

Visible Faith Jewelry Company

Territory Protection Requirements 2011

We will gladly provide our stores with territory protection, based on the criteria listed and conditional to our standard of protection. You must meet the requirements as specified in order to receive the privilege of this protection.

Territory protection shall be separate for each line of jewelry that Visible Faith Jewelry Company produces. The following are the lines currently produced:

- Visible Faith Jewelry- our Christian Based line that does not include myGodTags®.
- myGodTags, which is only the myGodTag/GodTag line. Any additional charms or additions are not considered to be of the myGodTag line. This includes letter charms, inspirational charms, etc...

The opening order for myGodTags®/GodTags® is 20 myGodTags. There are no exceptions to this.

The opening orders for the other line, Visible Faith Jewelry Collection, \$250. In order to RETAIN your territory protection you must qualify by purchasing a minimum of \$100 per month in WHOLESAL PURCHASES, for the Visible Faith Jewelry Collection or myGodTags® line. This includes custom stamped tags, scripture tags, necklaces for tags and or bracelets or accessories for the myGodTags. If a retail store fails to make the minimum purchase amount per month for three or more months, then protection will no longer be provided. If you fail to qualify for this type of complete protection that is provided then, you may qualify for optional partial protection.

PROTECTION COVERAGE is based on mileage, not zip code. We will run a search using MapQuest®, to determine the mileage for each STOREFRONT, not billing address. Stores who meet qualifications for protection will receive the following protection, which is dependant upon the population of the city or AREA which it is located in based on the following:

- Cities and suburbs over 250,000 current populations will receive protection for a 5 mile radius
- Cities and suburbs between 100,000 and 250,000 current population will receive protection for a 10 mile radius.
- Cities and suburbs over 10,000 and under 100,000 current population will receive protection for a 15 mile radius.
- Rural towns with populations less than 10,000 current population shall receive protection for a 20 mile radius.

Population will be determined by the latest Census information that is available thru the internet.

OPTIONAL PROTECTION MAY BE PROVIDED IF A STORE DOES NOT MEET THE MINIMUM QUALIFICATION OF \$100 PER MONTH OF WHOLESAL PURCHASE. **You must request this in order for it to take effect.**

- The store must make at least one purchase per quarter
- Population will not be considered as a factor
- The store will only provided a 5 mile radius of coverage.

If you have any questions regarding our Territory Protection Policy, please contact us at: 325-247-1123