



Novel Creations USA Inc.

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Retailer/Distributor Agreement

This agreement is between NOVEL CREATIONS USA INC (the manufacturer of NU SENSUELLE), hereinafter referred to as the "MANUFACTURER" and WILLIAMS TRADING CO. hereinafter referred to as the "DISTRIBUTOR". A customer who the "DISTRIBUTOR" sells to is referred to as the "RETAILER".

Purpose of Agreement

This agreement sets forth the terms and conditions by the MANUFACTURER, under which WILLIAMS TRADING CO. will be permitted to sell said product line in the USA and is limited to sales in the USA.

Terms of Agreement

Unless terminated hereinafter, this agreement shall remain in force indefinitely and govern all transactions between the parties relating to the above referred product line.

(Removal of Acceptance of orders for Retail MAP agreement)

Minimum Advertised Pricing (MAP) Policy

This policy applies to, but is not limited to, advertising in catalogues, direct mail, websites, in-store displays and any and all other forms of advertising media, including, without limitation, the internet and any other electronic medium available to the general public.

Rebates, coupons, credits, percentage discounts or any manner of discounting which results in a net advertised price below MAP, regardless of any other circumstances, will be considered as not complying with the (MAP) policy. Selling on Amazon, EBay or 3rd party sites without written permission is strictly prohibited.

In the event that MANUFACTURER receives information that a party is advertising a NU SENSUELLE product below the minimum advertised price (MAP), the DISTRIBUTOR must contact the noncompliant party. The DISTRIBUTOR will then request the noncompliant party to comply with the minimum price within ten (10) days. If after ten (10) days the pricing has not been corrected, the MANUFACTURER may, at its sole discretion, cease future supply of the product to the DISTRIBUTOR of the noncompliant party.

The DISTRIBUTOR must enforce that the RETAILER may not directly or indirectly discount said advertised prices in any manner whatsoever, including but not limited to providing free products or accessories to its customers, providing promotional coupons/ giveaways/sales, or by discounting the otherwise standard shipping cost to its customers.

Should a RETAILER fail to comply with the minimum advertised resale price provision, the DISTRIBUTOR must cease selling to this RETAILER. The MANUFACTURER shall have the right to immediately terminate sales to the DISTRIBUTOR if the MAP policy is not enforced by the DISTRIBUTOR under this agreement. This applies to designated URL websites, as well as 'Storefronts' under the blanket sites (EBay, Amazon, etc.).

In order to protect the integrity of the NU SENSUELLE product line and its DISTRIBUTOR/RETAILER network, the RETAILER who the DISTRIBUTER sells to may not advertise the resale price of the product for less than the price set forth below, which excludes shipping and handling charges:

