

LuLaRoe

QUEUE GUIDELINES

Welcome to the LuLaRoe Independent Fashion Consultant queue (“Queue”). While you are waiting for your LLR Independent Fashion Consultant Application and Agreement (“Application”) to be processed, and before you receive an onboard invitation and acceptance and become subject to the full LuLaRoe Policies and Procedures, we, LuLaRoe, LLC and/or LLR, Inc. (“Company”), have some helpful reminders, guidelines, tips and information for you.

No Assurance of Onboarding

Your Application is only an application which will be reviewed and considered by the Company in due time. Be patient. The review process may take some time and there is no assurance of onboarding. The Company retains sole discretion in determining whether to accept or reject any Application for any reason. Even though you may be provided with a Queue account and given online access to certain information and functions, you will not become an Independent Fashion Consultant until your Application is approved and accepted by the Company, you are sent an onboarding invitation, and your account is provisioned so that you can place your initial order of Company products.

Racks, Displays and Marketing Material

The Company strongly discourages persons in the Queue from purchasing or acquiring racks, displays or marketing material. Because there is no assurance of onboarding, the Company does not want persons in the queue to make expenditures for racks, displays or marketing material which may not be needed.

Conduct While in Queue

The Company encourages all persons to use the time in the Queue wisely and beneficially. Use your time in the Queue to learn from your Sponsor and understand the LuLaRoe community and its culture. This is the time to learn about the Company’s products and how to locate and conduct Pop-Up Boutiques. This is the time to learn how to organize and grow your potential Independent Fashion Consultant business, subject to these Queue Guidelines. We ask that each person in the Queue agree to adhere to the following:

1. Conduct yourself in a legal, moral, honest and ethical manner at all times.
2. Avoid actions that could result in conflict with other persons in the Queue or Independent Fashion Consultants or customers.
3. Make no sales of Company products while in the Queue.

4. Read and understand the LuLaRoe Policies and Procedures.
5. Speak well of the Company, its products, other persons in the Queue, Independent Fashion Consultants, and our competitors.
6. Learn how to build lasting relationships and how to provide superior customer service if onboarded.
7. Conduct yourself in such a way that strengthens the LuLaRoe brand and improves the opportunity for all persons in the Queue and Independent Fashion Consultants.
8. Take no action which would violate these Queue Guidelines or which may harm the Company or the LuLaRoe brand in any way.

No Sales While in Queue

Persons in the Queue are not allowed to directly or indirectly sell Company products in any manner. You may assist Independent Fashion Consultants when they make sales, but you may not conduct your own sales. You may not accept Company products on consignment or otherwise sell for the benefit of Independent Fashion Consultants or anyone else.

No Solicitation while in Queue

While persons in the Queue may generally solicit other persons to join the Queue, subject to these Queue Guidelines and applicable law, they may not solicit other persons to join the Queue with the direct or indirect understanding that the person solicited will join the Queue and designate the person soliciting as a sponsor. Only Independent Fashion Consultants may solicit persons to join the Queue with the understanding that the Independent Fashion Consultant making the solicitation will be designated as a sponsor, and only pursuant to the LuLaRoe Policies and Procedures and applicable law.

No Independent Websites

Persons in the Queue are not allowed to create, develop, publish or establish independent websites for the promotion or sale of Company products or for the solicitation of persons to join the Queue in violation of these Queue Guidelines.

LuLaRoe Policies and Procedures

While persons in the Queue are not Independent Fashion Consultants and do not share the rights and privileges granted to Independent Fashion Consultants by the LuLaRoe Policies and Procedures, we ask that you read and understand the LuLaRoe Policies and Procedures.

Confidential Information

You acknowledge that you may have access to information that is treated as confidential and proprietary by the Company, including, but not limited to, pricing, business operations and strategies, marketing, policies, practices, Downline Genealogy Reports, the identities of Independent Fashion Consultants, and contact information of Independent Fashion Consultants, in each case whether spoken, written, printed, electronic, or in any other form or medium (the “Confidential Information”). Confidential Information is, or may be available, to you in your online Queue account or otherwise. Your access to such Confidential Information is password protected, is confidential, and constitutes proprietary information and business trade secrets belonging to the Company. Such Confidential Information is provided to you in strictest confidence and is made available to person in the Queue for the sole purpose of assisting such persons in potentially becoming Independent Fashion Consultants. You may not use any Confidential Information for any purpose other than for the purposes set forth in these Queue Guidelines. In so doing, you may not disclose the Confidential Information to any third party. You and the Company agree that, but for this agreement of confidentiality and nondisclosure, The Company would not provide Confidential Information to you.

