

**NOTICE: ALL JUICE PLUS+ INDEPENDENT REPRESENTATIVES. YOUR ANNUAL RENEWAL FEE FOR 2022 IS NOW DUE. PLEASE FILL OUT THIS FORM AND RETURN IT WITH YOUR PAYMENT OF \$52.00 AS INDICATED BELOW.**

I hereby request renewal of my Juice Plus+® Virtual Franchise® for 2022. I hereby agree to the terms and conditions in this agreement.

### INSTRUCTIONS FOR COMPLETING 2022 RENEWAL

- Please print neatly all required information on the front page.
- Application form must be fully completed. Partially completed applications WILL BE RETURNED WITHOUT PROCESSING.
- READ CAREFULLY AND SIGN BELOW. Unsigned applications cannot be processed.
- Mail completed Renewal Application to: Juice Plus+ Renewal Department, P.O. Box 610, Collierville, TN 38027-0610

### TYPE OR PRINT

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

Social Security Number: -- or FIN:

Business Name: \_\_\_\_\_  
(Required if you give Federal Tax I.D. Number)

Federal Tax I.D. Number: -  
(Required for reporting purposes if income will be paid to a corporation or business entity and required if you give Business Name.)

Business Phone Number: -- Cell Phone Number: --

Email Address: \_\_\_\_\_ Fax Number: --

If you are a healthcare professional, state your specialty: \_\_\_\_\_

**CHANGE OF ADDRESS ONLY**

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

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

**The payment of \$52.00 for my renewal as a Juice Plus+® Virtual Franchise® will be paid as indicated below: (Make check or money order payable to The Juice Plus+ Company, LLC).**

Check     Money Order     American Express     Visa     MasterCard     Novus

AmEx/Visa/MasterCard/Novus Card #: \_\_\_\_\_ Exp. Date: -

Cardholder's Signature: \_\_\_\_\_ Printed: \_\_\_\_\_

I hereby acknowledge that I have read this renewal notice and agreement and that I understand there is no requirement beyond the filing of this application and payment of \$52.00 fee to remain a Juice Plus+ Independent Representative, and that any purchase of product inventory, sales aids, literature, etc., is strictly voluntary. I also acknowledge that the information that appears on this application is correct. I realize that if my renewal application is not filed within the prescribed time period, my Juice Plus+ Virtual Franchise may be suspended and its record later purged. I agree to abide by the Rules of Operation of a Juice Plus+ Virtual Franchise as currently published and as amended and updated from time to time in official Juice Plus+ literature. I agree to indemnify and hold The Juice Plus+ Company, LLC harmless against any claims, costs, damages, losses, liabilities or expenses (including attorneys' fees) arising from or connected with, directly or indirectly, my breach of this Agreement or other conduct by me, my agent or employee. I acknowledge that if I breach this contract, The Juice Plus+ Company, LLC shall have the right to terminate my Juice Plus+ Virtual Franchise and shall be entitled to damages and injunctive relief prohibiting any further violation of this contract. I further hereby agree, as a Juice Plus+ Independent Representative, I do not store, process, or transmit customer credit or debit card information but rely on juiceplus.com, juiceplusvirtualoffice.com or Juice Plus+ fax #. When receiving a customer's credit or debit card information, I encourage the customer NOT to send the information by email or text message. If any credit or debit card data is stored, it is stored only in paper reports or copies of receipts. As a Juice Plus+ Independent Representative, I have read the policy for protecting customer credit and debit card information and agree to comply with stated policy at all times.

Applicant Signature: **X** \_\_\_\_\_ Date: --  
Month                      Day                      Year

**MAIL COMPLETED RENEWAL APPLICATION TO: JUICE PLUS+, P.O. BOX 610, COLLIERVILLE, TN 38027-0610**

## NEW APPLICANT DISCLOSURES AND ACKNOWLEDGMENTS

The new Independent Representative Applicant acknowledges having read and understood the following terms:

