

Jenlis, Inc.
MAP POLICY
January 1, 2020

This MAP Policy is subject to revision or replacement at any time.

Jenlis, Inc. (“Jenlis”) has been building brand awareness and a premier reputation and image for its products for many years. Jenlis has recently updated its Minimum Advertised Price (“MAP”) pricing policy to maintain the value and reputation of our innovative and marketing leading products.

1. MAP Policy. The minimum advertised price for any product shall not be less than the then-current Jenlis MAP. Current Jenlis MAP prices are listed on the last page, with any international pricing advertised in another currency required to be calculated and advertised at or above the then-current exchange rate for US dollars, as published in the Wall Street Journal “Currencies” section.

2. Scope. This MAP policy applies to all advertising communications of Jenlis’s products in any and all media, including, but not limited to, print or audio/visual advertisements

in any media, flyers, posters, coupons, mailers, inserts, catalogs, booths or similar displays, Internet or similar electronic media offerings, **[(including shopping carts or other automated online features)]** and public signage. Any Jenlis product subject to this MAP Policy that is bundled with other products, must be advertised with a separate price at or above the then-current Jenlis MAP in order to comply with this MAP Policy.

Additionally, authorized dealers are not permitted to create a listing for Jenlis products on Amazon or Walmart.com.

3. Exclusions. Any strike-through or other alteration of the Minimum Advertised Price is a violation of the Jenlis policy, other than in any brick and mortar retail store, where a Jenlis reseller is free to post in-store pricing signage or other advertising that is viewable (or audible) solely within the store. **[Optional – Offering potential customers the option to “Call for Price” is also permitted under this policy, as are any non-automated communications initiated by a prospective purchaser (in store visit, telephone call, text, fax or email)].**

4. Resale Price Autonomy. While Jenlis has the legal right and authority to determine to whom and at what price it sells its products to any reseller and to limit the minimum prices that its resellers can use in any advertising communications (as outlined in Section 2 above), Jenlis does not require its resellers to sell Jenlis products at any particular price. **EACH RESELLER REMAINS FREE TO SOLELY DETERMINE ITS OWN RESALE PRICES, AND MAY MAKE SALES AT SUCH PRICES, INCLUDING PRICES BELOW (OR ABOVE) JENLIS’S MINIMUM ADVERTISED PRICE.**

5. E-Bay and Other Auction Web Sites Policy. Any “Buy it Now” options must be listed at a price not less than MAP.

For online auctions, the reserve and/or opening bids must be advertised at or above MAP, in order to comply with this MAP Policy, and must not include a “Buy it Now” option.

“Best Offer” or similar auction formats where no price is listed are a violation of the Jenlis MAP Policy.

6. IP Licenses. Any Jenlis trademark, or any other brand name, product name, trademark, service mark, logo, product photo or image, product specifications, illustrations or other copyrighted materials or intellectual property of Jenlis (collectively, the “Licensed Assets”), may be used on a by a reseller then-authorized to purchase Jenlis products, but only in accordance with the following paragraph.

Jenlis grants its resellers a limited, nonexclusive, nontransferable license during the term such reseller is authorized to purchase Jenlis products, and to use the then-current versions of the Licensed Assets solely in connection with the sale of Jenlis products, and subject to compliance with all applicable Jenlis usage guidelines and instructions. All Licensed Assets are protected by various forms of intellectual property law, and Jenlis retains all ownership, legal rights and sole control over usage. Jenlis reserves the right to modify, limit or terminate this license at any time and for any reason. This license (and the rights to terminate the license) will apply to any Licensed Assets used in any reseller “advertising communication”, as such term is identified in Section 2 above.

7. Violations. Failure to abide by the Jenlis MAP Policy will result in termination of a reseller’s product purchasing privileges. **[Any initial violation of the Jenlis MAP Policy will result in a one-time written warning for that calendar year only and a three day grace**

period, during which time the reseller may continue to purchase Jenlis's products. If the initial MAP violation has not been cured within such grace period, or if the reseller violates the MAP Policy during the same calendar year, Jenlis will immediately discontinue product sales to the reseller for a minimum 60- day period. If this MAP violation continues after expiration of this period, and/or an additional violation of the Jenlis MAP Policy occurs by the same reseller within the same calendar year, Jenlis will immediately discontinue product sales to the reseller for a 180- day period. If this MAP Policy violation continues within the same calendar year, and/or an additional violation of the Jenlis MAP Policy occurs by the same reseller (or any such reseller), Jenlis will suspend or terminate the reseller's right to purchase Jenlis products].

This is a Jenlis corporate policy and different from any other policy. No Jenlis employee or independent sales representative is entitled to interpret or modify this policy, other than in writing and as published by Jenlis on this website. This MAP Policy is a unilateral statement by Jenlis. As this MAP Policy may be modified or replaced at any time and with or without notification, no reseller shall have any right to rely on its continuing existence and/or enforcement actions. Jenlis reserves the unilateral right to determine at all times to whom it will sell its products, and the conditions under which such products may be sold.

Each reseller will also be responsible for communicating this MAP Policy to any agents, affiliates, resellers or other third parties that it does business with to sell products subject to this MAP Policy, and is encouraged to review in detail this updated MAP Policy and new enforcement measures, which will be an express requirement for any Jenlis product orders placed and accepted on or scheduled for delivery after **January 1, 2020**.

Receipt of Policy Acknowledged by:

Company name:

Any and all other names by which this company operates (including names used on Ebay, Walmart.com Amazon, etc:

Principal name printed:

Principal Signature:

Date received:

Dealer Address:

Dealer City/State/Postal Code:

Phone:

Email:

Website URL:

2020 MAP PRICE LIST

| Product Description | Part # | UPC Code | MAP PRICE |
|---------------------------------------|-------------|--------------|-----------|
| WeedRazer Pro | WRZP10 | 898189001228 | \$179.95 |
| WeedRazer ST | WRZST1 | 898189001082 | \$146.95 |
| WeedRazer | WRZ09 | 860001650259 | \$139.95 |
| WeedRazer Express | LWE0014 | 898189001389 | \$127.95 |
| WeedRaker | WRK09 | 898189001075 | \$124.95 |
| RazerRake | WRZRK18 | 898189001426 | \$124.95 |
| Muck Razer | MCKRZR19 | 898189001990 | \$249.00 |
| Swifter Sifter | LSS0014 | 898189001358 | \$149.95 |
| Kleer | KL001 | 898189001785 | \$79.95 |
| Ivy Bag - 100 Gallon | OIVB001 | 898189001792 | \$179.95 |
| 10 Gallon - Ivy Bag | OIVB002 | 898189001006 | \$94.00 |
| 25 Gallon - Ivy Bag | OIVB003 | 898189001259 | \$110.00 |
| 50 Gallon - Ivy Bag | OIVB004 | 898189001266 | \$150.00 |
| Half in the Bag- Mossy Oak Large 48" | OHB0114 | 898189001433 | \$149.95 |
| Half in the Bag- Mossy Oak Medium 40" | OHB0214 | 898189001440 | \$149.95 |
| Half in the Bag- Mossy Oak Large 54" | OHB2214 | 898189001587 | \$179.95 |
| Hard Nose Signs | OSNT0015 | 898189001662 | \$7.95 |
| Signs - 10 pk | OSNT0015-10 | 898189001754 | \$79.95 |
| HOPR 96oz | HR96810 | 898189001235 | \$115.00 |
| Green Holstein (L) | BMCCGH | 898189001044 | \$33.95 |
| Green Jersey (S) | BMCCGJ | 898189001051 | \$28.95 |