



Authorized Dealer Agreement

This agreement is made at Rancho Santa Margarita, Ca. as of the date set forth below, by and between Serfus Inc. d/b/a Serfas a California corporation doing business at 29752 Avenida De Las Banderas, Rancho Santa Margarita, Ca. 92688 and the below named dealer

Serfas and the dealer agree to the following conditions upon which Serfas appoints the dealer as an authorized retailer of Serfas products.

Serfas designs and distributes quality accessories to specialty retailers for resale to retail customers.

This dealer application applies solely to the retail stores listed below. A separate application will be required if dealer adds additional retail locations.

In addition to satisfying it's other obligations, Dealer shall:

Refrain selling through the mail, catalog or through any electronic means any Serfas products without prior written authorization from Serfas.

All advertising will be in accordance with the advertising standards of Serfas. All promotions and advertising must be approved in writing by the Serfas advertising department.

This agreement may be terminated by either party upon thirty days written notice, or by Serfas effective immediately in the event of breach by the dealer of any of the dealers obligations under this agreement. Also by Serfas if the dealer fails to pay it's debts, becomes insolvent, files or has filed for a petition under applicable Bankruptcy and insolvent laws.

This agreement shall be governed by the laws of the State of California. Any controversy or claim arising out of relating to this agreement shall be submitted by the parties to binding arbitration in Orange County, Ca. Pursuant to the rules of the American Arbitration Association.

Legal Name of Retail Store _____

Locations _____

Dealer Signature _____ Date _____

Print Name and Position _____

Serfas Representative Signature _____ Date _____

*Online Ordering

Username _____ Password _____

Email _____

29752 Avenida De Las Banderas, Rancho Santa Margarita, Ca. 92688
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