

# **WOLVERINE WORLD WIDE, INC.**

## **SEARCH ENGINE MARKETING POLICY**

### **General**

Any retail customer authorized by Wolverine World Wide, Inc. ("Wolverine Worldwide") to sell Wolverine Worldwide branded products on approved internet sites must do so pursuant to the terms of Wolverine Worldwide's written Internet Agreement. Any such "Authorized Retailer" that wishes to advertise Wolverine Worldwide's brands and products through the use of so-called "paid search advertising" or "search engine marketing" on Google, Bing, Yahoo, MSN, or similar search engines (collectively, "Search Marketing") must do so pursuant to this Search Engine Marketing Policy ("SEM Policy").

### **Statement of Policy**

Authorized Retailers are prohibited from engaging in Search Marketing (including both bidding and appearing in paid advertising) that (i) utilize a Protected Term (listed on Appendix A) as a stand-alone search term or exclusively in combination with another Protected Term without any other description or (ii) directs a consumer to a website that does not sell the branded product for which the consumer searched. In addition, each Authorized Retailer must set all Protected Terms as "exact negative matches" within each primary search engine (Google, Yahoo, Bing and MSN).

Wolverine Worldwide has established these restrictions in order to protect its brands and ensure any Search Marketing is not confusing to, or inconsistent with, the expectations of Wolverine Worldwide's consumers. For example, Wolverine Worldwide believes that a consumer engaging in a search for a stand-alone Protected Term is looking for one of Wolverine Worldwide's branded websites and is expecting a full representation of that brand and brand story, which only Wolverine Worldwide can offer.

### **Permitted Search Marketing Examples**

- An advertisement that displays when a consumer searches for "Saucony shoes" or "Saucony running" does not violate this SEM Policy.
- An advertisement that displays when a consumer searches for "Merrell hiking" does not violate this SEM Policy.
- An advertisement that displays when a consumer searches for "Wolverine steel toe boots" does not violate this SEM Policy.

### **Prohibited Search Marketing Examples**

- An advertisement that displays when a consumer searches only for "Merrell" violates this SEM Policy, as the advertisement is using a Protected Term as a stand-alone search term.
- An advertisement that displays when a consumer searches for "Saucony.com" violates this SEM Policy, as Saucony.com is a Protected Term.

## **Enforcement**

Starting April 1<sup>st</sup>, 2016, Wolverine Worldwide will take the following actions in connection with violations of this SEM Policy:

**First Violation:** Wolverine Worldwide will send a written notice to the Authorized Retailer outlining the violation and seeking a resolution.

**Second Violation:** For the same or any other violation of this SEM Policy occurring at any time within twelve (12) months after the first violation, or if the first violation is continuing for more than five (5) days following notice, Wolverine Worldwide may place a thirty (30) day freeze on all shipments of the products of the brand (all styles, colors and genders) for which the violation occurred.

**Third Violation:** If a third violation of any kind occurs within twelve (12) months after the second violation, or if the second violation is continuing for more than five (5) days following notice, Wolverine Worldwide may place a ninety (90) day freeze on all shipments of the products of the brand (all styles, colors and genders) for which the violation occurred.

**Fourth Violation:** If a fourth violation of any kind occurs within twelve (12) months after the third violation, or if the previous violation is continuing for more than five (5) days following notice, Wolverine Worldwide may cancel all outstanding orders for the products of the brand (all styles, colors and genders) for which the violation occurred. New orders for such products may not be placed until the later of (i) twelve (12) months, or (ii) cessation of any SEM Policy violation. Such new orders, if accepted, will be under the terms and conditions then in effect, and also subject to then-current availability.

## **Amendments**

Wolverine may amend this SEM Policy from time to time and will notify Authorized Retailers of any updates by posting the updated policy to <http://www.wolverineworldwide.com/contact-us/terms-conditions/>. This SEM Policy is part of the terms and conditions of sale between Wolverine Worldwide and Authorized Retailers.

Appendix A

PROTECTED TERMS

MERRELL	SAUCONY	CHACO
merrell	saucony	chaco
merrell.com	saucony.com	chacos chacos.com

WOLVERINE	CAT	SEBAGO
wolverine	cat footwear	sebago
wolverine.com	catfootwear.com	sebago.com

SPERRY	KEDS	GRASSHOPPERS
sperry	keds	grasshoppers
sperry.com	keds.com	grasshoppers.com

BATES	Stride Rite	HUSH PUPPIES
bates	stride rite	hush puppies
batesfootwear.com	striderite striderite.com	hushpuppies hushpuppies.com