



Contractor Trademark License and Media Use Agreement

This Agreement grants the undersigned Contractor a limited, non-exclusive, nontransferable, revocable right to use the Pella trademarks and logos solely for the purpose of advertising, promoting and selling Pella products.

Minimum Requirements

- Contractor must be in good financial standing with a Pella partner where product is purchased.
- The use, style and appearance of any Pella trademarks must strictly conform with the Pella Brand Book published at www.pellabrandbook.com, as amended by Pella. Pella may provide additional obligations and restrictions regarding the use of the Pella trademarks from time to time, which the contractor agrees to follow.
- Pella reserves the right to inspect any materials bearing any Pella trademarks.
- Any use not described or exceptions to the stated guidelines must have Pella’s prior written approval, which may be withheld at Pella’s sole discretion. Proposed use or reproduction should be submitted to:

Pella Corporation
 102 Main Street
 Pella, IA 50219
 Attn: Marketing Communications
brand@pella.com

- Pella may terminate this Agreement for any reason on 30 days written notice. Upon expiration or termination of the Agreement for any reason, Contractor shall immediately cease and desist from all use of the Pella trademarks.

By submitting/signing, I certify that I meet the requirements outlined above for Pella’s sales support program for contractors and agree to comply with the guidelines as stated.

Contractor Business Name: _____

Contractor Representative Name: _____ Date: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Phone number: _____ Email: _____ Website: _____

Primary location(s) where Pella Products are purchased (select all that apply):

- | | | |
|--|---|--|
| <input type="checkbox"/> Pella Window & Door store | <input type="checkbox"/> Carter Lumber | <input type="checkbox"/> McCoy’s Building Supply |
| <input type="checkbox"/> ABC Supply | <input type="checkbox"/> Hammond Lumber Company | <input type="checkbox"/> National Lumber |
| <input type="checkbox"/> Builders First Source | <input type="checkbox"/> Lowe’s | <input type="checkbox"/> Other (please specify): _____ |

Please check Media types to be used in marketing efforts:

- | | | |
|---|---|---------------------------------------|
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Online - Electronic Yellow Pages | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Home Shows | <input type="checkbox"/> Online - Paid Search | <input type="checkbox"/> Television |
| <input type="checkbox"/> Newspaper Advertising | <input type="checkbox"/> Outbound E-mail | <input type="checkbox"/> Yellow Pages |
| <input type="checkbox"/> Online - Digital Advertising | | |

Please submit Contractor License and Media Usage Agreement to:

Pella Co-op Office
 P.O. Box 11635
 Cedar Rapids, IA 52410-1635
pellacoop@channel-fusion.com
 Questions? Call (800) 693-5022 or email pellacoop@channel-fusion.com

Disclaimer of Warranties. The Pella marks licensed under this agreement are provided "as is." Pella makes no representations or warranties of any kind concerning the Pella marks, express or implied, including without limitation warranties of merchantability, fitness for a particular purpose, warranty of non-infringement, validity, scope, or enforceability of any Pella mark, or registration thereof. In no event shall Pella be liable for any indirect, special, or consequential damages of any kind arising out of or in connection with this agreement. This Agreement contains the entire understanding between the parties with respect to the subject matter hereof and supersedes all previous communications, negotiations and agreements, whether oral or written, between the parties with respect to such subject matter. All waivers must be in writing. The Parties do not intend that any agency or partnership relationship be created between them by this Agreement.