

Authorized Covered Brand Retailer Policy for Enesco, LLC
Specialty Retail and E-Commerce Retailers in the United States



Effective January 1, 2025

Enesco, LLC and its subsidiaries, divisions and/or affiliates ("Enesco") have established this Authorized Covered Brand Retailer Policy (the "**Policy**") to build the reputation and brand equity of the following brands owned or licensed by Enesco for production and distribution of consumer products in the United States by or on behalf of Enesco:

- Jim Shore / Enesco products
- Department 56® Core Villages

This Policy applies to all retailers selling Enesco products featuring the Covered Brands (the "**Covered Products**") in the specialty retail and e-commerce sales channels ("**Retailers**"), including, without limitation, brick and mortar retailers with an active URL that is marketing, advertising or selling Covered Products or any retailer selling Covered Products on any third-party e-commerce platform or marketplace ("**Third-Party Marketplace**").

In order to purchase or sell any Covered Products, Retailers must obtain Enesco's prior written approval to be an "**Authorized Covered Brand Retailer**" by meeting with an authorized Enesco sales representative. The Enesco sales representative will assist the Retailer with account setup and serve as the point of contact for ordering any Covered Products. All advertised sales transactions, including, but not limited to, in-store, telephone, fax, e-mail and internet transactions, made by an Authorized Covered Brand Retailer of the Covered Products must comply with this Policy. Retailers may not amend this Policy.

Each Authorized Covered Brand Retailer is free to establish its own prices for the Covered Products; provided, however, that such Retailer must advertise and sell the Covered Products at or above Enesco's keystone price (defined as 2x wholesale list price) for such Covered Products. Notwithstanding the foregoing, an Authorized Covered Brand Retailer may advertise, offer for sell and sell Covered Products below the keystone price only under the following two specific circumstances:

1. During seasonal, ordinary course, time-bounded sales events which are standard in the industry, and which have been specifically approved in writing by Enesco, provided, that:
 - Retailer may not provide a discount greater than 20% off MSRP of the Covered Products; and
 - In the event that the discount is offered as part of a site-wide sale, Retailer may not specifically call out the Covered Products as part of its marketing or advertising of the site-wide sale;

or

2. To sell Covered Products designated by Enesco as discontinued or retired; provided, however, that Retailer must clearly mark all such products as "discontinued" or "retired" on any advertisement or marketing materials and on any point-of-sale signage.

In the event an Authorized Covered Brand Retailer breaches this Policy, Enesco, in its sole and absolute discretion, may exercise its remediation options, including, without limitation, the following:

- (1) Temporarily suspend the Retailer's approval as an Authorized Covered Brand Retailer until such Retailer addresses the breach;
- (2) Eliminate any preferential terms/allowances with respect to Covered Products for such Retailer; and/or
- (3) Terminate such Retailer as an approved Authorized Covered Brand Retailer.

RETAILERS ARE STRICTLY PROHIBITED FROM LISTING, ADVERTISING, MARKETING, OFFERING FOR SALE OR SELLING (EITHER DIRECTLY OR INDIRECTLY) ANY COVERED PRODUCTS ON ANY THIRD-PARTY MARKETPLACE, WITHOUT FIRST OBTAINING ENESCO'S WRITTEN AUTHORIZATION. Such authorization may be obtained by submitting the Online Marketplace Approval Application to the assigned Enesco sales representative. Examples of a Third-Party Marketplace include, without limitation: Amazon, eBay, Wal-Mart, Michaels, Target, Alibaba, Tik Tok, Facebook, and Etsy. Covered Products may not be introduced or launched for initial sale on any Third-party Marketplace.

This Policy shall replace all former or existing policies of Enesco related to the Covered Products. Retailer questions concerning this Policy shall be addressed to Enesco at SalesAdministration@enesco.com. Enesco sales representatives are not authorized to engage in discussions with Retailers on any aspect of this Policy or any decision made in connection with this Policy, and Enesco will not respond to questions or comments from one retailer about the activities of another.

To inquire about becoming an Authorized Covered Brand Retailer, please contact your Enesco sales representative. To find your sales representative, please contact Enesco Customer Service at 1-800-4-ENESCO (1-800-436-3726).



2025 Online Marketplace Approval Application

The Retailer identified below hereby submits this 2025 Online Marketplace Approval Application (the “Application”) to become an Authorized Covered Brand Retailer.

Retailer Legal Name:	
Retailer Bill to #:	
Retailer Email Address:	

Enesco, LLC and its subsidiaries, divisions and/or affiliates ("Enesco") have established the attached Authorized Covered Brand Retailer Policy, effective January 1, 2025 (the “Policy”), to build the reputation and brand equity of the Covered Brands and Covered Products in the United States. All capitalized terms not otherwise defined in this Application shall have the meaning set forth in the Policy.

Unless otherwise agreed by Enesco in writing in each instance, the only approved Third-Party Marketplaces shall be Amazon.com and eBay.com. Sales on any Third-Party Marketplace approved by Enesco shall be subject to the following **online marketplace restrictions** in addition to those restrictions set forth in the Policy:

- Retailers must receive prior written approval from Enesco to sell Covered Products on any Third-Party Marketplace to end-user consumers. Enesco’s approval of this Application shall constitute such written approval for the calendar year in which the approval was provided.
- Retailers may **not** sell Covered Products to persons or entities who they know or have reason to know will resell the Covered Products or will otherwise violate the terms of this Application or the Policy.
- Retailers may **not** LIST OR SELL **any new launch Covered Products shipping in 2025 and Core Village launched to ship in 2024**; Retailer is authorized to sell, but shall not list, any Covered Jim Shore Products launched to ship in 2024 or covered brands prior to 2024.
- Retailers may sell the Covered Products only to customers within the United States.
- Retailers must use only the Marketplace seller account(s) noted in this Application and approved by Enesco.
- Retailer must submit any changes to the information in this Application to Enesco for review and approval.

Please submit the following information to your Enesco sales representative for each Third-Party Marketplace where you intend to sell the Covered Products (additional sheets included):

Name of Marketplace:	
Seller Name on Marketplace:	
Seller Link on Marketplace:	
Seller Business Address on Marketplace:	

Enesco will review the submitted Application approval and approve or disapprove the application in its sole and absolute discretion. Enesco shall respond to requests via the Retailer Email provided above.



1/1/2025

Additional Third-Party Marketplaces

Name of Marketplace:	
Seller Name on Marketplace:	
Seller Link on Marketplace:	
Seller Business Address on Marketplace:	

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