1. I understand that in order to become a Juice Plus+ Independent Representative, I must complete an application and pay a \$52.00 application fee and that apart from these conditions, there are no other payments or purchases I must make to become an Independent Representative. I also understand, however, that if I wish to build a successful retailing business, I should expect to spend personal time and effort and to incur additional expenses for such items as product samples, sales aids, business forms, shipping costs, travel and telephone expenses. I understand I will be charged an Administrative Service fee as follows: \$5.00 monthly for DD and VF; \$10.00 monthly for SC and above.
2. I understand that any purchases of product (both Juice Plus+® and Tower Garden® by Juice Plus+®) or sales aid inventory by me are strictly voluntary, and that, except where otherwise provided by applicable law, my right to return any inventory to The Juice Plus+ Company, LLC ("Juice Plus+") is limited by the terms of Rule 6 of the Rules for Operation of a Juice Plus+ Virtual Franchise and related provisions of my contract.
3. I understand that my relationship to Juice Plus+ is as an independent contractor, and that I am not authorized to bind Juice Plus+ or to incur any obligation on behalf of Juice Plus+. I also understand that my sponsor, direct Independent Representative (if other than my sponsor), and upline Independent Representatives, including, but not limited to, National Marketing Directors, are Independent Representatives not authorized to bind Juice Plus+ or to make representations except to the extent expressly permitted by the terms of the Rules for Operation of a Juice Plus+ Virtual Franchise. The only representations on which I have relied and can rely are those contained in this contract and in current, official literature of Juice Plus+.
4. I understand that any local association or cooperative of Juice Plus+ Independent Representatives I may choose to join is separate and independent from Juice Plus+ and can entail separate terms, fees and conditions for membership which have been disclosed to me. I also understand that my participation in any such association or its activities is entirely optional on my part, is not necessary or essential to success in the Juice Plus+ business, and that same should not be presented to me or other independent Juice Plus+ representatives as a necessary condition of training assistance from or involvement with our sponsors or upline leaders.
5. I understand that a direct selling program, such as the Juice Plus+ sales program, is a highly competitive business subject to all risks associated with any business venture and that Juice Plus+ makes no guarantees or assurances whatsoever regarding any sales success, income or loss which may result from my activities as a Juice Plus+ Independent Representative. Juice Plus+ therefore cautions new participants not to leave their existing employment to pursue a Juice Plus+ Virtual Franchise full-time until they have had several months experience as an Independent Representative and established a reasonably reliable business.
6. I understand that the Juice Plus+ sales program, as set forth in current official literature of Juice Plus+, describes payments of bonuses and commissions based upon my purchase volume and that of my downline. I realize that no one can assure or guarantee me that I will achieve any specific level of earnings as a result of purchasing any products I might choose to order or of otherwise participating in the Juice Plus+ sales program.
7. I understand that, if I reach the position of Virtual Franchisee, or higher, 1/2 of 1% (.5%) of my bonus and commission earnings will be deducted from my Juice Plus+ Company check each month to support the charitable activities of The Juice Plus+ Foundation. This percentage will be deducted automatically from that point forward, unless I choose not to support the Foundation's work by opting out of this deduction. I understand I may opt out at any time by sending an email request to that effect to [Support@JuicePlusFoundation.org](mailto:Support@JuicePlusFoundation.org).
8. I have thoroughly examined a Juice Plus+ Virtual Franchise Application and I am aware that any questions I may have concerning the Juice Plus+ business may be directed to the Business Support Department of Juice Plus+, (901) 850-3000.
9. I understand that this agreement is to be governed by the laws of the State of Tennessee without regard to the place of execution or the place of performance thereof and that the parties hereto agree that any and all claims involving this agreement shall be brought solely in the courts of Shelby County Tennessee. The parties hereto consent to venue and jurisdiction as proper in the courts of Shelby County Tennessee. Louisiana residents may choose Louisiana law, venue and jurisdiction. If a suit, action, arbitration or other proceeding of any nature whatsoever is instituted in connection with any controversy arising out of this Agreement or to interpret or enforce any rights under this Agreement, the prevailing party may recover reasonable attorneys' fees in addition to any other available remedy. The prevailing party shall be determined by comparing the amount awarded, including interest (if any), with the last settlement position of the respective parties. Offers or demands prior to the last settlement position shall not be considered.
10. I understand that Juice Plus+ may in a particular instance waive or decline to enforce rules governing the Juice Plus+ sales program if Juice Plus+ determines in the exercise of good faith and sound business judgment that it is in the overall best interest of the program to do so.
11. I understand that Juice Plus+ reserves the right to amend the Juice Plus+ sales program and provisions for Independent Representative compensation as contained in the Profit and Incentive Guide and Rules for Operation of a Juice Plus+ Virtual Franchise from time to time as it deems appropriate. I acknowledge that changes in the Profit and Incentive Guide may affect my percentage of compensation. I agree that at such time such changes occur I may elect either to continue as an Independent Representative subject to the new changes or terminate my Juice Plus+ Virtual Franchise.
12. This agreement cannot be amended or modified and no term may be waived except in writing signed by a Juice Plus+ officer. Any attempted amendment, modification, or waiver that does not comply with the preceding sentence shall be void.
13. In the event any provision of this agreement is deemed void or unenforceable for any reason, that provision shall be severed and the balance of the agreement shall remain in full force and effect.
14. This application form, when processed by Juice Plus+ together with the Rules of Operation of a Juice Plus+ Virtual Franchise contained in form no. 955312 attached, the provisions for Independent Representative compensation contained in the Profit and Incentive Guide, form no. 955710 attached, and when applicable, the provisions of NMD, QNMD and SSC Leadership Covenants, all of which are incorporated herein by reference, constitutes the entire agreement between the applicant and Juice Plus+, and no other promises, offers, representations, agreements or understandings of any kind have been relied upon or shall be binding upon Juice Plus+.

