

WILDER BLUEPRINT

AFFILIATE PROGRAM AGREEMENT

A DBA of Wilder Venture LLC

Effective Date: Upon Registration Approval

This Affiliate Program Agreement (“Agreement”) is entered into between Wilder Venture LLC, doing business as Wilder Blueprint (“Company,” “we,” “us,” or “our”), and the individual or entity registering as an affiliate (“Affiliate,” “you,” or “your”). By registering for the Wilder Blueprint Affiliate Program, you acknowledge that you have read, understood, and agree to be bound by the terms and conditions set forth in this Agreement.

1. PROGRAM OVERVIEW

The Wilder Blueprint Affiliate Program allows approved affiliates to earn commissions by referring new customers to Wilder Blueprint products and services through unique, trackable affiliate links. The Company reserves the right to modify, suspend, or terminate the Affiliate Program at any time, with or without notice.

2. AFFILIATE ELIGIBILITY AND ENROLLMENT

- a) You must be at least 18 years of age and legally able to enter into a binding agreement.
- b) You must complete the affiliate registration form and be approved by Wilder Blueprint. Submission of an application does not guarantee acceptance.
- c) Wilder Blueprint reserves the right to reject or revoke any affiliate application or membership at its sole discretion, for any reason, including but not limited to misrepresentation, fraud, or conduct that may damage the Company’s reputation.
- d) You may not assign or transfer your affiliate account to any other person or entity without prior written consent from the Company.

3. COMMISSION STRUCTURE

- a) Affiliates will earn a commission on each qualifying sale made through their unique affiliate link. The current commission rate is 20% per sale, unless otherwise stated in writing by the Company.
- b) A “qualifying sale” is defined as a completed purchase of a Wilder Blueprint product by a new customer who clicked through the Affiliate’s unique tracking link and completed payment. The sale must not be refunded, disputed, or charged back.
- c) The Company reserves the right to change the commission rate at any time. Any changes will be communicated to active affiliates with at least 14 days’ notice before taking effect.
- d) Commission is calculated on the net sale price (excluding taxes, shipping, processing fees, and any applicable discounts or coupons not generated by the Affiliate).
- e) Affiliates do not earn commissions on their own purchases or on purchases made by other affiliates through their link.

4. COOKIE DURATION AND ATTRIBUTION

- a) The affiliate tracking cookie has a duration of 30 days from the date the referred visitor first clicks the Affiliate's link. If the visitor completes a purchase within this 30-day window, the Affiliate will receive credit for the sale.
- b) Attribution is based on a last-click model. If a customer clicks multiple affiliate links before purchasing, the last affiliate link clicked within the cookie window will receive the commission.
- c) The Company is not responsible for tracking failures caused by the customer's browser settings, ad blockers, VPN usage, or other technology that prevents cookies from functioning properly.

5. PAYMENT TERMS

- a) Commissions are paid on a monthly basis, net 30 days after the end of each calendar month in which the commission was earned. For example, commissions earned in March will be paid by the end of April.
- b) The minimum payout threshold is \$50.00 USD. If your accrued commissions do not meet the minimum threshold at the end of a payment period, the balance will roll over to the following month.
- c) Payments will be made via PayPal or direct bank transfer (ACH), as selected by the Affiliate during registration. The Company is not responsible for fees charged by payment processors.
- d) Any commission associated with a sale that is subsequently refunded, charged back, or disputed will be deducted from the Affiliate's balance. If this results in a negative balance, the amount will be deducted from future commissions.
- e) Affiliates are solely responsible for all applicable federal, state, and local taxes on commissions earned. The Company may require a completed W-9 form (for U.S. affiliates) or W-8BEN form (for international affiliates) before processing any payment.

6. AFFILIATE OBLIGATIONS AND PROMOTIONAL GUIDELINES

- a) Affiliates must promote Wilder Blueprint products honestly and in good faith. All claims about the Company's products must be truthful, not misleading, and consistent with materials provided by the Company.
- b) Affiliates must clearly disclose their affiliate relationship in all promotional content in compliance with the Federal Trade Commission (FTC) Endorsement Guides and any other applicable regulations. Acceptable disclosures include, but are not limited to: "This post contains affiliate links. I may earn a commission if you purchase through my link."
- c) Affiliates may NOT make income claims, earnings guarantees, or imply guaranteed results from any Wilder Blueprint product. Statements such as "You'll make \$X per month" or "Guaranteed to close deals" are strictly prohibited.
- d) Affiliates may NOT engage in the following promotional methods unless expressly approved in writing by the Company: paid search advertising (Google Ads, Bing Ads) bidding on Wilder Blueprint brand terms or variations; spam email or unsolicited bulk messaging; misleading or deceptive advertising; cookie stuffing, click fraud, or any form of artificial traffic generation; creation of websites, domains, or social media accounts that impersonate or could be confused with official Wilder Blueprint properties.
- e) Affiliates may NOT create, modify, or distribute any content that is unlawful, defamatory, obscene, threatening, or otherwise objectionable, or that infringes on the intellectual property or privacy rights of any third party.
- f) Affiliates may promote through personal social media, blogs, email lists (opt-in only), YouTube, podcasts, and other legitimate content platforms, provided all other terms of this Agreement are met.

