maximum advertised prices. All retail owners may offer the Über Mom products at any price in excess of the MAP. This Policy applies to retailer's advertised prices only. Examples of MAP violation may be:
  - a. BOGO Offers- Buy one get one – Über Mom products must maintain MAP and excluded from the discount or free price.
  - b. Gift with purchase – If Über Mom product is the free gift or reduced price.
  - c. Percentage of dollar off rewards.
3. MAP does not include: Free Shipping, in-store sales signage, hangtags, or markings on products, or packaging, sales tax rebates.
4. Retailers agree to hold all trademarks & copyrights of the Über Mom products as the property of Über Mom LLC.
5. Über Mom LLC may run a sale from time to time and in such case the MAP will be the same as the sale price on particular items and on those particular dates of the sale. Über Mom LLC will send out notice in advance with details of the special.
6. Sales Representatives of the Über Mom products will supply a copy of the Über Mom MAP policy to any new or existing reseller to be signed and acknowledged and returned to Über Mom LLC. In doing so, will bind the reseller to abide by the MAP and reseller requirements as listed in this document.
7. In the event a Retailer violates this policy, and Über Mom LLC does not apply a consequence, will not constitute a waiver by Über Mom LLC of its rights to take any action it deems necessary in the future for any violation of this policy. No Retailer or third party shall have the right to force Über Mom LLC to enforce this Policy against any other person of entity, including another Retailer.
8. All Wholesale Brick & Mortar and Web only businesses (who sell strictly on their own website) agree to not sell our products on any online third-party marketplaces, for example Amazon, eBay, Wal-Mart, and Etsy. This list is indicative only and non-exhaustive. Selling on any online marketplace is prohibited without written permission. A marketplace can be defined as a site where multiple retailers are selling their goods. A website that is maintained by a single retailer may be approved.

### Über Mom LLC MAP Agreement Confirmation

This MAP policy has been established to help ensure the brand equity and legacy of Über Mom products, and to protect the reputation of its trademarks and copyrights. The MAP policy is also designed to ensure distributors, resellers, and sales representatives have the incentive to invest resources into our services and products for the customers. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing below.

Agreed to by: \_\_\_\_\_

Company name: \_\_\_\_\_  
Any and all other names by which this company operates.

Website URL: \_\_\_\_\_

