



Beginning on the effective date of this policy, [06/01/2018](#), all PopSockets approved eCommerce accounts must comply with this policy.

SCOPE

No promotional accounts will be authorized to bid on “PopSocket Terms”, which is defined as PopSocket trademarks and product names, including the list of Banned Keywords set in Exhibit A.

When displaying on PopSockets on your sites, accounts must comply with the following requirements:

- Copy may not refer to PopSocket products as “cheap”, “discount” or as having the “lowest prices”.
- The restricted keywords in Exhibit A must be added as exact match negatives account wide.
 - No accounts are permitted to bid, show up, in paid search on any terms containing the name of PopSocket, Pop Socket(s) or PopSockets.com. This includes misspellings and also includes broad and phrase match terms.
 - Explicit instructions can be provided to internal terms or agencies to aid in policy adherence.
- Subsidiary accounts and affiliate networks are not permitted to bid on PopSocket Terms.

In order to avoid being in violation of this policy, PopSockets LLC requires adding “PopSocket”, “Pop Socket”, “PopSockets” and “Pop Sockets” as a negative keyword to all broad and phrase match. This is applicable for all campaigns (Search, Display, Shopping, Video), both at individual and campaign level. This policy applies to any and all online search networks. (i.e. Google, Bing, Yahoo, etc.)

VIOLATIONS

Accounts will be monitored on all search engines, affiliate programs, and on social media across all devices. A violation of this policy will be considered a violation of the PopSockets ePartner Terms and Conditions and an account in violation of this policy will face sanctions in accordance with those terms.

Accounts will be issued a warning after discovery of the first violation with detailed information as to where and what triggered the violation. Upon additional violations (depending on the severity, timing, and occurrences), the account could be suspended, removed or face necessary legal action.

PopSockets reserves the right to change, amend, or discontinue this policy at any time, and no account has any right to rely on the continued existence of this policy. For any questions on this policy, please reach out to Ken Dayley via email KDayley@popsockets.com.

EXHIBIT A
Restricted Keywords

PopSocket
PopSockets
Pop Socket
Pop Sockets
Popsockets.com
www.popsockets.com
Shop popsockets.com
PopSocket outlet
PopSockets outlet
Pop Socket outlet
Pop Sockets outlet
PopSocket store
PopSockets store
Pop Socket store
Pop Sockets store
PopSocket shop
PopSockets shop
Pop Socket shop
Pop Sockets shop
Store PopSocket
Store PopSockets
Store Pop Socket
Store Pop Sockets
Shop PopSocket
Shop PopSockets
Shop Pop Socket
Shop Pop Sockets
Outlet PopSocket
Outlet PopSockets
Outlet Pop Socket
Outlet Pop Sockets
Outlet Popsockets.com
PopSocket Online Store
PopSockets Online Store
Pop Socket Online Store
Pop Sockets Online Store
Popsockets.com Online Store
PopSocket Online Shop
PopSockets Online Shop
Pop Socket Online Shop
Pop Sockets Online Shop
Popsockets.com Online Shop
Popsockets.com Online Store
PopSocket Shop Online
PopSockets Shop Online
Pop Socket Shop Online
Pop Sockets Shop Online
Popsockets.com Shop Online
PopSocket Sale
PopSockets Sale
Pop Socket Sale
Pop Sockets Sale
Popsockets.com Sale
www.popsockets.com Sale
PopSocket outlet online
PopSockets outlet online
Pop Socket outlet online
Pop Sockets outlet online
Popsockets.com outlet online
www.popsockets.com outlet online
PopSocket discount
PopSockets discount
Pop Socket discount
Pop Sockets discount
Popsockets.com discount
www.popsockets.com discount
PopSocket coupon
PopSockets coupon
Pop Socket coupon
Pop Sockets coupon
Popsockets.com coupon
www.popsockets.com coupon
PopSocket official store
PopSockets official store
Pop Socket official store
Pop Sockets official store
Popsockets.com official store
www.popsockets.com official store
PopSocket factory outlet
PopSockets factory outlet
Pop Socket factory outlet
Pop Sockets factory outlet
Popsockets.com factory outlet
www.popsockets.com factory outlet
PopSocket online outlet
PopSockets online outlet
Pop Socket online outlet
Pop Sockets online outlet

Popsockets.com online outlet
www.popsockets.com online outlet
coupons PopSocket
Coupons PopSockets
Coupons Pop Socket
Coupons Pop Sockets
Coupons Popsockets.com
Coupons www.popsockets.com
Shop PopSocket coupon
Shop PopSockets coupon
Shop Pop Socket coupon
Shop Pop Sockets coupon
Shop Popsockets.com coupon
Shop www.popsockets.com coupon
Discount PopSocket
Discount PopSockets
Discount Pop Socket
Discount Pop Sockets
Discount Popsockets.com
Discount www.popsockets.com
PopSocket promo
PopSockets promo
Pop Socket promo
Pop Sockets promo
Popsockets.com promo
www.popsockets.com promo
PopSocket promo code
PopSockets promo code
Pop Socket promo code
Pop Sockets promo code
Popsockets.com promo code
www.popsockets.com promo code
PopSocket deal
PopSockets deal
Pop Socket deal
Pop Sockets deal
Popsockets.com deal
www.popsockets.com deal
Cheap PopSocket
Cheap PopSockets
Cheap Pop Socket
Cheap Pop Sockets
Cheap Popsockets.com
Cheap www.popsockets.com
The PopSocket Store
The PopSockets Store
The Pop Socket Store

The Pop Sockets Store
The Popsockets.com store
The www.popsockets.com store
PopSocket Grip
PopSockets Grip
Pop Socket Grip
Pop Sockets Grip
Popsockets.com Grip
www.popsockets.com Grip
PopSocket phone
PopSockets phone
Pop Socket phone
Pop Sockets phone
Popsockets.com phone
www.popsockets.com phone
PopSocket phone grip
PopSockets phone grip
Pop Socket phone grip
Pop Sockets phone grip
Popsockets.com phone grip
www.popsockets.com phone grip
PopSocket stand
PopSockets stand
Pop Socket stand
Pop Sockets stand
Popsockets.com stand
www.popsockets.com stand
PopSocket phone stand
PopSockets phone stand
Pop Socket phone stand
Pop Sockets phone stand
Popsockets.com phone stand
www.popsockets.com phone stand
PopSocket case
PopSockets case
Pop Socket case
Pop Sockets case
Popsockets.com case
www.popsockets.com case
PopSocket phone case
PopSockets phone case
Pop Socket phone case
Pop Sockets phone case
Popsockets.com phone case
www.popsockets.com phone case