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Condor Tool & Knife (CTK) Authorized Reseller Policy

To qualify and remain a CTK Authorized Reseller, your business must adhere to this CTK Authorized Reseller Policy at all times.

1. Maintain Current Business Information.

Maintain accurate and up-to-date company information and Upon Request disclose the CTK product and retail locations that carry CTK throughout the term of your reseller relationship with CTK or CTK distributors.

Qualifying retail locations can only be one of the following: your physical brick & mortar store(s), your commerce-enabled website(s), or temporary storefronts (events, trade shows, pop up stores, etc.).

2. CTK's Trademarks & Brand Policy

Reseller must comply with CTK's Trademark & Brand Policy and represent yourself as a CTK Authorized Reseller in all online advertising & sales collateral.

Setting up businesses, registering domain names, or social media usernames that contain any of CTK's trademarks is strictly prohibited. To ensure compliance with CTK's Authorized Reseller Policy, you must only use approved marketing materials for all CTK products.

You can read the entirety of CTK's Trademark & Brand Policy, see attached;

3. Sell to Retail Consumers Only

Reseller may not sell in bulk to B2B accounts, wholesalers, or freight forwarders/drop shippers for other retailers. Reseller may only sell to your end consumers only.

4. Only Purchase CTK Products Directly From Assigned & Authorized Distributor

Reseller must not buy CTK products from other retailers, or from other sources not explicitly endorsed by CTK.

5. Only Sell CTK Products in Original Packaging

Reseller may not alter original CTK packaging in any way prior to reselling CTK products. Removing CTK products from packaging and reselling CTK products in a different packaging or under a different name is strictly prohibited.

6. Use CTK Supplied Core Product Data in Feeds

Reseller will have available to them CTK supplied item data information for all product data feeds used for describing and listing of CTK product.



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7. No Bundling CTK Products without Obtaining Permission

Reseller must not re-pack or bundle CTK products in your online assortments & data feeds without receiving prior written permission from CTK.

8. Exportation Sales

Reseller agrees to cooperate with CTK in preventing unauthorized exportation of CTK products. Reseller shall endeavor to request the following information from customers that buy in bulk (10 or more units): customer name, customer address, customer phone, and dates of transaction. The customer information is not required to be transferred to CTK, however it should be used to identify suspicious purchase patterns. In the event the customer refuses to provide such information, Reseller should contact CTK.

9. Customer Confusion

Reseller will not advertise, market, display, or demonstrate non-CTK products together with CTK products in a manner that would create the impression that the non-CTK products are made by, endorsed by, or associated with CTK.

10. Sell on Approved Retail Website(s) Only

Reseller must only take orders via publicly accessible e-commerce enabled web pages hosted on approved websites owned and operated by your company.

Selling on 3rd party sites (eBay, Amazon, Alibaba, etc.), drop-ship accounts (Buy.com, Jet.com, Newegg.com, Overstock.com, etc.), classified sites (Craigslist.com, Facebook Marketplace, etc.) or direct messages on forums is strictly prohibited.

11. Ensure PCI Compliance

Reseller must ensure PCI compliance for all approved commerce-enabled websites owned & operated by your company.

12. Ensure MAP Policy Compliance

Reseller must ensure that it complies at all times with CTK's Minimum Advertised Price ("MAP") Policy. CTK's MAP Policy is not intended to control, influence, determine, restrict or limit in any way the price at which Condor products may be sold, it is strictly limited to the conduct of advertising, and each reseller remains entirely free to determine its own resale price for Condor products.

13. Maintain Updated Privacy Policy

Reseller must publish and maintain a publicly accessible privacy policy.



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14. Operate Ecommerce Business Separately from Offline Retail Business

Reseller must plan inventory for e-commerce business separately from inventory planned for their physical store's business & provide accurate sell-thru numbers for each upon request.

15. Security Measures from E-Commerce Sites and Fraud Protection

Reseller must ensure industry-standard e-commerce security and fraud protection measures are in place, including two-factor authentication, authorized territory shipping restrictions, and customer fraud resolution procedures.

Failure to comply with all of the terms in CTK's Authorized Reseller Policy will result in suspension or termination of your account.