ITEM #	DESCRIPTION	BARCODE	MSRP	MAP
BT-W34BK	NU SENSUELLE POINT 20 FUNCTION RECHARGEABLE BULLET – BLACK	9342851001487	\$59.99	\$59.99
BT-W34PK	NU SENSUELLE POINT 20 FUNCTION RECHARGEABLE BULLET – PINK	9342851001661	\$59.99	\$59.99
BT-W34PU	NU SENSUELLE POINT 20 FUNCTION RECHARGEABLE BULLET – PURPLE	9342851001494	\$59.99	\$59.99
BT-W34SI	NU SENSUELLE POINT 20 FUNCTION RECHARGEABLE BULLET – SILVER	9342851001500	\$59.99	\$59.99
BT-WTBL	NU SENSUELLE POINT 20 FUNCTION BULLET - T BLUE	9342851002309	\$59.99	\$59.99
BT-W37BK	NU SENSUELLE REMOTE CONTROL RECHARGEABLE BULLET – BLACK	9342851001593	\$59.99	\$59.99
BT-W37PK	NU SENSUELLE REMOTE CONTROL RECHARGEABLE BULLET – PINK	9342851001609	\$59.99	\$59.99
BT-W37PU	NU SENSUELLE REMOTE CONTROL RECHARGEABLE BULLET – PURPLE	9342851001616	\$59.99	\$59.99
BT-W40BK	NU SENSUELLE PEARL MASSAGING RECHARGEABLE VIBE – BLACK	9342851001708	\$79.99	\$79.99
BT-W40PK	NU SENSUELLE PEARL MASSAGING RECHARGEABLE VIBE – PINK	9342851001715	\$79.99	\$79.99
BT-W40PU	NU SENSUELLE PEARL MASSAGING RECHARGEABLE VIBE – PURPLE	9342851001722	\$79.99	\$79.99
BT-W41BK	NU SENSUELLE IMPULSE SENSOR RECHARGEABLE VIBE – BLACK	9342851001746	\$69.99	\$69.99
BT-W41GR	NU SENSUELLE IMPULSE SENSOR RECHARGEABLE VIBE – GREEN	9342851001760	\$69.99	\$69.99
BT-W41PU	NU SENSUELLE IMPULSE SENSOR RECHARGEABLE VIBE – PURPLE	9342851001753	\$69.99	\$69.99
BT-W39PK	NU SENSUELLE REMOTE CONTROL RECHARGEABLE EGG – PINK	9342851001685	\$69.99	\$69.99
BT-W39PK	NU SENSUELLE REMOTE CONTROL RECHARGEABLE EGG – PURPLE	9342851001692	\$69.99	\$69.99
BT-H01BK	NU SENSUELLE HOMME RECHARGEABLE BUTT PLUG – BLACK	9342851001814	\$69.99	\$69.99
BT-H02BK	NU SENSUELLE HOMME RECHARGEABLE PROSTATE MASSAGER – BLACK	9342851001845	\$89.99	\$89.99
BT-W38BK	NU SENSUELLE TOUCH 7 SP RECHARGEABLE BULLET – BLACK	9342851001739	\$59.99	\$59.99
BT-W38PK	NU SENSUELLE TOUCH 7 SP RECHARGEABLE BULLET – PINK	9342851001623	\$59.99	\$59.99
BT-W38PU	NU SENSUELLE TOUCH 7 SP RECHARGEABLE BULLET – PURPLE	9342851001630	\$59.99	\$59.99
BT-W44PK	NU SENSUELLE CURVE 20 FUNCTION RECHARGEABLE VIBE – PINK	9342851001906	\$69.99	\$69.99
BT-W44PU	NU SENSUELLE CURVE 20 FUNCTION RECHARGEABLE VIBE – PURPLE	9342851001913	\$69.99	\$69.99
BT-W42PU	NU SENSUELLE G 10+1 FUNC RECHARGEABLE G-SPOT MASSAGER - PURPLE	9342851001869	\$89.99	\$89.99
BT-W45PK	NU SENSUELLE LUXE 10 FUNC RECHARGEABLE RABBIT MASSAGER – PINK	9342851001920	\$99.99	\$99.99
BT-W45PK	NU SENSUELLE LUXE 10 FUNC RECHARGEABLE RABBIT MASSAGER – PURPLE	9342851001937	\$99.99	\$99.99
BT-W52BK	NU SENSUELLE JOIE 15 FUNC RECHARGEABLE BULLET – BLACK	9342851002156	\$39.99	\$39.99
BT-W52BL	NU SENSUELLE JOIE 15 FUNC RECHARGEABLE BULLET – BLUE	9342851002163	\$39.99	\$39.99
BT-W52PK	NU SENSUELLE JOIE 15 FUNC RECHARGEABLE BULLET – PINK	9342851002132	\$39.99	\$39.99
BT-W52PU	NU SENSUELLE JOIE 15 FUNC RECHARGEABLE BULLET – PURPLE	9342851002149	\$39.99	\$39.99
BT-M36BK	NU SENSUELLE BULLET RING 7 FUNC RECHARGEABLE COCKRING - BLACK	9342851002187	\$49.99	\$49.99
BT-M36CL	NU SENSUELLE BULLET RING 7 FUNC RECHARGEABLE COCKRING - CLEAR	9342851002194	\$49.99	\$49.99
BT-M37BK	NU SENSUELLE DOUBLE ACTION RECHARGEABLE COCKRING - BLACK	9342851002200	\$69.99	\$69.99
BT-M37CL	NU SENSUELLE DOUBLE ACTION RECHARGEABLE COCKRING - CLEAR	9342851002217	\$69.99	\$69.99
BT-W53TBL	NU SENSUELLE BUNNII 20 FUNC VIBE - T BLUE	9342851002224	\$69.99	\$69.99

BT-W53PK	NU SENSUELLE BUNNII 20 FUNC VIBE - PINK	9342851002231	\$69.99	\$69.99
BT-W53PU	NU SENSUELLE BUNNII 20 FUNC VIBE – PURPLE	9342851002170	\$69.99	\$69.99
BT-W54BK	NU SENSUELLE MINI PLUG - BLACK	9342851002279	\$49.99	\$49.99
BT-W54PU	NU SENSUELLE MINI PLUG – PURPLE	9342851002286	\$49.99	\$49.99
BT-W55PK	NU SENSUELLE PLEASURE PANTY 15 FUNC REMOTE CONTROL- PINK	9342851002248	\$79.99	\$79.99
BT-W55PU	NU SENSUELLE PLEASURE PANTY 15 FUNC REMOTE CONTROL- PURPLE	9342851002293	\$79.99	\$79.99

NOTE: This policy may be modified by the MANUFACTURER as it deems necessary.

Retailer/Distributor Acknowledgement

By signing below, I acknowledge and agree to the stipulations indicated in this retailer/distributor agreement. I further agree that my account will have no recourse, legally or otherwise, against NOVEL CREATIONS USA INC upon account termination, and all monies owed and outstanding balances will become due and payable immediately.

I have the authority to sign this document and execute this Retailer/Distributor agreement on behalf of my company and related agents of my company. I have read and understood the document and by voluntarily signing below, agree to all terms and conditions herein. I further understand that any false and/or misleading information could result in the irrevocable termination of my account with WILLIAMS TRADING CO. and NOVEL CREATIONS USA INC.

Date: _____

Company Name: _____

Signature of Representative: _____

Print Name: _____

Title: _____

Date: _____

Signature of WILLIAMS TRADING CO. Representative: _____

Print Name: _____

Title: _____