



## **DOGTRA AUTHORIZED DEALER INSTRUCTIONS – DEALER**

Dear Dealer:

We are delighted that you are interested in becoming a Dogtra Authorized Dealer. Dogtra is a market leader in cutting-edge and high quality electronic training collars and other pet products. We strive for the very best in product performance, product availability, customer satisfaction, and after-purchase service. Dogtra offers our dealers competitive pricing on products as well as excellent service and our commitment to develop the best e-collars and pet products in the industry. The steps to become a Dogtra Authorized Dealer are as follows:

### **Step 1 – Read the Enclosed Materials:**

- Dogtra Authorized Dealer Application
- Authorized Dealer Policy including the Brand and MAP policy sections
- MAP FAQ

### **Step 2 – Complete, Sign and Submit to Dogtra the Following:**

- Authorized Dealer Application
- Acknowledgment (page 6) of the Authorized Dealer Policy
- Copy of your state seller's permit, resale license, or similar documentation
- Copy of your W9 (EIN)

Please submit the materials to Dogtra by:

Mail: 22912 Lockness Avenue, Torrance, CA 90501 or fax 310-534-9111 or [dealer@dogtra.com](mailto:dealer@dogtra.com).

### **Step 3 – Application Review**

Dogtra will review your submitted Authorized Dealer application and supporting materials. Dogtra, at its sole discretion, will decide whether you are accepted into the Dogtra Authorized Dealer program. If accepted as a Dogtra Authorized Dealer, we will forward you product and pricing information.

### **Step 4 – First Product Order**

Congratulations! If you are accepted into the Dogtra Authorized Dealer program, you may submit your first product order. You must (i) submit an introductory order of \$1,500 or more, (ii) submit regular orders during a calendar year, and (iii) comply with the terms and conditions of the Dogtra Authorized Dealer Policy to maintain your authorized dealer status. New dealers will be placed on credit card terms.

Please contact us should you have any questions.

Best regards,

**Dogtra**

## DOGTRA AUTHORIZED DEALER APPLICATION – DEALER

### CONTACT INFORMATION

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

(Street)

(City)

(State)

(Zip Code)

Phone Number (     ) \_\_\_\_\_ Fax Number (     ) \_\_\_\_\_

Contact Person \_\_\_\_\_ E-Mail \_\_\_\_\_

Website(s) \_\_\_\_\_

Owner's Name(s) \_\_\_\_\_ Date Business Established \_\_\_\_\_

### BUSINESS INFORMATION

State Sellers/Resale Permit No. \_\_\_\_\_ Federal Tax ID No. (EIN) \_\_\_\_\_

Business Classification: \_\_\_\_\_ Other Business Names \_\_\_\_\_

(Corporation, LLC, Partnership, Sole Proprietorship, Etc.)

Check any of the following that apply:

Business Type:  Distributor  Retail Dealer  Trainer/Kennel  Other \_\_\_\_\_

Sales Channels:  Physical Store  Your Website  Amazon  Other \_\_\_\_\_

Customers:  Pet Owners  Hunters  Trainers  K-9 Police  Military  Other \_\_\_\_\_

### FINANCIAL INFORMATION

Credit Card Type \_\_\_\_\_ Credit Card No. \_\_\_\_\_

(Visa, Mastercard, Discover, or American Express)

Expiration Date \_\_\_\_\_ CVV (3-Digit) No. \_\_\_\_\_

Name on Card \_\_\_\_\_ Title at Company \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**YOUR WHOLESALE DEALERS (IF APPLICABLE)**

Dogtra Authorized Dealers are permitted to sell wholesale only to other dealers that have been accepted into the Dogtra Authorized Dealer program. If your company sells Dogtra products wholesale, please list your wholesale customers to ensure that they are Dogtra Authorized Dealers. If you need extra space, please use a separate page.

1)	_____	_____	_____
	(Dealer Name)	(City)	(State)
	_____	_____	
	(Email)	(Phone)	
2)	_____	_____	_____
	(Dealer Name)	(City)	(State)
	_____	_____	
	(Email)	(Phone)	
3)	_____	_____	_____
	(Dealer Name)	(City)	(State)
	_____	_____	
	(Email)	(Phone)	
4)	_____	_____	_____
	(Dealer Name)	(City)	(State)
	_____	_____	
	(Email)	(Phone)	
5)	_____	_____	_____
	(Dealer Name)	(City)	(State)
	_____	_____	
	(Email)	(Phone)	

