



In order to serve its Resellers and consumers with excellence, Rightline Gear has established the following Authorized Reseller Policy. To qualify as and remain a Rightline Gear Authorized Reseller, a Reseller must adhere to this Rightline Gear Authorized Reseller Policy at all times. Rightline Gear reserves the right to modify its Authorized Reseller Policy at any time.

Authorized Reseller Policy

Rightline Gear will provide the following benefits to all Authorized Resellers:

1. Use of Rightline Gear's product photos, copy, graphics, sales literature, trademarks, etc.
2. Access to Rightline Gear's product specifications
3. A regularly scheduled current inventory feed
4. Inclusion on Rightline Gear's Where To Buy web page
5. Notices of recall sent immediately
6. Rightline Gear Manufacturer's Limited Warranty coverage for all products

Rightline Gear requires its Authorized Resellers to:

1. Provide Current Business Information and Disclose All Locations That Carry Rightline Gear Products

The Reseller must provide accurate and up-to-date company and contact information, including all identities, retail locations, and e-commerce websites that are selling Rightline Gear Products, upon request.

2. Receive Approval to Sell on Third-Party Marketplace Websites

The Reseller must receive prior approval from Rightline Gear to sell on third-party market place websites such as eBay, Amazon, Walmart, Sears, etc.. The Reseller's application must list all identities used in the selling of Rightline Gear products. To request approval to sell on third-party sites, the Reseller must complete Rightline Gear's [Third-Party Marketplace Reseller Approval Form](#). Rightline Gear will respond to the Reseller's request within (3) business days.

The Reseller can sell Rightline Gear products on e-commerce websites owned and operated by the Reseller without prior approval from Rightline Gear.

3. Provide Excellent Customer Service

A Reseller must provide an easily locatable phone number, email address, or direct message link on Reseller owned websites, third party marketplace websites, internet listings, etc. Customer inquiries initiated by these contact methods must be responded to by the Reseller in a timely manner.

4. Follow Rightline Gear's Minimum Advertised Price Policy

The Reseller must follow Rightline Gear's [Minimum Advertised Price Policy](#).

5. Follow Rightline Gear's Trademark & Brand Policy

The Reseller must comply with [Rightline Gear's Trademark & Brand Policy](#). Setting up businesses, registering domain names, or using social media usernames that contain the Rightline Gear name or any of Rightline Gear's trademarks is strictly prohibited.

6. Only Purchase Rightline Gear Products Directly from Rightline Gear, or from a Rightline Gear Distributor

The Reseller must not purchase Rightline Gear products from another Reseller or from a source not listed as a Rightline Gear Distributor on the Rightline Gear [Where To Buy Page](#).

7. Only Sell Rightline Gear Products to Consumers in the USA or Canada

The Reseller may sell to its consumers as a regular course of doing business. The Reseller may not sell in bulk to distributors, liquidators, freight forwarders/drop-shippers, or other Resellers without prior written permission from Rightline Gear.

The Reseller must receive prior approval to sell Rightline Gear products outside of the USA or Canada. The reseller must send a request to sales@rightlinegear.com before selling Rightline Gear products outside of the USA or Canada.

8. Only Sell Rightline Gear Products in Their Original Packaging

The Reseller must not alter the original Rightline Gear packaging in any way. Selling Rightline Gear products outside of their original packaging or under another name is strictly prohibited.

Failure to comply:

1. Rightline Gear will communicate with the Reseller if they are not complying with any terms of this Policy in an effort to maintain their Authorized Reseller status.
2. Continued failure to comply with the terms of the Rightline Gear Authorized Reseller Policy will result in the Reseller losing their Authorized Reseller status.
3. Once a Reseller has lost their Authorized Reseller status, the Reseller's account with Rightline Gear will be terminated and/or they will be included on the Rightline Gear Do Not Sell List which is provided to all Rightline Gear distributors. In addition, the Reseller forfeits all of the benefits highlighted above.

This Authorized Reseller Policy does not preclude Rightline Gear from becoming a party to a mutually agreed upon written agreement with a Reseller. This Rightline Gear Authorized Reseller Policy supersedes and replaces in their entirety all previous Rightline Gear Authorized Reseller Policies.