## RULES FOR OPERATION OF A JUICE PLUS+® VIRTUAL FRANCHISE®

1. Only authorized Independent Representatives (“Independent Representatives”) of The Juice Plus+ Company, LLC (“Juice Plus+”) may purchase Juice Plus+ products for resale or participate in the Juice Plus+ Sales Program. Independent Representatives are prohibited from making product sales to persons or entities which are not authorized Independent Representatives when the selling Independent Representative has reason to believe that the purchaser intends to resell the products. Juice Plus+ products may not be sold through retail stores, catalogues, auction websites or other non-personal mass retail sales means.
2. Independent Representatives will at all times conduct themselves and their businesses in an ethical, moral, legal and financially sound manner, and will not engage in any activities which would bring disrepute on the good name or image of Juice Plus+, its products, trademarks, brand names or other Independent Representatives.
  - a. Independent Representatives will also agree to refrain from disruptive activities that can cause harm to other Independent Representatives or Juice Plus+. Participating in such activities deemed disruptive by Juice Plus+ is grounds for termination.
3. All Independent Representatives are independent contractors and not employees of Juice Plus+. Independent Representatives will not be treated as an employee for federal and state tax purposes. As independent contractors, Independent Representatives may not create or incur any liability of any kind in the name of Juice Plus+ or its affiliates and therefore Independent Representatives are prohibited from making statements, claims, or other representations of any kind suggesting or implying that they have an employment relationship with Juice Plus+.
4. Independent Representatives who elect or who are required to operate their businesses under their own state and/or local sales tax licenses are responsible for the collection and remittance of all such sales tax and will indemnify and hold Juice Plus+ harmless regarding any liability incurred by Juice Plus+ due to the failure of the Independent Representative to collect and remit such taxes. Independent Representatives will provide Juice Plus+ with copies of any such sales tax licenses upon request.
5. The only prerequisite to becoming an Independent Representative is the completion of a Juice Plus+ Virtual Franchise Application (contract) and payment of the \$50.00 Juice Plus+ Virtual Franchise fee. Any further purchase of product inventory, sales aids, product samples, websites, services or supplies is strictly optional and not required by Juice Plus+.
6. Unless otherwise provided by applicable law, Juice Plus+ will repurchase unsold, currently marketable and commercially resalable Juice Plus+ products from cancelling Independent Representatives who release Juice Plus+ of all claims, in accordance with the following policies:
  - a. For the first 90 days from the date of the original Dealer contract, Juice Plus+ will repurchase Independent Representative’s inventory for 100% of the wholesale price, less all earnings that Juice Plus+ has paid to the cancelling Independent Representative as a result of the purchase of the products being returned, and less any accounts receivable balances or other legal claims owed to Juice Plus+ by the cancelling Independent Representative. All costs of shipping will be borne by the cancelling Independent Representative (products must be paid in full).
  - b. After 90 days from the date of the original Dealer contract, for products returned within one (1) year from their date of purchase, the repurchase price will be 90% of the wholesale price, less all earnings that Juice Plus+ has paid to the cancelling Independent Representative as a result of the purchase of the products being returned, and less any accounts receivable balances or other legal claims owed to Juice Plus+ by the cancelling Independent Representative. All costs of shipping will be borne by the cancelling Independent Representative (products must be paid in full).
  - c. For products which are not returned within one (1) year from their date of purchase, the repurchase will be 60% of the wholesale price of the repurchased products, less all earnings that Juice Plus+ has paid to the cancelling Independent Representative as a result of the purchase of the products being returned, and less any accounts receivable balances or other legal claims owed to Juice Plus+ by the cancelling Independent Representative. All cost of shipping will be borne by the cancelling Independent Representative (products must be paid in full).
  - d. Montana Independent Representatives who cancel within 15 days are entitled to a 100% refund of any consideration given to participate.
  - e. Louisiana Independent Representatives who cancel are entitled to a 90% refund of any consideration given to participate.
7. Juice Plus+ pays no commission or bonuses whatsoever for sponsoring new Independent Representatives.
8. In conducting their business, all Independent Representatives will adhere strictly to the following:
  - a. All product purchases by PB or POB qualifying Independent Representatives (see Profit & Incentive Guide) must be resold under the Juice Plus+ Sales Program to their retail customers or personally used.
  - b. Independent Representatives in a leadership position must provide ongoing, professional support to their downline Independent Representatives and assure that each Independent Representative in their downline receives adequate training without separate or additional entry/participation charges or fees. “Adequate training” includes (but is not limited to) education regarding Juice Plus+ Rules and regulations, Sales Program, product information, marketing strategies, sound business practices and ethical behavior. Although privately-produced fee-based training programs and materials may be purchased and used personally and individually by independent representatives, such use is NOT a requirement of the Juice Plus+ business and must never be made the subject of promotion pressure or undue emphasis on downline representatives by sponsors or others in a leadership position.