**ACKNOWLEDGMENT**

I, on behalf of myself and if applicable my company (collectively "I"), hereby represent and warrant that the information I have provided in this Dogtra Authorized Dealer application is true and correct. I understand that Dogtra may rely on such information when assessing my application and my status as an authorized dealer including, but not limited to, contacting my wholesale and/or retail customers. I agree to indemnify and hold harmless Dogtra in the event that any misrepresentation or fraud in this application causes damage or injury to Dogtra, its dealers or customers, and/or other third parties. I also have reviewed and agree to all of the terms and conditions of the Dogtra Authorized Dealer policy. I understand that Dogtra, at its sole discretion and with or without notice, may revoke my authorized dealer status if I violate said policy or misstate any information on this application.

Print Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

# DOGTRA AUTHORIZED DEALER POLICY

## General Terms and Conditions

### AUTHORIZED DEALERS

Dogtra sells wholesale only to Dogtra Authorized Dealers. Dogtra will review and, at its sole discretion, approve or deny submitted Dealer Applications. Upon approval, an individual or company will be registered as a Dogtra Authorized Dealer. To qualify as and remain a Dogtra Authorized Dealer, your business must comply with this Authorized Dealer Policy as well as any other applicable Dogtra policies.

### DEALER INFORMATION

Dogtra Authorized Dealers must provide and keep current company information requested in the Authorized Dealer Application, including but not limited to (i) all retail locations and websites where the Authorized Dealer sells Dogtra products and (ii) a list of any dealers to whom the Authorized Dealer sells Dogtra products.

### SALES AND DISTRIBUTION

Dogtra Authorized Dealers may sell Dogtra products through the following sales channels (“Sale Channels”): (i) at Dealer’s own physical stores and e-commerce websites, (ii) at trade shows, dog training exhibitions, and other similar events, (iii), on third-party e-commerce websites such as Amazon, eBay, and Walmart, and/or (iv) wholesale to other dealers that sell Dogtra products only if such dealers have applied and been accepted as a Dogtra Authorized Dealer. Dogtra, at its sole discretion and without notice, may contact such wholesale dealers to verify their enrollment in the Dogtra Authorized Dealer program.

When selling on third-party websites such as Amazon, eBay or Walmart, Dealers must sell and ship directly to consumers. Selling Dogtra products to Amazon, eBay, Walmart, or other third-party websites for resale by such websites, co-mingling of Dogtra product inventories on such third-party websites, or similar practices are prohibited. Also, Dealers must not use individual Dogtra product codes (ASIN, UPC, etc.) for bundled products, and instead must create unique product codes for product bundles.

### AUTHORIZED DEALER IDENTIFICATION

Dogtra strongly recommends that an Authorized Dealer identify itself prominently to consumers and other dealers as a “Dogtra Authorized Dealer” when selling or marketing Dogtra products in any of the above Sales Channels. This includes, among other things, Dealer identifying itself as a “Dogtra Authorized Dealer” at Dealer’s physical stores and on its websites as well as on third-party websites such as Amazon, eBay, and Walmart. Entities or individuals who do not have Dogtra Authorized Dealer status are prohibited from identifying themselves in such or similar manner.

### PRODUCT PARTS AND PACKAGING

Dogtra Authorized Dealers must sell Dogtra products only with their original parts and accessories and only in their original packaging. Selling Dogtra products with altered parts or accessories or with different packaging is prohibited.

### PAYMENT TERMS

Dogtra accepts business checks or VISA, Mastercard, American Express, and Discover. First-time Dogtra Authorized Dealers must pay for their orders by credit card before their order ships. Credit from Dogtra is

available with submission of a credit application and approval from Dogtra. 1.5% interest per month will be added to any past due accounts, regardless of payment method.

## **PURCHASE ORDERS**

### By Mail

22912 Lockness Ave.  
Torrance, CA 90501

### Phone

888-811-9111  
310-534-0101  
8 am to 4:30 pm (PST)  
Monday to Friday

### Fax

310-534-9111  
24 hours daily

### Email

orders@dogtra.com

## **RETURNS**

To return merchandise, contact Dogtra for approval and a Return Merchandise Authorization Number (RMA#). Returned merchandise will not be accepted without prior approval and a RMA#. Dogtra will provide the destination for the return when the RMA# is issued. Returns will not be accepted at any other location. Returns must be accompanied by the issued RMA#, proof of purchase, original packaging, and complete content to qualify for a refund. Refunds are limited to the Dogtra Authorized Dealer's cost of the product, excluding any shipping or other add-on charges.

