



## ULLMAN SAILS INTERNATIONAL

### **Exclusive One Design Production Lofts**

#### **Rights & Responsibilities**

*The Exclusive One Design Product Rights: Petitioning and Class Responsibilities dated February 4, 2008 is hereby replaced in its entirety with the following:*

Ullman Sails International (USI) grants exclusive one design production rights to a loft that demonstrates ongoing investment in a one design class and whose exclusive control of the designs and manufacture of the class sails will benefit the Ullman Sails group as a whole.

#### **Rights of an Exclusive One Design Production Loft**

1. The exclusive right to control the designs and manufacture of designated one design class sails.
2. The right to market and sell assigned exclusive one design class sails into other lofts' protected territories without penalty under the following terms:
  - a) If an exclusive one design production loft sells a sail to a customer located in another licensee's protected territory, the exclusive production loft must notify the local loft upon receipt of the order.
  - b) An exclusive one design production loft may not advertise a discount for exclusive one design class sails without notifying other licensees of the discount terms 10 days prior to the start of the discount period.

#### **Responsibilities of an Exclusive One Design Production Loft**

A loft must continuously demonstrate the following:

1. Conduct ongoing sail development, including design updates and speed testing
2. Maintain a current and comprehensive racing guide, including a tuning guide that lists settings for every wind range, and a written guide on trimming/sailing techniques (if applicable). The racing guide will be distributed to the group and posted on the USI website class page.
3. Invest in class advertising
4. Provide current content for the USI one design web page, including current class news, regatta results, images, etc.
5. Actively support and participate in the class
6. Be the primary resource for information and support to other Ullman Sails lofts
7. Set standard pricing for one design sails for the Ullman Sails group
8. Respond in a timely manner to all communication from customers and other Ullman Sails lofts
9. Maintain timely production and delivery of sails to other Ullman Sails lofts

#### **Petitioning for Exclusive Production Rights**

To obtain exclusive production rights to a one design class, a loft must submit a request in writing to USI, outlining its current investment and involvement in the desired class and plans for future growth as the exclusive production loft. The proposal should address the following:

1. Design Development and Sail Testing
2. Class Advertising
3. Promotional Activities
4. Tuning Guides & Supporting Materials
5. Growth Strategy as the Exclusive One Design Production Loft

Upon review of the written proposal, a final decision will be made by USI and the petitioning loft will be notified. If a loft cannot devote the necessary attention to a class, it should reconsider holding exclusive production rights.

USI will publish a current list of the exclusive one design production lofts and their assigned classes to the Ullman Sails group.

USI reserves the right to grant and revoke exclusive production rights at any time. USI may negotiate special terms on a case-by-case basis.

Date: November 22, 2011  
Attachment: Exclusive One Design Production Rights  
By: Dave Ullman  
CC: All Ullman Sails Lofts