



RAM[®]
MOUNTS
USA

RAM Mounts USA
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Dear RAM Partner –

In our continuing effort to create a fair and competitive distribution network that facilitates our ongoing efforts to provide our customers with high value products and strong customer support, the following policies and requirements (“**Requirements**”) we will be implemented effective November 1st, **2016**:

- All Authorized Partners, including Authorized Distributors and Authorized Resellers, must receive written approval from RAM in order to sell RAM Products through a third party website (e.g. Amazon, Ebay, Walmart, etc.),
- Authorized Partners desiring to sell through a third party website must submit a completed application to RAM. If Approved, RAM will then send a signed authorization form to you.
- An application is not required for an Authorized Partner to sell RAM products from its own website or at their physical store.
- Unauthorized sales on third party websites will result in the termination of a party’s right to sell RAM Products, without any prior warning or right to cure.
- Authorized Distributors found to be linked to the unauthorized sale of RAM Products through a third party website will be subject to the same suspension steps set forth for violations of the [MAP Policy](#).
- Authorized Partners, even if approved to sell through third party website, may not participate in the “Fulfillment By Amazon (FBA)” program or similar programs whereby the Authorized Partner’s RAM Product inventory is commingled with the inventory of other sellers of RAM Products. All Authorized Partners must terminate use of FBA by October 1st, 2016.
- Authorized Partners that have been approved to sell on third party websites who are found to be participating in FBA after October 1, 2016 will be subject to the same MAP violation suspension steps outlined in the [MAP Policy](#).
- These Requirements apply to all existing and future Authorized Partners, as that term is defined in the RAM USA Authorized Partner Agreement. Any terms that are not otherwise defined will have the meaning that is set forth in the Authorized Partner Agreement.

We appreciate your continued enforcement of these policies and if you have any questions please send them to either your account manager or sales@rammount.com.

Thank you, RAM Mounts