

Market Research/Sales Request

Use this form and accompanying Confidentiality Agreement to request our market research/sales service for your idea, innovation, or invention by partners at Concept Products. Our service works with “developed” inventions and new products. We require a “looks like, acts like” working prototype or products already in production and ready for sale. You should also have some type of intellectual property (IP) protection (patent/trademark/copyright) on your product. Cost for this service is based on the number of outlets mailed and the type of follow-up to be accomplished.

Be sure to complete ALL fields and include your name & general product name (i.e. Golf Training Aid) on the attached Agreement. **DO NOT** send any information about your product until you have received a signed copy of the Confidentiality Agreement back from us. At that time we will ask you to send information about your product/idea.

Name/Company: _____

Address: _____

Phone: _____

Email: _____ Fax: _____

Name of Invention/Product: _____

Development Status (check one):

Concept Model/prototype Pre-production Production Sales

Intellectual Property (IP) Protection (check all that apply):

None Patent filed/pending Patent issued Trademark Copyright

If patent pending or issued, check type: Provisional Non-Prov Design Utility

Market(s) of Interest (check all that apply):

Pet Supply Drug/Grocery/Mass Merchant Convenience Stores
 Hotel/Motel/Cruise Dry Cleaners Office Supplies
 Outdoors Other _____

Do you have: Sales Flyer Packaging Price List Merchandising Options

Interested in: Basic Service Advanced Service More Info

Approximate budget for market research/sales work: \$_____

How did you learn about us? _____

Mail, email, or fax completed forms to:

Concept Products, LLC
PO Box 56523, Little Rock, AR 72215
Fx: (866) 431-7755
Em: info@conceptproducts.net

CONFIDENTIALITY AGREEMENT

This Confidentiality Agreement ("Agreement") is made and effective the _____, 20__ by and between _____ ("Owner") and Concept Products, LLC ("Recipient").

- 1. Confidential Information.** Owner proposes to disclose certain of its confidential and proprietary information related to _____ (the "Confidential Information") to Recipient. Confidential Information shall include all data, materials, products, technology, computer programs, drawings, specifications, manuals, business plans, software, marketing plans, financial information, and other information disclosed or submitted, orally, in writing, or by any other media, to Recipient by Owner. Confidential Information disclosed orally shall be identified as such within five (5) days of disclosure. Nothing herein shall require Owner to disclose any of its information.
- 2. Recipient's Obligations.**

 - A. Recipient agrees that the Confidential Information is to be considered confidential and proprietary to Owner and Recipient shall hold the same in confidence, shall not use the Confidential Information other than for the purposes of its business with Owner, and shall disclose it only to its officers, directors, or employees with a specific need to know. Recipient will not disclose, publish or otherwise reveal any of the Confidential Information received from Owner to any other party whatsoever except with the specific prior written authorization of Owner.
 - B. Confidential Information furnished in tangible form shall not be duplicated by Recipient except for purposes of this Agreement. Upon the request of Owner, Recipient shall return all Confidential Information received in written or tangible form, including copies, or reproductions or other media containing such Confidential Information, within ten (10) days of such request. At Recipient's option, any documents or other media developed by the Recipient containing Confidential Information may be destroyed by Recipient. Recipient shall provide a written certificate to Owner regarding destruction within ten (10) days thereafter.
- 3. Term.** The obligations of Recipient herein shall be effective 2 years from the date Owner last discloses any Confidential Information to Recipient pursuant to this Agreement. Further, the obligation not to disclose shall not be affected by bankruptcy, receivership, assignment, attachment or seizure procedures, whether initiated by or against Recipient, nor by the rejection of any agreement between Owner and Recipient, by a trustee of Recipient in bankruptcy, or by the Recipient as a debtor-in-possession or the equivalent of any of the foregoing under local law.
- 4. Other Information.** Recipient shall have no obligation under this Agreement with respect to Confidential Information which is or becomes publicly available without breach of this Agreement by Recipient; is rightfully received by Recipient without obligations of confidentiality; or is developed by Recipient without breach of this Agreement; provided, however, such Confidential Information shall not be disclosed until thirty (30) days after written notice of intent to disclose is given to Owner along with the asserted grounds for disclosure.

5. **No License.** Nothing contained herein shall be construed as granting or conferring any rights by license or otherwise in any Confidential Information. It is understood and agreed that neither party solicits any change in the organization, business practice, service or products of the other party, and that the disclosure of Confidential Information shall not be construed as evidencing any intent by a party to purchase any products or services of the other party nor as an encouragement to expend funds in development or research efforts. Confidential Information may pertain to prospective or unannounced products. Recipient agrees not to use any Confidential Information as a basis upon which to develop or have a third party develop a competing or similar product.
6. **Governing Law and Equitable Relief.** This Agreement shall be governed and construed in accordance with the laws of the United States and the State of ARKANSAS and Recipient consents to the exclusive jurisdiction of the state courts and U.S. federal courts located there for any dispute arising out of this Agreement. Recipient agrees that in the event of any breach or threatened breach by Recipient, Owner may obtain, in addition to any other legal remedies which may be available, such equitable relief as may be necessary to protect Owner against any such breach or threatened breach.
7. **Final Agreement.** This Agreement terminates and supersedes all prior understandings or agreements on the subject matter hereof. This Agreement may be modified only by a further writing that is duly executed by both parties.
8. **No Assignment.** Recipient may not assign this Agreement or any interest herein without Owner's express prior written consent.
9. **Severability.** If any term of this Agreement is held by a court of competent jurisdiction to be invalid or unenforceable, then this Agreement, including all of the remaining terms, will remain in full force and effect as if such invalid or unenforceable term had never been included.
10. **No Implied Waiver.** Either party's failure to insist in any one or more instances upon strict performance by the other party of any of the terms of this Agreement shall not be construed as a waiver of any continuing or subsequent failure to perform or delay in performance of any term hereof.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

SIGNED _____	_____
PRINT _____	_____
Owner	Recipient