



Great Lakes Select Hops Certified Reseller License Agreement

Between Great Lakes Hops and Customer - Reseller

GLH Proprietary Select Hops, hereinafter referred to as “Select Hops”, including all logos, fonts and trademarks are owned by Great Lakes Hops, Inc. hereinafter referenced as “GLH”, a privately-owned Michigan corporation. GLH has invested considerable time and money to develop Select Hops cultivars, logos, names, trademarks and brand image. GLH has the intent to protect and pursue its investment through the continued use of these trademarks and logos.

Hop customer – Broker/reseller, hereinafter referred to as “RESELLER” desires use of Great Lakes Hops Proprietary Select Hops cultivar(s) logos, trademarks, fonts and icons to market finished products such as cones, pellets, extracts, or derivatives thereof.

1. **Permitted Use of the Trademark and Logo.** **RESELLER may use the Trademark and Logo on all labels, containers, packages, tags and displays, in all print advertisements and literature, in all television and radio commercials, on its website or other social media, and on any other materials used in relation to its marketing of Select Hop cultivars and derived products (“Trademark Displays”).** RESELLER will use commercially reasonable efforts to insure that the Trademark Displays will contain appropriate legends, markings and notices as GLH may require from time to time. Except where size restrictions preclude it, in or on all packaging, literature and advertisements (i) the most prominent reference to any of the Trademarks shall include the registered trademark symbols ® or ™ and (ii) the statement that individual Select Hop cultivar names are the trademarks of GLH. In addition, RESELLER will cause to appear on all Trademark Displays any notices that may be required by law or regulation. RESELLER will not use the Trademark and Logo in any way that would jeopardize the goodwill associated with the Trademark and Logo. Upon GLH’s commercially reasonable request, RESELLER will submit to GLH, at RESELLER’s expense, a true representation or example of any proposed use of the Trademarks, in any visible or audible medium, including proposed packaging, displays, advertisements and promotional materials depicting, referring to, or otherwise used in relation to the Trademarks and Logos, prior to use.
2. **Licensing Fees.** In exchange for the grant of this License Agreement, RESELLER agrees to pay the following annual fees based on U.S. dollars: \$100
 - 2.1 This fee is subject to change yearly. RESELLER licensing fee’s must be paid and in good standing to continue using GLH logos, trademarks and branding in any way or in any marketing of their own.
3. Use of GLH branding, logo’s and trademarks for merchandise and apparel resale is strictly prohibited.
4. Under this agreement RESELLER acknowledges they may only obtain pelletized GLH Select Hops from GLH approved members and processors. Procuring GLH Select Hops in any other form including bale form, multi variety blends, whole cone wet or dry will immediately terminate

this agreement causing RESELLER to forfeit all permissions to the use of any and all GLH branding, logos and trademarks. Furthermore, any modification to, or degradation of the pelletized product resulting in a modified or lesser quality final product is strictly prohibited and will immediately terminate this agreement causing RESELLER to forfeit all permissions to the use of any and all GLH branding, logos and trademarks.

5. Libel and Slander. Termination of this agreement will occur should RESELLER be found responsible for any libel or slander which contains contempt, ridicule, degradation or disgrace of the GLH brand, GLH SELECT HOP grow group members or other members of this agreement.
6. Improper handling, storage, or shipping of GLH Select Hops may result in termination of this agreement causing RESELLER to forfeit all permissions to the use of any and all GLH branding, logos and trademarks.

By Signing below, RESELLER acknowledges they have read and understand as well as agree to the terms of the licensing agreement and that GLH may terminate this agreement at any point in time and for any reason.

RESELLER authorized representative

Date

Business Name

Phone

Address

Email Address

City/State/Zip Code

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