

PETERSEN BRANDS
 6111 MILLER CREEK ROAD
 MISSOULA, MT 59803



PHONE: (866) 862-2508
 FAX: (406) 777-393
 www.slidesledge.com

FOR INTERNAL USE ONLY

DATE RECEIVED:

SUBMISSION #:

Dear Petersen Brands:

I, [insert full legal name] _____
 am submitting to PETERSEN BRANDS ("The Company") my idea relating to
 [insert brief title of how you wish for Petersen to refer to your idea] _____

(hereinafter "the Hatch Idea(s)") for consideration in the First Stage of the Company's HATCH PROGRAM. I understand that any other information, ideas, designs or the like that may be communicated by me to the Company in any manner other than through this Idea Submission Form in the HATCH PROGRAM will NOT be accepted or reviewed in any manner by Petersen Brands and will not be subject to any reward or royalty under the HATCH PROGRAM.

1. I understand and agree that my Hatch Idea(s) submitted herein to Petersen is strictly on a non-confidential basis and that the submission of the Hatch Idea(s) disclosed herein does not obligate The Company in any way in terms of providing compensation to me. With respect to the non-confidentiality of any Hatch Idea submitted, I specifically understand and agree that: ANY AND ALL IDEAS SUBMITTED TO PETERSEN WHETHER THROUGH THE HATCH PROGRAM OR OTHERWISE, ARE NON-CONFIDENTIAL. THE INTENTION OF THE HATCH PROGRAM IS TO PROVIDE THE PUBLIC AN OPPORTUNITY TO ASSIST PETERSEN BRANDS IN AN OPEN PUBLIC FORUM. THEREFORE, IF YOU REQUIRE CONFIDENTIALITY, YOU ARE ADVISED NOT TO PARTICIPATE IN THE PROGRAM. PETERSEN DOES NOT WARRANT OR REPRESENT THAT YOUR SUBMISSION TO PETERSEN WILL BE CONFIDENTIAL. PETERSEN SHALL NOT BE HELD ACCOUNTABLE FOR ANY USE OR DISCLOSURE OF THE SUBMISSION BY THIRD PARTIES. IF PETERSEN ULTIMATELY ACCEPTS YOUR IDEA IN A STAGE 3 CONTRACT, THEN THE COMMERCIAL TERMS OF THE AGREEMENT BETWEEN YOU AND PETERSEN MAY BE CONFIDENTIAL, BUT NOT THE UNDERLYING IDEA/DESIGN THAT YOU HAVE BROUGHT TO PETERSEN. ASSUMING PETERSEN OFFERS A COMPENSATORY CONTRACT FOR THE DESIGN SUBMITTED TO PETERSEN IN STAGE 3, THE CONTRACT WILL REQUIRE TRANSFER OF OWNERSHIP OF THE DESIGN TO PETERSEN IN EXCHANGE FOR COMPENSATION TO BE DETERMINED.

2. I understand and agree that, in the event my Hatch Idea(s) is selected for further review, the Company will notify me in writing that they have accepted my Hatch Idea(s) for further consideration and testing in Stage 2 of the HATCH PROGRAM. Upon agreement between me and The Company under a Stage 2 Agreement, I understand the Company may offer me a fixed reward of \$200.00 for each idea/design accepted by The Company under Stage 2. Under Stage 2, Petersen shall be granted the full access and use of the Hatch Idea(s) for purposes of determining commercial viability of the Hatch Idea(s).

3. I understand and agree that, in the event my Hatch Idea(s) is chosen for yet further evaluation after Stage 2, the Company will notify me in writing that they have accepted the designated Hatch Idea(s) for product and market implementation in the Stage 3 of the HATCH PROGRAM. At that time, The Company and I will negotiate a contract and The Company may pay me a further fixed amount of money or a reasonable royalty, the amount of which is to be determined when an agreement is executed. I understand that Stage 3 involves a contract requiring transfer of ownership of the idea/design to Petersen Brands.

4. I understand that ideas can only be submitted by parties who are not employees, family members of Petersen Brands, or current distributors of Slide Sledge® products. _____ Initials

Sincerely,

Signature

Name

Date Signed

Address

E-Mail Address

City, State, Zip

Work Phone

Home Phone

SKETCH OF IDEA - HATCH PROGRAM STAGE 1

PLEASE PROVIDE A DETAILED DESCRIPTION BELOW OF THE IDEA AND HOW IT MAY ENHANCE THE EXISTING SLIDE SLEDGE PRODUCT LINE. USE ADDITIONAL SHEETS AS NECESSARY.

A large grid of graph paper for sketching ideas. The grid consists of 10 columns and 20 rows of small squares, with thicker lines forming a 4x4 grid of larger squares.