Independent Representatives should be able to provide evidence to Juice Plus+ upon request of their ongoing compliance with these Rules. Juice Plus+ reserves the right to take disciplinary action (e.g. disqualifying for bonuses, suspension, desponsorship or termination) in situations where it believes an Independent Representative has violated the spirit of these Rules.
9. Each Independent Representative must furnish Juice Plus+ with a social security number. If the Juice Plus+ Virtual Franchise is operated as a partnership or a corporation, the person whose signature appears on the application form must be empowered to act for the partnership or corporation and will be treated by Juice Plus+ as the entity’s sole authorized representative for all purposes including insurance benefits, if any. If Juice Plus+ earnings are to be paid to a corporation or other business entity, Juice Plus+ must be provided with the entity’s Federal Tax I.D. number and the social security number of the person whose signature appears on the application form. Juice Plus+ will not allow more than one Juice Plus+ Virtual Franchise per individual social security number.
10. Spouses of existing Independent Representatives may only be sponsored by that existing Independent Representative. In the event of resignation or termination of either spouse, the other spouse’s Juice Plus+ Virtual Franchise may be subject to termination or other discipline in the discretion of Juice Plus+ to reduce the likelihood of disruptive influences on other Independent Representatives in the sales organization.
11. Independent Representatives must be at least 18 years of age.
12. In promoting Juice Plus+ products or the Juice Plus+ Sales Program, Independent Representatives will adhere strictly to the following:
  - a. Only current official Juice Plus+ literature or materials may be used when promoting, describing, or making claims regarding the performance of Juice Plus+ products. Do not make any product claims involving diseases or medical conditions. Do not create your own Juice Plus+ promotional resources. Use of any privately produced email, leaflets, brochures, flyers, mailers, door hangers or other such material which promotes the performance or characteristics of Juice Plus+ products or illustrates the Juice Plus+ sales program is strictly prohibited. Privately produced audios and videos of Juice Plus+ meetings and events are prohibited.
  - b. Independent Representatives must not make any verbal claims, express or implied, regarding Juice Plus+ products or the performance of Juice Plus+ products that are not entirely within the claims set forth in current official Juice Plus+ literature. Do not portray Juice Plus+ products as weight loss products.
  - c. Juice Plus+ will not approve or permit use of its name, logo, trademarks or service marks in any broadcast, newspaper, magazine, or similar media advertising, including without limitation, any online or digital advertising. You cannot use paid advertising to promote Juice Plus+ products or the Juice Plus+ business. This includes pay-per-click advertising, keyword bidding, and paid placement on search engines. Do not participate in media interviews or respond to media inquiries. Media inquiries should be directed to the Contact Us section of juiceplus.com or towergarden.com.
  - d. If you own an existing site that does not, in any form, reference Juice Plus+ products or opportunity, you can apply for a link to your official juiceplus.com URL by approval from Juice Plus+. All approved links must remain in compliance with the terms of the “Juice Plus+ URL Link Agreement.” Any other references, directly or indirectly, to Juice Plus+ products or opportunity is a violation of Juice Plus+ rules.
  - e. The content and purpose of existing sites that apply for a link to an official juiceplus.com site must not be contrary to Juice Plus+’s corporate strategies and philosophies. This decision is at the sole discretion of Juice Plus+.
  - f. When registering your official personal juiceplus.com or towergarden.com websites with a search engine, the listing can only contain the standard wording that comes from the official juiceplus.com and towergarden.com websites.
  - g. No mass email, spam, online bulletin boards, web blogs, etc., to unsolicited Customers/Independent Representatives will be permitted.
  - h. When publishing content online that includes direct or paraphrased quotes, thoughts, or ideas, always use citations and link to the original material where applicable. Do not share the Juice Plus+ experiences of others second-hand. Juice Plus+ will not approve or permit posting of any of its intellectual property including logos, sales materials, images, trademarks,

