



Internet Guidelines for Consultants

Information on the best practices for supporting your business online.

Am I allowed to have a website showcasing my PartyLite business?

Consultants and Leaders are prohibited from advertising the company's name, trademarks, logo, trade names, copyrighted materials or service marks on any Internet or World Wide Web Service. This extends to indicating that they are a PartyLite Consultant, as well as selling PartyLite products and offering the business opportunity over the Internet.

Am I allowed to sell PartyLite brand products over the Internet or on auction sites; such as eBay® and Yahoo!®?

No. PartyLite Consultants and Leaders are not allowed to sell PartyLite brand products over the Internet. Consultants and Leaders should sell PartyLite brand products **exclusively** through the registered method of Direct Sales (as stated in the General Information, Selling and Displaying of Products in Retail Outlets section of online Policies and Procedures or the Consultant Guide).

If I have retired PartyLite products that I want to sell, can I sell those items over the Internet?

No. Whether or not a PartyLite product is current, retired, excess inventory, a Business Booster item, Booking Gift or PartyLite promotional item that has been earned, it may not be sold on the Internet. Doing so is in direct violation of the Consultant Agreement with PartyLite.

What is the “Direct Sales method” or “our registered channel of distribution?”

PartyLite's registered method of distribution (the way our products are sold) as stated in the General Information, Selling and Displaying of Products in Retail Outlets section of online Policies and Procedures or the Consultant Guide, is “through personal home and private group demonstrations directly to the individual consumer.” Selling through retail environments, such as craft fairs, church bazaars, trade shows, flea markets and yard/garage sales, should be avoided. This restriction also includes selling over the Internet, as well as soliciting business over the Internet.

Am I allowed to use the PartyLite name in my e-mail or website name, such as ‘jspartylite.rr.com’ or ‘www.njpartylite.net’?

No. The company's logo and trade name (PartyLite or PartyLite Gifts, Inc.) and major trademarks have been registered with the United States Patent and Trademark Office.

Therefore, their unlicensed use is a violation of federal law. Consultants or Leaders may not use the company's logo for advertising. Leaders (with the rank of Unit Leader through Senior Regional Vice President) are permitted to advertise, in print, using the trade names and trademarks only when they are granted prior written approval from the Home Office.

Am I allowed to indicate I am a Consultant online, such as on bulletin boards or in advertising?

No. The exclusion extends to indicating that you are a Consultant with PartyLite on any service on the Internet or World Wide Web.

As a Leader who has gained prior written approval from the Home Office to advertise in print, am I allowed to advertise using the company's trade name and trademarks on the Internet or on online auction sites?

No. The company (PartyLite) has a "Home Page" on the World Wide Web that showcases our products and Hostess and Consultant Opportunity, including income potential. Our "home page" is located at www.partylite.com.

What does PartyLite do to find online infringements against the guidelines, such as selling products on online auction sites and personal websites?

We understand and share the frustration many Consultants feel when seeing PartyLite items being sold on auction sites such as eBay®. This practice undermines those Consultants who are working their business as outlined in the online Policies and Procedures or Consultant Guide. PartyLite monitors the Internet and World Wide Web daily for websites and online auction sites where Consultants are selling PartyLite brand products, soliciting for business, offering the career opportunity, offering contact forms, etc.

What action is taken against a Consultant who is found selling or soliciting business on an online auction site and/or internet website?

Consultants are sent a cease and desist letter via certified mail, which advises them to remove all advertisements of PartyLite trademarks and trade names, copyrighted pictures, logos, etc. and are asked to cease selling, and/or soliciting from their web and auction sites. The Consultant is given two weeks to comply with this request with the understanding that noncompliance may directly affect their status as an independent contractor with PartyLite Gifts, Inc.

How do I report an infringement against the guidelines that I have come across on eBay®, Yahoo!® auction sites, or on the World Wide Web? What do I do?

Any PartyLite Consultant/Leader may login to my.partylite.com > Email Customer Support > Advise of Online Solicitation > complete and submit. It is important to collect

as much detailed information as possible regarding the infringement, so we may act upon this as quickly as possible. The following information is helpful: eBay® or Yahoo!® item number, seller name and description of products up for auction. The complete URL of the website you are reporting is also helpful.

A Guest just informed me that they can get a PartyLite item cheaper on eBay® and asked why they should purchase it through me, the Consultant. How should I respond?

We understand the difficulty this question may pose to Consultants. It's important to help the Guest understand the many benefits offered to them when dealing directly with a PartyLite representative. To better assist you in responding to this question we've presented a couple of responses for your use:

“When an item is purchased through eBay®, a buyer has no recourse with PartyLite if they do not receive their item from an eBay® seller, nor do they have any recourse with PartyLite if they receive an item damaged, defective or are missing any pieces associated with this item. PartyLite cannot guarantee any products that have been purchased through an Internet auction site. Purchasing PartyLite candles through a PartyLite Consultant guarantees the items will be brand new, in their original box, directly from PartyLite and meet with PartyLite's platinum quality standards and guarantee.” (Please refer to the PartyLite Products information in the Consultant Guide or Product, Candles and Accessories section of the online Learning center).

“Why buy on eBay® when I can help you get your favorite PartyLite products for FREE through our generous Hostess/Host Program. As a Hostess/Host you could easily qualify for \$60 - \$100 or more in free product!”

Can PartyLite stop Guests and Hostesses from selling PartyLite product on eBay®?

No. Hostesses and Guests do not have an agreement to sell PartyLite products and therefore are not bound by our method of distribution policies.

5/18/09