## **RESTOCKING FEE**

A 15% restocking fee will apply for any returns, within 30 days of purchase, that qualify as overstock or purchase-error returns. A 30% restocking fee will apply for any such returns after 30 days of purchase.

## **SHIPPING**

Shipping charges for purchases will be added to each invoice and be paid by the Dogtra Authorized Dealer. Shipping charges for returned products must be prepaid by the Dealer. Pallet-size orders will be shipped via UPS freight unless otherwise negotiated with the Dealer. Dealers, with prior Dogtra approval, may designate the method of shipping for smaller than pallet-size shipments.

## **DEALER PERFORMANCE REVIEW**

Dogtra may conduct periodic reviews of a Dogtra Authorized Dealer's performance, including sales, customer service, payment history, customer feedback, compliance with the Authorized Dealer Policy or other Dogtra policies, and other relevant activity. Dogtra, at its sole discretion and with or without notice, may discontinue sales to Dealer depending on the Dealer's performance and compliance.

## **CONFIDENTIALITY**

All non-public information exchanged between Dogtra and any Dogtra Authorized Dealer, such as Dogtra's wholesale prices, Dealer's private information, or Dogtra's policies, is confidential and shall not be shared with any other entities other than the authorized agents and legal or financial representatives of Dogtra or Dealer.

## **BUSINESS RELATIONSHIP**

Either Dogtra or a Dogtra Authorized Dealer may end their business relationship at any time, with or without notice, to the other party. However, Dealer will remain responsible for any payments due to Dogtra.

## **Product Identification and Records**

Dogtra requires Authorized Dealers to identify products purchased from Dogtra by either Dogtra's product serial number or an identification method of Dealer's choosing (collectively "Product ID"). Do not use the UPC number to identify products. Dealer is further required to keep records of its sales transactions, so that buyers, their purchases, and purchase dates can be identified by Product ID. This identification and record keeping will assist both Dogtra and Dealer when, for example, buyers seek product refunds or customer service. Upon request from Dogtra, Dealer must provide Product ID-related information for sales transactions.

## **Manufacturer's Warranty for Consumers**

### **LIMITED WARRANTY**

Dogtra products come standard with a one-year manufacturer's limited warranty for products sold by Dogtra Authorized Dealers. One-year extended warranties may apply to certain Dogtra products, and retail customers also may purchase one-year extended warranties from Dogtra. No warranty applies to Dogtra products sold by unauthorized dealers.

Dogtra warrants that its products are free from defects in materials and workmanship for the period specified in the warranty for a particular product model. This limited warranty applies only to the original retail customer who purchases product from an Authorized Dogtra Dealer and who can present proof of purchase showing a valid purchase date. The one-year limited warranty begins from the date of retail purchase and only applies to Dogtra products bought in the United States or Canada.

Retail customers are advised to register their products soon after purchase to establish their limited warranty period and facilitate applicable repairs or replacement.

PLEASE SEE THE PRODUCT MANUALS OF DOGTRA PRODUCTS FOR THEIR SPECIFIC WARRANTY PERIOD AS WELL AS THE FULL TERMS AND CONDITIONS OF THE APPLICABLE LIMITED WARRANTY.

## **Manufacturer's Guarantee for Dealers**

### **30 DAY MONEY-BACK GUARANTEE FOR DAMAGED OR DEFECTIVE PRODUCTS**

Dogtra will refund Dogtra Authorized Dealers the wholesale purchase price of any damaged or defective Dogtra products sold by Dogtra to a Dealer, if Dealer returns the product (i) within 30 days of Dealer's purchase or (ii) within 30 days of a consumer's (end-user's) retail purchase from Dealer as long as Dealer returns the product within 90 days of Dealer's purchase from Dogtra. Returns from consumers must first go to the Dealer and be accompanied by valid proof of purchase, including the purchase date, by the consumer. Shipping for returned products must be prepaid by Dealer.

This manufacturer's guarantee does not apply to damage or defects to a Dogtra product caused by: misuse, neglect, abuse, or other improper handling of the product; by failure to follow use or care instructions; by use of the product for other than its intended purpose; by accident or natural forces such as fire or flooding; or by normal wear and tear such as scratches to the product surface. Furthermore, this manufacturer's guarantee does not apply to Dogtra products sold to non-authorized dealers; purchased outside of the United States or Canada; that have been damaged during shipment from Dealer to other dealers or to consumers; that have been modified or tampered with in any manner; that are opened or repaired by anyone other than Dogtra; or that have serial numbers that have been altered or defaced.