## RULES FOR OPERATION OF A JUICE PLUS+® VIRTUAL FRANCHISE®

or any other service marks. You are not permitted to use the Juice Plus+ or Tower Garden brand names in the names of social media profiles or social media groups. When posting on social media, linking directly to Juice Plus+'s intellectual property is permitted as long as it is official Juice Plus+ content and not from a third party source. Juice Plus+ may call for the removal of any post or content that is in violation of this rule, and reserves the right to take disciplinary action for noncompliance. This decision is at the sole discretion of Juice Plus+. Independent Representatives must comply with the letter and spirit of these rules. You are ultimately responsible and accountable for your online activity. Independent Representatives shall not do anything detrimental to the reputation or image of the Company, its products, Independent Representatives, trademarks, brand names, or goodwill. The judgment of disruptive or detrimental activity is at the sole discretion of Juice Plus+. When participating in an online community, be completely transparent and disclose your true identity and affiliation with Juice Plus+. When posting your opinion, provide links back to official Juice Plus+ material supporting your opinion. All online activity must remain in compliance with the terms of the "Online Guidelines" available on your Juice Plus+ Virtual Office, or by emailing support@juiceplus.com.

- i. Income and sales representations such as sales closing ratios or testimonials must be factual, current (within the last six months), and based upon the personal experience of the Independent Representative making the representation. Do not make income claims. Do not state or imply that any level or amount of income is guaranteed, assured, or easy to achieve.
  - j. Any display, distribution, or other use of copies, facsimiles, or video representations of checks, forms 1099, or similar documents evidencing Juice Plus+ income is strictly prohibited.
  - k. All representations, whether written or verbal, made in connection with advertising, promoting, or presenting Juice Plus+ products or the Juice Plus+ Sales Program must comply fully with the applicable laws and regulations of the jurisdiction in which such representations are made or received.
  - l. When offering, describing, or conducting the Juice Plus+ Sales Program, Independent Representatives will present and/or conduct the opportunity in its entirety, without material omissions, distortions, or misrepresentations. The making of any additional offers or representations by Independent Representatives in connection with the presentation or conduct of the Juice Plus+ Sales Program is strictly prohibited. Although privately-produced fee-based training programs, tools, supplies or materials may be purchased and used personally and individually by independent representatives, such use is NOT a requirement of the Juice Plus+ business and must never be made the subject of pressure or undue influence on downline representatives by sponsors or others in a leadership position. Moreover, Independent Representatives should never publicly promote the vendor or producer of such services or materials in association with Juice Plus+.
  - m. Juice Plus+ will not approve or permit use of alternate Internet URLs or Domain Names from third party domain name registrars that contain brand names, logos, trademarks, service marks, or Juice Plus+ or Tower Garden names.
13. In the event of a breach of any of the Rules, Juice Plus+ shall have the right to terminate the breaching Independent Representative's Juice Plus+ Virtual Franchise and shall be entitled to damages and injunctive relief prohibiting any further violation of these Rules. Each Independent Representative must indemnify, defend and hold Juice Plus+ and its affiliates harmless against any claims, costs, losses, damages, liabilities and expenses (including attorney's fees) arising from or connected with, directly or indirectly, Independent Representative's breach or violation of these Rules.
