

## NEW PRODUCT IDEA AGREEMENT

This Agreement (Agreement) is between J. J. Keller & Associates, Inc. (J. J. Keller) whose main business address is 3003 Breezewood Lane., PO Box 368, Neenah, WI 54957-0368 and

(You).

J. J. Keller recommends that you take all steps necessary to protect your product idea and to safeguard your interests, such as consulting an attorney and filing a patent application. Therefore, to avoid possible misunderstandings, your idea will be accepted upon your acknowledgement and agreement to be bound by the following:

1. While J. J. Keller evaluates your idea, you agree not to disclose J. J. Keller's potential interest in your product idea or otherwise use J. J. Keller's name in connection with your product idea.
2. By evaluating your product idea, J. J. Keller does not receive any patent or other rights to your idea.
3. You realize that your product idea may be within the public domain, that J. J. Keller may have earlier worked on or may already be working on the same or a similar product idea and that J. J. Keller may have received the same or similar product idea from others.
4. Your submission of this product idea shall in no way impair or limit J. J. Keller's right to contest ownership, validity, or protectability of the product idea disclosed.
5. No confidentiality relationship is established by submitting your product idea.
6. No obligation to pay you for your idea is established when you submit your product idea.
7. If J. J. Keller is interested in your product idea, you agree to negotiate with J. J. Keller for rights to the product idea.
8. You agree that if any action is brought to resolve a dispute between J. J. Keller and you, exclusive venue for such as action shall be in the courts of the State of Wisconsin. The law governing the resolution of such dispute shall be that of the State of Wisconsin.
9. You understand that by making this submission, J. J. Keller assumes no obligation to evaluate the submission.
10. Despite receiving your product idea, J. J. Keller is permitted to independently develop its own product(s) that compete with your product idea, even if J. J. Keller decides not to use your product idea.
11. If J. J. Keller is interested in your product idea, J. J. Keller will contact you. Otherwise, you will not hear back from J. J. Keller about your product idea.

I have read and fully understand the above, and I acknowledge that (i) I understand and agree to the above in consideration of J. J. Keller's receipt of the attached description of my product idea, and (ii) in my product idea submission, I will not change any of the terms and conditions stated above, and any attempt by me to make such a change will not be effective.

DATE IDEA CREATED	IDEA PATENTED OR PATENT APPLICATION FILED <input type="checkbox"/> Yes <input type="checkbox"/> No
PRODUCT IDEA NAME	
FIRST NAME, M.I., LAST NAME	IDEA INVENTOR FIRST NAME, M.I., LAST NAME (IF DIFFERENT)
COMPANY NAME	
PHONE NUMBER	EMAIL ADDRESS

**Agreed and Accepted:**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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

Title: \_\_\_\_\_