DEALER IS ADVISED TO CHECK FOR ANY DAMAGE OR DEFECTS TO PRODUCTS WITHIN 30 DAYS OF PURCHASE.

# Brand Policy

## OWNERSHIP

Dogtra owns the sole rights to its brands. Dogtra's trademarks and copyrights are registered and protected internationally and include the names, logos, graphics, taglines, words, trade dress, images, videos, and other content for the Dogtra and iQ Pet brands, products, packaging, websites, manuals, training videos, and other materials ("Dogtra's Intellectual Property").

## UNAUTHORIZED USE

Any unauthorized use of Dogtra's Intellectual Property is prohibited. Unauthorized use includes, among other things, establishment of businesses, websites, or social media accounts that contain Dogtra's name or use Dogtra's Intellectual Property other than as provided for in this Authorized Dealer Policy.

## LIMITED LICENSE

Dogtra grants only Dogtra Authorized Dealers a limited license to use certain Dogtra and iQ Pet logos, graphics, taglines, words, images, videos, and other visual content (collectively "Dogtra Content") subject to this limited license.

Authorized Dealers may use Dogtra Content for the sole purpose of selling and/or marketing Dogtra products as provided for in this Dogtra Authorized Dealer Policy. Dogtra Content that currently is available for use by Authorized Dealers can be found at: <https://tinyurl.com/DogtraMediaKit>.

Dogtra Authorized Dealers may use only the current Dogtra Content found at the above web link. Dealers may not use materials that may have been previously available from Dogtra. An Authorized Dealer may use Dogtra Content only in compliance with this limited license. Dogtra Content may not, under any circumstance, be used:

- to advertise or sell any other company's products
- in any way that suggests an association between Dealer and Dogtra and/or iQ Pet other than that of a Dogtra Authorized Dealer;
- in any way that suggests an association between Dogtra and/or iQ Pet with another company;
- in any way that tarnishes or denigrates Dogtra's or iQ Pet's brand, products, trademarks, or copyrights;
- in any way that violates Dogtra's policies including, among others, this Dogtra Authorized Dealer Policy; or
- in any unlawful manner.

Use of Dogtra Content obligates Dealer to indemnify, defend, and hold Dogtra harmless against any claims or liability arising from such use. This limited license is unilaterally revocable by Dogtra at any time, for any reason, and with or without notice. If Dogtra gives notice that use of Dogtra Content is inappropriate or unacceptable, such use must immediately cease at Dealer's own cost.

By using Dogtra Content, an Authorized Dealer consents to injunctive or any other relief to prevent any further breach of this limited license and/or use of the Dogtra Content. This limited license is governed by the laws of the State of California and the prevailing party in any action to enforce this limited license shall recover its attorney's fees and costs. Dogtra, at its sole discretion and without notice, may modify or terminate the terms of this limited license and the Dogtra Content available to Dealers at any time and for any reason.

## Minimum Advertised Price Policy

Dogtra has unilaterally adopted a Minimum Advertised Price (“MAP”) policy which shall apply to all Dogtra Authorized Dealers that sell Dogtra or iQ Pet-branded products in the United States. Dogtra has implemented this MAP policy to preserve its brand image for premium dog training products and to avoid depreciation of, or damage to, the trademarks, brands or trade names under which its products are advertised. It is important to the success of Dogtra that its products are sold with exemplary quality and service by its Dealers.

**MAP Policy Coverage.** A list of Dogtra products and the applicable minimum advertised prices can be found on the current MAP List. The MAP List may be changed or amended by Dogtra at its sole discretion at any time and with or without notice, in which case Dogtra will provide Dogtra Authorized Dealers with an amended MAP List. This MAP policy applies to all forms of advertisements in any and all media distributed to the general public, including print advertisements, mailings, catalogs, displays at consumer exhibitions and shows, television and radio commercials, internet, electronic, or email advertisements, web sites, and social media. Internet auctions may not display a price associated with the Dogtra product that is below its minimum advertised price. The MAP policy does not apply to any in-store material that is not distributed to the public, such as in-store displays, point-of-sale signs, hangtags, barcodes or other similar marks on the products, or product packaging that indicate the actual sales price at which the product is offered.

This MAP policy applies only to advertised prices and does not apply to the actual price at which Dogtra products are sold. While each Dogtra Authorized Dealer is free to sell Dogtra products at any price it chooses, Dealer may not advertise, publish or cause to be published, prices for Dogtra products that are below the minimum advertised prices specified in the MAP List. Moreover, Dealers may not advertise discounts if it has the effect of advertising a product below the MAP price set forth in the MAP List.

