



**FOR GUTHY-RENKER USE ONLY**

## FITNESS PRODUCT SUBMISSION FORM

Date \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Company Name \_\_\_\_\_ Fax \_\_\_\_\_

Company Address \_\_\_\_\_ Email \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Product Name and Description

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What are your product's unique selling points, features and benefits? Does your product solve a specific problem or target any specific area? If so, what?

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What are your products strongest claims?

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How large is the market potential? (I.e., units, sales, marketing data)

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What is the target demographic of your product?

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How does your product differentiate from the competition?

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Recommended Product Offer (What are the components of your product?)

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Suggested Retail Price: \$ \_\_\_\_\_ Estimated Cost of Goods: \$ \_\_\_\_\_

Is your product currently on the market? If so, what is the scope of distribution?

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Is manufacturing in place? If so, what is the monthly manufacturing capacity?

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Where is the product manufactured (list name and location)?

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What is the lead-time for product manufacturing?

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What are the estimated manufacturing costs?

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If your product is not currently manufactured, do you have a prototype?

YES       NO

Is the product patented?

YES       NO

If you have a name for the product, is it trademarked?

YES       NO

What is the name? \_\_\_\_\_

Have studies and or clinical trials been conducted to substantiate product claims?

YES       NO

Please describe studies. (Copies must be provided to Guthy-Renker once we proceed.)

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Is this product demonstrable? List examples:

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Do you have testimonials of people that have already lost weight and/or inches? (Copies must be provided to Guthy-Renker once we proceed.)

YES

NO

Do you have any celebrity usage of your product? If so, list who & describe usage.

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Do you have a spokesperson for your product that would consider appearing on camera? If so, please list name and credentials. If available, please provide a DVD of their previous performances.

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Do you have any promotional materials (IE: magazine/newspaper articles, TV clips, press kit)? If so, please send us copies.)

YES

NO

How did you hear about Guthy-Renker?

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Do you have any additional comments?

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Please return this completed form along with a sample of your product to:

Guthy-Renker LLC  
C/O Product Submissions Department  
41-550 Eclectic Suite 200  
Palm Desert, CA 92260

Also enclose a sampling of your testimonials and a DVD of your spokesperson's previous performances, if one exists. Once we have received all the requested and necessary items, we will begin our evaluation.

**Note: these items cannot be returned to you.**

## **PRODUCT SUBMISSION AGREEMENT**

By signing below, the Undersigned (hereinafter, "You" or "Undersigned") represent, acknowledge and agree as follows:

1. You represent that any material which you submit will be (i) original with you and that no other person has an interest therein or claim thereto, or (ii) that you have sufficient rights in and to the material so that your submission to Guthy-Renker LLC ("Guthy-Renker") will not violate the rights of any third party.
2. YOU ACKNOWLEDGE THAT GUTHY-RENKER AND ITS AFFILIATED AND SUBSIDIARY COMPANIES ARE NOT RECEIVING YOUR SUBMISSION OR DISCLOSURE IN CONFIDENCE AND THAT NO DISCLOSURE MADE BY YOU TO GUTHY-RENKER WILL ESTABLISH OR CREATE A CONFIDENTIAL RELATIONSHIP BETWEEN YOU AND GUTHY-RENKER, SUBSIDIARY COMPANIES OR GUTHY-RENKER EMPLOYEES AT ANY TIME.
3. Guthy-Renker does not undertake to maintain in secrecy any suggestion or material submitted.
4. Your submission does not obligate Guthy-Renker to pursue your product or pay any consideration for any use of your ideas, nor does your submission obligate Guthy-Renker in any other way whatsoever.
5. Since you acknowledge that Guthy-Renker is not receiving your submission in confidence and subject to paragraph 6 below, Guthy-Renker and its related entities are free to use for any purpose whatsoever any ideas, concepts, know-how or techniques contained in any communication or submission by you.
6. All of your rights and remedies arising out of a disclosure made to Guthy-Renker, or the use thereof by Guthy-Renker, shall be limited exclusively to any rights and remedies, as may now, or in the future, be accorded to you under applicable United States patent, copyright and other intellectual property laws. Neither acceptance nor consideration nor use of the submitted material by Guthy-Renker shall in any way impair its right to contest the validity of any patent, trademark, service mark or copyright that might have been, or may hereafter be, issued on, or obtained for, the subject matter of the disclosure or any portion thereof.
7. All other claims you may have of any nature whatsoever arising out of any disclosure you pay make to Guthy-Renker or any affiliated or subsidiary companies are hereby waived.
8. Guthy-Renker accepts no responsibility for the safe arrival, handling or return of any submitted material.
9. These conditions of submission contain the entire understanding between you and Guthy-Renker and may not be modified or waived except in writing signed by a President or Executive Vice President of Guthy-Renker.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_