  14. The term of an Independent Representative's Juice Plus+ Virtual Franchise expires each year on the anniversary date of their original sign-up date. In order to remain an authorized Independent Representative and maintain all of the rights thereof, Juice Plus+ requires the execution of an annual renewal agreement ("Renewal") and the payment of a \$50.00 renewal fee prior to the Independent Representative's anniversary date each year. If the Renewal and fee are not received prior to the anniversary date, the Independent Representative's Juice Plus+ Virtual Franchise shall be suspended, and all of the rights of the Independent Representative, including the rights to receive commissions and bonuses and to sponsor new Independent Representatives, shall be placed on hold. If the Renewal and fee are not received within 90 days after the anniversary date, the Juice Plus+ Virtual Franchise shall be cancelled, and upon such cancellation, any and all commissions and bonuses that have been held by Juice Plus+ shall be forfeited by the cancelled Independent Representative.
  15. Juice Plus+ strongly discourages sponsor changes. Independent Representatives who wish to change sponsors and have a legitimate reason must wait a period of at least twelve (12) months after resigning before obtaining another Juice Plus+ Virtual Franchise, unless he or she is a Dealer or Direct Distributor who has not signed up another Representative. In this case, a waiting period of six (6) months is required before obtaining another Juice Plus+ Virtual Franchise. During the waiting period, there should be no promotion or sales of Juice Plus+ products or business opportunity, no entitlement to earnings or bonuses, no sponsoring, no attendance at any Juice Plus+ event and no operation of any other Juice Plus+ business. Juice Plus+ reserves the right to reject any reapplication, in its sole and absolute discretion, for any reason.
  16. Independent Representatives will always provide their retail customers with a copy of a proper, fully completed sales receipt, and will honor any request by the customer to cancel the transaction within the 3-day period following the date of the transaction.
  17. No Independent Representative may export or sell directly or indirectly to others who export Juice Plus+'s products, literature, sales aids or promotional material relating to Juice Plus+, its products or the Juice Plus+ Sales Program from the United States or its possessions or territories to any other country. Independent Representatives who choose to sponsor internationally may do so only in countries in which Juice Plus+ operates and must comply fully with the Rules of Operation of a Juice Plus+ Virtual Franchise in that country. Any violation of this Rule constitutes a material breach of this contract and is grounds for immediate termination of the Juice Plus+ Virtual Franchise.
  18. Absent express written consent by Juice Plus+, no individual Independent Representative may have an ownership interest in, operational or management control of, or derive any benefit directly or indirectly from, any second or subsequent Juice Plus+ Virtual Franchise not in the same line of sponsorship as the individual's initial Juice Plus+ business. (See form No. 955710 for definition of "line"). Applications for a waiver of this Rule will be considered by Juice Plus+ only in highly exceptional circumstances in which Juice Plus+ has concluded that such waiver will not adversely impact the existing business interests of the Independent Representatives in both lines affected. Juice Plus+ retains sole and exclusive right to grant or deny Applications and Renewals on terms it deems appropriate in the exercise of good faith and sound business judgment.
  19. Independent Representatives will not use the name or trademark Juice Plus+, any other trademark or service mark of Juice Plus+ (or any reproduction, counterfeit, copy or colorable imitation of any trademark of Juice Plus+, collectively, "similar marks") as part of any firm, corporate or business name, and shall not use the name or trademark Juice Plus+, any other trademark of Juice Plus+ or any similar marks in any way except as authorized by Juice Plus+ to designate the products purchased from Juice Plus+.