**MAP Discount Period.** Dogtra Authorized dealers may advertise Dogtra product prices below MAP during the following two-week period: starting the Sunday before Thanksgiving and ending the second Saturday after Thanksgiving.

**Violations of MAP Policy.** If Dogtra, in its sole discretion, determines that a Dogtra Authorized Dealer has advertised a Dogtra product at a price below the MAP price set forth in the then-current MAP List, Dogtra may cancel all pending orders with Dealer and refuse to accept any new orders from Dealer, until such time that Dogtra, in its sole discretion, determines that Dealer is no longer in violation of the MAP policy. Dogtra will independently investigate Dealer violations of the MAP policy and Dogtra will make its decisions regarding such violations unilaterally. As a result, Dogtra will not accept, under any circumstance, any communication or assurance of compliance from its Dealers relating to any aspect of the MAP policy. Moreover, Dogtra does not wish to receive any questions or comments from one Dealer about the activities of any other Dealer which may be in violation of this MAP policy.

**Policy Modifications.** Dogtra reserves the right at any time to modify, suspend, or discontinue this MAP policy with or without notice, in whole or in part, or designate promotional periods during which the terms of the policy change or designate periods of time during which the policy is not applicable.

**Unilateral Action.** Dogtra is not seeking agreement from a Dogtra Authorized Dealer to adhere to this MAP policy. It is entirely within the discretion of the Dealer whether or not to comply.

**Questions Regarding MAP Policy.** All questions or comments regarding this MAP Policy may be directed to the MAP policy administrator at [map@dogtra.com](mailto:map@dogtra.com). No Dogtra representative or employee, other than the MAP Policy Administrator, has the authority to discuss, modify or alter this MAP policy. Any comments to the contrary by a Dogtra representative or employee are expressly unauthorized and disclaimed by Dogtra.



## Non-Compliance and Audit Rights

Dogtra Authorized Dealers must comply with all sections of this Authorized Dealer Policy. Failure to comply with said Policy, including providing misleading information to Dogtra, is prohibited and may result in the suspension or termination of the business relationship between Dogtra and Dealer. Dogtra reserves the right to audit Dealer's sales, marketing, shipping, or other business operations to determine compliance with the Authorized Dealer Policy.

## Customer Questions

Any questions related to the Dogtra Authorized Dealer Policy may be directed to:

Dogtra Company  
22912 Lockness Avenue  
Torrance, CA 90501  
Tel: 888-811-9111  
Tel: 310- 534-0101  
Fax: 310-534-9111  
Email: dealer@dogtra.com

## Acknowledgment

I, on behalf of myself and if applicable my company (collectively "I"), hereby represent and warrant that I have reviewed and agree to all of the terms, conditions, and policies of the Dogtra Authorized Dealer policy. I understand that Dogtra, at its sole discretion and with or without notice, may revoke my authorized dealer status if I violate any of said terms, conditions, or policies, or for any reason whatsoever.

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

Print Your Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## **MAP POLICY FAQ**

The Minimum Advertised Price (MAP) policy of Dogtra is detailed in Dogtra’s MAP policy document and applies to all Dogtra Authorized Dealers (“Dealer”). Please carefully review the MAP policy. Anticipating potential questions from Dealer, Dogtra has prepared the following guide in a frequently-asked-questions format.

### **MAP Policy**

Q: Is Dogtra’s MAP policy an agreement between Dogtra and its Dealer?

A: No, the MAP policy is unilateral and is not an agreement with anyone.

Q: Do I have to comply with the MAP policy?

A: The decision is yours whether to comply or to not comply with the policy. However, please note the following Q&A.

Q: What happens if I do not comply with Dogtra’s MAP policy?

A: Dogtra will apply the MAP policy to any Dealer found to be violating the policy.

Q: Is the MAP policy negotiable or will exceptions be granted?

A: The policy is not subject to negotiation and no exceptions will be granted.

Q: Does Dogtra’s MAP policy apply only to advertisements?

A: The policy applies only to advertised prices and not to actual prices at which Dogtra’s products are sold.

Q: What are examples of advertisements included in the MAP policy?

A: Dogtra’s MAP policy applies to all media including Internet or electronic advertisements, product listings, online marketplaces, resale or auction sites, other shopping sites, web sites, and public emails, as well as print ads, public mailings, catalogs, promotions, flyers, displays at consumer exhibitions and shows, and television and radio commercials.

