



GENIECO, INC. Reseller Policy

October 10, 2024

Genieco, Inc. <Gonesh® Brands> takes pride in providing our customers with products of the highest quality at reasonable prices. Genieco sells our Home Fragrance products directly or through authorized third-party sellers (“**Authorized Partners**”) and it is our policy not to distribute through digital online retailers. Our Reseller Policy helps ensure our customers receive authentic products and quality service, and thereby protects Genieco’s brand in the marketplace.

Our Reseller Policy strictly prohibits the distribution or sale of Genieco, Inc. / Gonesh® Brand products by unauthorized resellers. Unauthorized resale, even of seemingly genuine products, harms customers and Genieco. This Policy is intended to inform consumers and resellers, and explains the steps we take to deter unauthorized resellers before resorting to legal action.

Why are Authorized Partners important?

Authorized Partners are businesses we trust. They are authorized by contracts with us to help make our products available in the marketplace. Authorized Partners must meet specific storage, safety, and description requirements. We use site visits, customer feedback and other measures to ensure those requirements are met. Genieco does not control the prices at which Authorized Partners resell our products. Our Authorized Partners are free to resell products at prices of their choosing. However, Genieco can make a unilateral business decision to stop doing business with Authorized Partners who violate our pricing policies.

When sold by an Authorized Partner, Genieco/Gonesh products stay within our chain of distribution. Maintaining our chain of distribution helps us ensure product authenticity and safety standards. For these reasons, Genieco can only offer customer support for purchases direct from Genieco and Authorized Partners.

What’s the problem with unauthorized resellers?

An “**unauthorized reseller**” is anyone selling products labeled as Genieco / Gonesh® products outside our website or our Authorized Partner channels. Genieco has no way to ensure unauthorized resellers will not, among other things:

- relabel products as Gonesh® products and/or in Gonesh® packaging,
- resell genuine Gonesh® products that have been improperly stored or handled.



In many cases, unauthorized resellers do not know whether the products they resell fall into the foregoing categories.

Unauthorized resellers harm our mission and brand by compromising our ability to ensure that products with the Gonesh® Brands name have been manufactured, shipped, stored and sold in accordance with our stringent integrity requirements. Our marketplace monitoring shows that sales of unauthorized products routinely generate disproportionate customer support inquiries and poorer customer feedback. This damages our brand's reputation for quality, integrity and satisfaction.

How we combat unauthorized resellers

Unauthorized resellers do not have our consent to sell merchandise labeled as Gonesh® products. This includes anyone who obtains genuine Gonesh® products, even if purchased at clearance, and later resells them on marketplaces like eBay or Amazon.

Genieco / Gonesh® Brand products may not be sold by unauthorized resellers under any circumstances. Any sale or suspected sale of Gonesh® products by an unauthorized reseller will be reported to us and our marketplace-integrity partners.

Because many resellers are not aware of the how their activities harm us and our customers, we strive to avoid adversarial language in our initial communications with them. Unauthorized resellers are generally first contacted by one of our marketplace-integrity partners and given the opportunity to immediately cease all sales activity.

However, we reserve the right to take more formal action, whenever necessary to defend the integrity of our products and our customers' satisfaction. This may include the legal action against unauthorized resellers, as well as formal notifications to third parties who enable the unauthorized reseller, like marketplaces (which generally prohibit inaccurate or misleading information in product pages) and often have policies for imposing financial penalties against and suspension or loss of marketplace access.

To notify us of a suspected unauthorized sale of Genieco / Gonesh® Brand products or inquire about our Authorized Partners, please contact Laura@gonesh.com.