  20. Independent Representatives acknowledge Juice Plus+'s exclusive right, title and interest in and to the, trademarks, service marks and copyrights in Juice Plus+ materials and literature and shall not at any time do or cause to be done any act or thing contesting or in any way impairing or tending to impair any part of such right, title or interest. Independent Representatives shall not in any manner represent that they have any ownership interest in the Juice Plus+ or Tower Garden names, trademarks or copyrights in Juice Plus+ materials or literature, and shall appropriately show Juice Plus+'s ownership interest thereof and therein. Independent Representatives further acknowledge that their use of the Juice Plus+ or Tower Garden names, trademarks, materials or literature shall not create in favor of the Independent Representative any right, title, or interest therein or thereto, but that all such uses shall inure to the benefit of Juice Plus+.
  21. Following any termination of a Juice Plus+ Virtual Franchise, the former Independent Representative: (a) shall remove and cease all use of all signs containing the name or trademark Juice Plus+, any other trademark of Juice Plus+ or any similar marks, unless Juice Plus+ exercises its right to repurchase such material granted to it under these rules; (b) shall not use or permit use of the name or trademark Juice Plus+, or any other trademark of Juice Plus+ or any similar marks, in any manner in connection with any business conducted by it or in which it may have an interest, or otherwise as descriptive of or referring to anything other than genuine Juice Plus+ products or merchandise; (c) shall immediately take all appropriate actions requested by Juice Plus+ relating to the Independent Representative's use of Juice Plus+ trademarks; and (d) shall not sell any Juice Plus+ product inventory except to another authorized Independent Representative, to Juice Plus+, or otherwise upon the prior written approval of Juice Plus+. In no case shall any former Independent Representative be permitted to offer any Juice Plus+ product for sale in commerce after his or her Juice Plus+ Virtual Franchise has been terminated.
  22. An Independent Representative may sell or transfer his or her Juice Plus+ Virtual Franchise to an Independent Representative in Seller's upline or to a non-Independent Representative as long as such non-Independent Representative signs a new Independent Representative application and has not been an Independent Representative for at least twelve (12) months prior to his purchase of the Juice Plus+ Virtual Franchise. All Juice Plus+ Virtual Franchise sales and transfers are subject to Rights of First Refusal accorded to the Seller's upline payable and must be approved in writing by Juice Plus+ before becoming effective. Once an Independent Representative sells his Juice Plus+ Virtual Franchise, he must wait at least twelve (12) months before he may obtain another Juice Plus+ Virtual Franchise.
  23. In the event of the death of an Independent Representative whose Juice Plus+ Virtual Franchise is in good standing, such Juice Plus+ Virtual Franchise may be transferred to the Independent Representative's heir who is, or, depending on the level of Juice Plus+ Virtual Franchise, following the death of the Independent Representative, becomes actively involved in the operation of the Juice Plus+ Virtual Franchise and who meets the qualifications to be an Independent Representative and signs a new Independent Representative application. All such transfers are subject to the approval in writing by Juice Plus+ in its sole discretion before becoming effective. Juice Plus+ shall not recognize any transfer of a Juice Plus+ Virtual Franchise pursuant to this Rule until the authorized representative of the deceased Independent Representative's estate or the designated heir submits certified copies of the death certificate, will and/or such other instruments reasonably requested by Juice Plus+. Senior Sales Coordinators and above should refer to their covenant for additional information.
  24. Juice Plus+ shall retain the right to refuse any Juice Plus+ Virtual Franchise Application or Renewal. This decision is at the sole discretion of Juice Plus+.