

Calliope Games Intellectual Property and Brand Protection Policy

with integrated

Advertised Price Policy

Effective December 1, 2018

Updated March 22, 2019

Calliope Games actively supports the advertising and promotions of its games (Products) through its distribution channel at little or no cost to their dealers (Reseller). The Calliope Games [Retailer Support Library](#) and associated marketing materials, Distributor Incentives, Co-Ops and Reseller Events have played a large role in our success. Calliope Games has developed, with the help of its Resellers, a superior reputation among consumers and the hobby game industry for developing high quality, value added table top games. In good faith effort to eliminate fraud, counterfeit and unauthorized Products and encourage Resellers to actively support and invest in Calliope Games Products and the marketing thereof, Calliope Games has established the following policies and unilaterally imposes them on its Resellers.

Calliope Games reserves the right not to sell to or support any Reseller that engages in fraud, counterfeit, or marketing practices that may tarnish the Calliope Games brand or erode the perceived value of its Products and intellectual properties. Products purchased by Resellers from sources other than authorized Calliope Games distributors and representatives are overwhelmingly counterfeit. Because of the growing counterfeit problem we face, resellers are prohibited from offering Calliope Games products on 3rd party platforms like Amazon.com, eBay.com, Jet.com, Walmart.com, Target.com, and Sears.com; products purchased from Resellers on these platforms are not warranted by Calliope Games. To assure product integrity, these platforms are serviced exclusively by Calliope Games and its representatives. Resellers may offer and market Calliope Games products on their website(s) provided the website operates on a domain registered in Reseller's name.

On request by Calliope Games, Resellers are required to identify each of their supply sources for the Products. Failure to do so will result in immediate enforcement of the policy. A full list of authorized distributors and representatives is available at www.CalliopeGames.com.

Resellers of Calliope Games may sell our Products at any price they choose; however, our Products are not to be advertised outside the range of plus or minus 20% of the keystone as derived from the NET price clearly stated on the [Calliope Games Product Information Sheets – Advertised Price Policy \(APP\)](#).

- The APP applies to all forms of advertisements of Calliope Games Products in any and all media, including, but not limited to, internet and electronic media (including broadcast email), flyers, faxes, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order, television, radio, and public signage. The APP policy is not applicable to advertising strictly related to wholesale sales by authorized Calliope Games distributors. Furthermore, the APP does not apply to any in store advertising of brick and mortar retailers.
- The APP includes the use of discount marketing language that has the effect of advertising the product outside of the APP price range, whether because product is advertised as being "FREE", "2 for 1", "Buy 1—Get 1 Free" or similar language.

- Website features such as an automatic price display for any items prior to being placed in a customer's shopping bag, "Click-for-Price", automated bounce-back pricing emails, pre-formatted email responses, and other similar features are communications initiated by the Reseller (rather than requested by the consumer) and constitute an Advertised Price under the APP policy.
- The APP does not prohibit the Reseller to advertise "Call for Price", "Will meet or beat any competitors price", "Guaranteed lowest price" or similar language as long as the price is omitted from the ad.
- The APP applies to all supported Calliope Games Products; specifically, all Products actively solicited and produced by, or for, Calliope Games. Refer to the [Calliope Games Dealer Support](https://www.calliopegames.com/read/79/distributor-resources) pages (<https://www.calliopegames.com/read/79/distributor-resources>) for Product Sheets and a complete list of Calliope Games Products affected by this policy. Calliope Games reserves the right to adjust or suspend the APP from time to time upon its own volition.

Calliope Games unilaterally adopts, imposes, and enforces the above stated policies and neither seeks nor accepts input, confirmation or assurance of compliance by its Resellers in regards to these policies. Calliope Games will not discuss or negotiate any of the terms contained herein. Nothing stated in these policies shall constitute an agreement between Calliope Games and its Resellers to comply. All matters of the interpretation and application of the terms of these policies shall remain within the sole, unilateral authority of Calliope Games.

Calliope Games reserves the right to suspend or choose not to do business with Resellers who intentionally try to deceive Calliope Games in regards to these policies and/or repeatedly fail to abide by them or the APP and its intent as stated herein. Calliope Games may take such action without prior warning to Reseller.

From time to time and at its sole discretion, Calliope Games may choose to discontinue, alter, or forgo these policies for the purpose of authorized "corporate rebates", "sales", "limited time offers", and "special events". These policies may only be altered in writing by an authorized officer of Calliope Games. To obtain written authorization for these purposes please contact Calliope Games at <mailto:APP@CalliopeGames.com>.