



GLOWSHIFT GAUGES, LLC

150 Cooper Rd Ste: B6
West Berlin, NJ 08091

Telephone: 856.768.8300
Toll Free: 1-888-GS-GAUGE
www.GlowShift.com

Dealer Application – Please Complete and Fax to: 1-208-460-7013

ENTITY INFORMATION

Company Name:		DBA:
Phone:	Fax:	E-mail:
Address:		
City:	State:	ZIP Code:

Entity Type:

Corporation Limited Liability Company Limited Partnership Partnership Sole Proprietorship

Business Type: (check all that apply)

Retail Store Internet Retailer Installer (Products Installed on Premises)

Please list ALL E-Commerce Sites:

Authorized Buyer #1:	Authorized Buyer #2:
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Please describe your business:

SHIPPING INFORMATION (LOCATION #1)

Address:		Attn:
City:	State:	ZIP Code:
Phone:	Fax:	E-mail:

SHIPPING INFORMATION (LOCATION #2)

Address:		Attn:
City:	State:	ZIP Code:
Phone:	Fax:	E-mail:

BILLING INFORMATION

Name on Credit Card:	Credit Card #:
Expiration:	Security Code:

TRADEMARK POLICY FOR RESELLERS AND DISTRIBUTORS

This policy sets forth general guidelines for the use of trademarks owned by GlowShift Gauges, LLC and/or its affiliated entities ("GlowShift") in conjunction with the promotion, distribution or sale of GlowShift Gauges, LLC's products and services. Proper use of GlowShift trademarks can only be determined by the GlowShift Gauges, LLC.

GlowShift trademarks include, without limitation, GlowShift ("GlowShift Trademarks"). These trademarks, among many others, are registered by GlowShift Gauges, LLC in the Principal Register of the U.S. Patent and Trademark Office, as well as other countries around the world.



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IMPROPER USE OF GLOWSHIFT TRADEMARKS

The following are examples of uses of the GlowShift Trademarks that dilute our trademark rights, are harmful to GlowShift’s goodwill and likely to cause confusion in the marketplace:

1. Combining a GlowShift Trademark with any other words to create a new word, slogan or web address (e.g. GlowShift Factory Outlet).
2. Altering any GlowShift Trademark or any design comprising the GlowShift Trademark, including, without limitation:
 - i. Use of GlowShift logo without the armature or with the armature positioned incorrectly
 - ii. Use of GlowShift logo in a modified state other than the registered trademark version
 - iii. Use of GlowShift logo in a sentence or positioned next to copy
 - iv. Use of GlowShift logo without “silent space” around it
 - v. Positioning GlowShift logo graphically so that it abuts or runs into another logo or copy
3. Use of the GlowShift Trademarks in a website in such a manner that leads visitors to believe that the website is owned, operated by, sponsored or otherwise associated with GlowShift.
4. Use of the GlowShift Trademarks as part of a domain name or URL
5. Use of the GlowShift Trademarks to advertise the reseller or distributor as a preferred or official outlet, reseller or distributor, including use in paid search ads and banner display ads, without prior written consent.

GlowShift Gauges, LLC reserves all rights within the law to terminate the privileges of its trademark use, in the event of improper or unauthorized infractions of this trademark policy.

Documents Required (Please submit copies along with this application)	
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1. Copy of the Business License

2. Copy of State Sales Tax Certificate

NJ Retailers Only: Complete and submit NJ Sales Tax - FORM ST-3 – (NJ Sales Tax Exemption – Resale Certificate)

Signature

Print:

Sign:

Date:

Title: