

PetIQ Authorized Reseller Policy

Last Updated & Effective Date: September 4, 2024

The PetIQ, LLC (“PetIQ”) portfolio of brands delivers product to retailers and pet families across the country, including prescription veterinary medication, and over-the-counter treatments, supplies, and treats. PetIQ’s brands include PetArmor®, CAPSTAR®, SENTRY®, Advecta®, Minties®, Sergeant’s®, Rocco & Roxie Supply Co.®, VetIQ®, PetAction™, Pūr Luv®, CAPACTION™, Bubba’s Rowdy Friends®, and Foster™.

To ensure that pet families receive authentic and quality products, the sale of PetIQ brand products are intended for sale only through its direct-to-consumer website(s) and through authorized retail partners (“Authorized Partners”). Because many of our products contain active ingredients registered with the U.S. Environmental Protection Agency and regulated by the U.S. Food and Drug Administration and departments of agriculture in all fifty states, production, packaging, storage, distribution, and marketing is closely controlled and monitored to ensure pet safety and product efficacy. These quality and safety processes give consumers confidence in our products and serve as a critical component of the value of our brands. As such, **the unauthorized reselling, distributing, or selling of any PetIQ products is prohibited.**

AUTHORIZED RESELLER OBLIGATIONS

PetIQ has formed partnerships with trusted Authorized Partners. These Authorized Partners have agreed to ensure that their holding, selling, and marketing practices meet our storage, safety, and labeling requirements.

Sales by Authorized Partners that do not comply with this Authorized Reseller Policy will not be eligible for certain services and benefits, including coverage under any warranties or guarantees. PetIQ may, in its sole discretion, immediately revoke the right to sell PetIQ product by Authorized Partners for any reason, including, but not limited to, the mishandling of product, inadequate storage, tampering, or relabeling, or the adulteration or dilution of PetIQ products.

INTELLECTUAL PROPERTY

PetIQ owns all rights in and to the PetIQ brands, names, logos, trademarks, service marks, trade dress, copyrights, formulations, methods of making, and all other

intellectual property rights related to PetIQ products. Authorized Partners are granted a limited, non-exclusive, non-transferable, revocable license to use the PetIQ brand intellectual property solely for purposes of marketing and selling PetIQ products. This license will immediately cease upon termination of the seller's status as an Authorized Partner.

MAP POLICY

Authorized Partners must abide by PetIQ's MAP Policy. For the current version of the PetIQ MAP Policy, please reach out to our MAP Policy Administrator at petiqmappolicyviolations@petiq.com.

UNAUTHORIZED RESALE PROHIBITED

Unauthorized resellers harm PetIQ brands by interfering with PetIQ's ability to monitor the storage, shipment, and sale of PetIQ products. To prevent potential harm and reputational damage caused by unauthorized resellers, **unauthorized resellers are strictly prohibited from distributing or selling any PetIQ products.** PetIQ reserves the right to take formal legal action against unauthorized resellers, as well as against any third parties that enable unauthorized resale of PetIQ products.

REVISIONS TO THIS AUTHORIZED RESELLER POLICY

PetIQ reserves the right to modify or amend this Authorized Reseller Policy at any time. We will provide you with notice of changes to this Authorized Reseller Policy by updating the "Last Updated" date at the top of this Policy.

CONTACT US

To notify PetIQ of suspected unauthorized resellers, or if you have additional questions about this Authorized Reseller Policy, please contact us at any time at legal@petiq.com, or by writing to us at:

PetIQ, LLC
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Eagle, ID 83616
Attn: Legal