



# ktMINE sample: Disney Consumer Products, Inc.

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**Synopsis**

Grant the right to Design, develop, source and manufacture Licensed Products and PA Materials in any Permitted Sourcing Country using Licensed Materials [The rights to use Disney owned Trademarks for the following: BIG HERO 6, CAPTAIN JAKE AND THE NEVER LAND PIRATES, CARS and CARS 2, DISNEY PRINCESS, DISNEY STANDARD CHARACTERS, DOC MCSTUFFINS, FROZEN, THE LION GUARD, MICKEY MOUSE CLUBHOUSE (including Minnie's Bow-tique artwork and Preschool Minnie branding, as may be designated by Disney), MILES FROM TOMORROWLAND, PLANES, PLANES: FIRE & RESCUE, SOFIA THE FIRST, TOY STORY, TOY STORY 2 and TOY STORY 3, and WINNIE THE POOH]; Offer for sale, distribute and sell Licensed Products (Flavored Water Merchandise) to Authorized Customers in the Territory; and Use PA (Packaging) Materials and advertise Licensed Products in the Territory.

**Agreement ID:** 111513

**Filing Company:** TRUE DRINKS HOLDINGS, INC.  
 FILING: 8-K DOCUMENT: EX-10.1 FILING DATE: 9/8/2015

**Licensor:** DISNEY CONSUMER PRODUCTS, INC.

**Licensee:** TRUE DRINKS HOLDINGS, INC. (UNITED STATES)

**Effective Date:** 04/01/2015

**Term:** The period commencing on the Effective Date of a Schedule, and ending upon the End Date of March 31, 2017, or upon the earlier termination of a License Agreement including such Schedule.

**Type:** MARKETING INTANGIBLE

**Industry:** CONSUMER NON DURABLES FOODS AND NONALCOHOLIC BEVERAGES

**SIC Code:** 2833

**Territory:** UNITED STATES PUERTO RICO

**Economic Region:** NORTH AMERICA

**Exclusivity:** MULTI-EXCLUSIVITY

**Actions**

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**Royalty Rates**

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License Actuals	Value	Agreement Base	Modifier	Common Base
	5%	GROSS SALES	For all Landed/In Sales	GROSS SALES
	7%	GROSS SALES	For all FOB/Out Sales	GROSS SALES
	11%	GROSS SALES	FOB/Out Sales through Wholesalers (if applicable): An additional four percent (4%) shall be added to the Royalty Rates for all FOB/Out Sales through Wholesalers, if authorized.	GROSS SALES

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