

Online Retail Partner Program

Terms & Requirements

Effective Date: April 11, 2025

These terms outline the structure, responsibilities, and requirements for participation in the Red Duck Knives Online Retail Partner Program. By participating, you agree to the following:

Enrollment & Approval

To participate, retailers must submit a complete application for approval.

Red Duck Knives reserves the right to approve or decline any applicant at its sole discretion. This program is intended for established retailers with a professional online presence aligned with our brand standards.

Retailers associated with content involving illegal activity, discrimination, or inappropriate material will not be approved.

Partner Responsibilities

As an approved online retail partner, you agree to:

- Accurately represent Red Duck Knives products and brand
- Maintain a professional and trustworthy online storefront
- Comply with all applicable laws and regulations
- Provide a clear and accurate customer purchasing experience
- Handle customer-facing communication related to orders placed through your website

Failure to meet these standards may result in suspension or removal from the program.

Product Listing & Brand Guidelines

To maintain brand consistency and performance across channels:

- Use only approved product images, descriptions, and assets provided by Red Duck Knives
- Do not modify product specifications or make unauthorized claims

- Do not misrepresent the Red Duck Knives brand
- Do not present yourself as the manufacturer or owner of the brand
- All product listings must reflect approved positioning and messaging

Pricing & Margin Structure

- Retail partners agree to follow all pricing guidelines provided by Red Duck Knives
- Products may not be advertised or sold below approved pricing thresholds (if applicable)
- Pricing consistency is required to protect brand value and partner margins across all channels

Failure to adhere to pricing policies may result in removal from the program.

Order Processing & Fulfillment

- All customer orders are placed through the partner's website
- Orders are transmitted to Red Duck Knives for fulfillment
- Red Duck Knives handles:
 - Order processing
 - Packaging
 - Shipping directly to the end customer

Partners are responsible for ensuring accurate order information is submitted.

Payments & Partner Earnings

- Partners earn revenue based on the agreed pricing structure (wholesale margin or program-defined terms)
- Payment structure and timing will be outlined during onboarding
- Adjustments may occur for canceled orders, returns, or fraudulent transactions

Partners are responsible for maintaining accurate payment and business information.

Customer Service & Warranty Support

- Red Duck Knives provides product support and warranty coverage

- Partners may handle initial customer communication, but product-related issues may be directed to Red Duck Knives
- Both parties will work to ensure a consistent and professional customer experience

Prohibited Activities

Partners may not:

- Misrepresent pricing, availability, or product performance
- Sell through unauthorized third-party marketplaces without approval
- Use deceptive sales tactics or misleading promotions
- Represent themselves as Red Duck Knives
- Violate any applicable laws or regulations

Violations may result in immediate termination from the program.

Brand Use & Intellectual Property

All trademarks, logos, product content, and brand assets remain the property of Red Duck Knives.

Partners are granted limited permission to use approved materials solely for the purpose of selling Red Duck Knives products. Any misuse or alteration is prohibited.

Termination

Either party may terminate participation at any time with written notice.

Upon termination, partners must:

- Remove all Red Duck Knives products from their website
- Cease all use of brand assets

Any eligible pending payments will be processed in accordance with standard terms.

Liability & Indemnification

Red Duck Knives is not liable for indirect or consequential damages, including lost revenue.

Partners agree to indemnify and hold harmless Red Duck Knives from any claims, damages, or liabilities arising from their operations or violation of these terms.

Program Modifications

Red Duck Knives reserves the right to update or modify these terms at any time.

Partners will be notified of material changes. Continued participation constitutes acceptance of updated terms.

Governing Law

This Agreement is governed by the laws of the State of Utah.

Any disputes will be resolved in the courts of Weber County, Utah.

Agreement Confirmation

By participating in the Red Duck Knives Online Retail Partner Program, you confirm that you have read, understood, and agreed to these terms and requirements.