Q: Can I advertise Dogtra products at prices higher than MAP?

A: Yes, you may advertise at prices higher than MAP.

### **MAP Discount Period**

Q: Can I advertise discounted prices below MAP during certain periods?

A: Yes, Dealer may advertise Dogtra products at prices below MAP only (i) during the two-week period starting the Sunday before Thanksgiving and ending the second Saturday after Thanksgiving, or (ii) during sales promotional periods approved in advance and communicated to Dealer by Dogtra.

**MAP Violations**

Q: What will happen if I advertise Dogtra products below MAP?

A: This is a violation of Dogtra's MAP policy and product shipments to you will be suspended.

Q: If I violate Dogtra's MAP policy, how long will Dogtra suspend shipments of product to me?

A: Dogtra will suspend product shipments from 3 days to 1 to 2 weeks to permanently depending on the number of your MAP violations. Please see Dogtra's MAP policy.

Q: Can I ask Dogtra in advance whether my advertisement violates Dogtra's MAP policy?

A: No, Dogtra will not accept requests to evaluate advertisements for MAP violations.

Q: How can I know whether my advertisement violates the MAP policy?

A: Advertising Dogtra products below the prices in the MAP list is a violation, unless such advertisements are published during periods or promotions approved in advance by Dogtra (see above).

Q: What are examples of MAP violations?

A: Violations include advertisements listing prices below Dogtra's MAP as well as advertisements with prices effectively lowered below MAP by product coupons, rebates, giveaways, gift cards, price cross-outs, and name-your-price discounting methods, unless such advertisements are published during periods or promotions approved in advance by Dogtra (see above).

Q: What are examples of advertisements that are not MAP violations?

A: Emails or mailings to private customer lists as well as storewide advertisements that are temporary, evenly apply to Dogtra and other companies' products, and are not intended to avoid the MAP policy – such as short general sales, add to cart discounts, or free/discounted shipping – are not MAP violations. The foregoing, however, is not applicable to a Distributor or Dealer that only or primarily sells Dogtra products.

Q: Does product bundling violate MAP?

A: Dogtra products may be bundled and sold with other Dogtra as well as non-Dogtra products as long as (i) the advertised price of the product bundle is not lower than the MAP for the Dogtra product(s) included in the bundle, and (ii) the product bundle does not violate any other provision of the Dogtra Authorized Dealer Policy.

Q: I found MAP violations by another company. If another company is violating MAP, why did Dogtra send a MAP violation notice to me? Or, why should I comply with MAP?

A: Dogtra diligently monitors for MAP violations. Dogtra may have already detected and responded to the other company's MAP violation that you found. Dogtra will apply the MAP policy to any Distributor or Dealer found to be violating the policy.

- Q: I began complying with the MAP policy, so when will Dogtra start shipping me products?
- A: If Dogtra determines that a violating Distributor or Dealer is now in compliance with the MAP policy, Dogtra (in its sole discretion) may start shipments of products to the Distributor or Dealer. Please see the MAP policy regarding possible shipment start dates.

### **Dogtra Distributors**

- Q: I distribute Dogtra products and one of my dealers, resellers, or affiliates is advertising below MAP. Am I in violation of Dogtra's MAP policy?
- A: Yes, you are in violation of Dogtra's MAP policy.
- Q: I distribute Dogtra products. What should I do if one of my dealers, resellers, or affiliates is advertising below MAP?
- A: The advertising of a distributor's dealer, reseller, or affiliate is the responsibility of the distributor. Your policy towards said entities is entirely your decision.

### **Communications**

- Q: Who can I contact with questions about Dogtra's MAP policy?
- A: Please email the MAP administrator at [map@dogtra.com](mailto:map@dogtra.com). The MAP administrator is authorized to have limited communications about Dogtra's MAP policy.
- Q: Can I contact my sales representative, customer service, or anyone else at Dogtra regarding the MAP policy?
- A: No, only the MAP administrator is authorized to communicate about the MAP policy.
- Q: How can I report a MAP violation by another Dealer?
- A: Please email [map@dogtra.com](mailto:map@dogtra.com) with the company name, advertisement, screen shot, or URL related to the MAP violation. Dogtra will not accept any other communications, including materials or products, nor will Dogtra respond to communications so submitted.
- Q: Can I ask Dogtra about my MAP violation or the violation of another Dealer?
- A: Other than accept limited reporting of MAP violations (see above), Dogtra will not communicate with anyone regarding specific violations or compliance with the MAP policy.