To protect the Confidential Information, you shall not, on your own behalf, or on behalf of any other person, partnership, association, corporation or other entity:

- Directly or indirectly disclose any Confidential Information to any third party without the prior written consent of the Company;
- Directly or indirectly disclose the password or other access code to your online Queue account or otherwise;
- Use any Confidential Information to compete with the Company or for any purpose or venture other than as set forth in these Queue Guidelines; or
- Recruit or solicit any person listed on any report or on or in your online Queue account, or in any manner attempt to influence or induce any person to alter their business relationship with the Company.

You agree to return or destroy any Confidential Information upon the request of the Company and certify that such Confidential Information has been return or destroyed and that you are not, directly or indirectly in possession of any Confidential information. Because

Your obligations hereunder regarding confidentiality shall survive the rejection, cancellation or termination of your Application, and shall remain effective and binding irrespective of whether you become an Independent Fashion Consultant, or whether you are or are not otherwise affiliated with the Company.

Your obligations under these Queue Guidelines regarding Confidentiality are unique. If you should default in your obligations under these Queue Guidelines regarding Confidentiality, you acknowledge that it would be extremely impracticable to measure the resulting damages; accordingly, the Company, in addition to any other available rights or remedies, may sue in

equity for injunctive relief without the necessity of posting a bond or other security, and you expressly waive the defense that a remedy in damages will be adequate.

No Use of Company Intellectual Property

The name “LuLaRoe” and other names, logos, or marks as may be adopted by the Company are proprietary trade names, trademarks and service marks of the Company (collectively, “Marks”). As such, these Marks are of great value to the Company and are supplied to Independent Fashion Consultants for their use only in an expressly authorized manner during the term of and in connection with service as an Independent Fashion Consultant. As a person in the Queue, you may not use the Marks in any way.

Nothing in the Application shall be deemed in any way to constitute a transfer or assignment by the Company to you of ownership of or title to any intellectual property of the Company, including the Marks. Nothing in the Application shall be deemed in any way to grant to you any right whatsoever to any the Company’s intellectual property, including the Marks. Nothing in the Application shall be deemed in any way to limit the rights of the Company to freely use and exploit any and all of its intellectual property throughout the World, without restriction or the need for approval, internally or otherwise.

The content of all Company sponsored events is copyrighted material. You may not produce for sale or distribution any recorded Company events and speeches without written permission from the Company. Nor may you reproduce for sale or for personal use any recording of Company-produced audio or video tape presentations.

As a person in the Queue, you agree that you shall not: (1) use any of the Company’s trade names, trademarks, service marks, domain names or trade dress, except in the form and manner authorized herein; (2) use any of the Marks in combination with any other trade name, trademark, service mark, corporate name, logo, domain name or trade dress, unless approved in advance in writing by the Company; (3) use or register any trademark, service mark, logo, trade dress, trade, business, or product name, domain name, or name which in the Company’s sole discretion is likely to be confused with, or dilute, any of the Marks; and (4) apply to register, obtain, use or own any domain name or trademark comprising or related to any of the Marks, or any confusingly similar marks.

Queue Guidelines Binding

Each person who submits an Application and other application documents agrees to be bound by these Queue Guidelines. By submitting your Application, you have agreed to be bound by these Queue Guidelines. The Company reserves the right, in its sole discretion and among other actions, to remove anyone from the Queue who violates these Queue Guidelines. The Company may amend these Queue Guidelines from time to time in its sole discretion. The Company may notify persons in the Queue of any such amendments by any of the following: posting on the official Company web site, e-mail, conference calls, Company-sanctioned public

meetings, or special mailings. LuLaRoe, LLC and LLR, Inc. are separate and distinct entities and nothing in these Queue Guidelines or otherwise, including the common definition of “Company,” is intended to cause or imply any commonality of interest or alter ego relationship between the two entities or otherwise prejudice any separateness of interest by or between the two entities.