

MAVEN RESELLER AGREEMENT

This Reseller Agreement (“Agreement”) is entered into between **Maven** (“Company”) and the approved reseller (“Reseller”) participating in the Maven Reseller Program.

1. Purpose

The Company authorizes Reseller to purchase and resell Maven products within their local market, online channels, or approved business operations in accordance with the terms outlined below.

2. Reseller Status

Reseller operates as an **independent business** and is not an employee, partner, or agent of Maven. Reseller may not represent themselves as acting on behalf of the Company.

3. Product Purchasing

- Products are purchased at approved reseller pricing.
 - Minimum opening order requirements may apply as communicated by Maven.
 - All orders must be prepaid unless otherwise agreed in writing.
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4. Pricing Policy (MAP Protection)

To protect brand value and all selling partners:

- Reseller agrees **not to advertise or sell products below the Manufacturer’s Advertised Price (MAP)** established by Maven.
- Discounting or bundling that effectively reduces product price below MAP requires written approval.
- Unauthorized marketplace selling (including Amazon, Walmart Marketplace, or similar platforms) is prohibited unless expressly approved.

5. Brand Representation

Reseller agrees to:

- Use official Maven branding and logos only.
- Represent products accurately and professionally.
- Make no false, misleading, or unverified claims about product performance or results.

Marketing assets may be provided by Maven for approved use.

6. Territory & Sales Channels

This Agreement does not grant exclusive territory rights unless explicitly stated in writing. Maven reserves the right to sell products directly or through additional partners.

7. Returns & Exchanges

- Wholesale orders are final unless products arrive damaged or defective.
 - Claims for damaged goods must be submitted within **7 days** of delivery with supporting photos.
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8. Intellectual Property

All trademarks, logos, product names, and branding remain the exclusive property of Maven. Reseller receives limited permission to use these solely for promoting and selling authorized products.

9. Termination

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

Maven may immediately terminate this Agreement if Reseller:

- Violates pricing policies
- Misrepresents the brand
- Engages in unauthorized sales channels
- Acts in a manner harmful to the Maven brand

Upon termination, Reseller must discontinue use of Maven branding.

10. Limitation of Liability

Maven shall not be liable for indirect, incidental, or consequential damages arising from resale activities or product use.

11. Agreement Acceptance

Participation in the Maven Reseller Program or placement of a reseller-priced order constitutes acceptance of this Agreement.

Future Reseller

Email: _____

Facebook: _____

Instagram: _____

Tiktok: _____

Website: _____

Reseller Name / Business: _____

Signature: _____ **Date:** _____