7. INTELLECTUAL PROPERTY AND TRADEMARKS

- a) The Company grants Affiliates a limited, non-exclusive, non-transferable, revocable license to use the Wilder Blueprint name, logo, and approved marketing materials solely for the purpose of promoting Wilder Blueprint products under this Agreement.
- b) Affiliates may not alter, modify, or create derivative works from any Company trademarks, logos, or marketing materials without prior written consent.
- c) Affiliates may not register or attempt to register any domain name, social media handle, or other identifier that includes "Wilder Blueprint," "Wilder Venture," or any confusingly similar variation.
- d) All intellectual property rights in the Company's products, content, trademarks, and materials remain the sole property of Wilder Venture LLC. Nothing in this Agreement transfers any ownership rights to the Affiliate.

8. CONFIDENTIALITY

The Affiliate agrees to keep confidential all non-public information provided by the Company, including but not limited to: commission structures, conversion rates, sales data, marketing strategies, product development plans, and customer information. This obligation survives the termination of this Agreement. Affiliates may not disclose their specific commission rate or earnings from the program publicly without the Company's written consent.

9. TERM AND TERMINATION

- a) This Agreement becomes effective upon the Affiliate's acceptance into the program and remains in effect until terminated by either party.
- b) Either party may terminate this Agreement at any time, for any reason, with or without cause, by providing written notice (email is acceptable).
- c) Upon termination, the Affiliate must immediately cease all use of the Company's trademarks, marketing materials, and affiliate links. Any pending commissions that have met the minimum payout threshold will be paid according to the normal payment schedule, provided there are no outstanding violations of this Agreement.
- d) The Company may terminate this Agreement immediately and without notice if the Affiliate engages in fraud, misrepresentation, illegal activity, or any conduct that the Company reasonably believes may damage its reputation or business interests.
- e) Upon termination for cause, the Company reserves the right to withhold any unpaid commissions.

10. LIMITATION OF LIABILITY

TO THE MAXIMUM EXTENT PERMITTED BY LAW, WILDER VENTURE LLC (DBA WILDER BLUEPRINT) SHALL NOT BE LIABLE TO THE AFFILIATE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS, DATA, OR BUSINESS OPPORTUNITIES, ARISING OUT OF OR RELATED TO THIS AGREEMENT, REGARDLESS OF WHETHER SUCH DAMAGES WERE FORESEEABLE OR WHETHER THE COMPANY WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

The Company's total cumulative liability under this Agreement shall not exceed the total commissions paid to the Affiliate in the twelve (12) months preceding the event giving rise to the claim.

11. INDEMNIFICATION

The Affiliate agrees to indemnify, defend, and hold harmless Wilder Venture LLC, its officers, directors, employees, agents, and assigns from and against any and all claims, damages, losses, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or related to: (a) the Affiliate's breach of this Agreement; (b) the Affiliate's promotional activities; (c) any content created by the Affiliate; or (d) any violation of applicable law or regulation by the Affiliate.

12. INDEPENDENT CONTRACTOR STATUS

The Affiliate is an independent contractor and not an employee, agent, joint venturer, or partner of Wilder Venture LLC. Nothing in this Agreement shall be construed to create an employment relationship, partnership, or agency between the parties. The Affiliate has no authority to bind the Company to any obligation or to make any representations on the Company's behalf, except as expressly authorized in this Agreement.

13. COMPLIANCE WITH LAWS

The Affiliate agrees to comply with all applicable federal, state, local, and international laws and regulations in connection with its participation in the Affiliate Program, including but not limited to:

the FTC Act and FTC Endorsement Guides, CAN-SPAM Act, GDPR (if applicable), CCPA (if applicable), and any other consumer protection, advertising, or privacy laws that may apply.

14. DISPUTE RESOLUTION AND GOVERNING LAW

- a) This Agreement shall be governed by and construed in accordance with the laws of the State of California, without regard to its conflict of laws provisions.
- b) Any dispute arising out of or relating to this Agreement shall first be submitted to good faith mediation. If mediation is unsuccessful, the dispute shall be resolved by binding arbitration administered by JAMS in San Diego, California, in accordance with its Streamlined Arbitration Rules.
- c) Each party shall bear its own costs and attorneys' fees in connection with any mediation or arbitration, unless the arbitrator determines otherwise.
- d) Nothing in this section shall prevent either party from seeking injunctive or equitable relief in a court of competent jurisdiction to protect its intellectual property rights or confidential information.

15. MODIFICATIONS TO THIS AGREEMENT

The Company reserves the right to modify the terms of this Agreement at any time. Material changes will be communicated to active affiliates via email or through the affiliate dashboard. Continued participation in the Affiliate Program after such notice constitutes acceptance of the modified terms. If you do not agree to the changes, your sole remedy is to terminate your participation in the program.

16. MISCELLANEOUS

- a) Entire Agreement. This Agreement constitutes the entire agreement between the parties with respect to its subject matter and supersedes all prior or contemporaneous agreements, understandings, and communications, whether written or oral.
- b) Severability. If any provision of this Agreement is found to be invalid, illegal, or unenforceable, the remaining provisions shall continue in full force and effect.
- c) Waiver. The failure of either party to enforce any right or provision of this Agreement shall not constitute a waiver of such right or provision.
- d) Notices. All notices required or permitted under this Agreement shall be sent to the email addresses on file. Notices are deemed received when sent, provided no bounce-back or delivery failure notification is received.
- e) Force Majeure. Neither party shall be liable for any failure or delay in performance caused by events beyond its reasonable control, including acts of God, natural disasters, pandemics, war, terrorism, government actions, or internet or infrastructure failures.

ACKNOWLEDGMENT AND ACCEPTANCE

By registering for the Wilder Blueprint Affiliate Program, you confirm that you have read, understood, and agree to be bound by all terms and conditions set forth in this Affiliate Program Agreement.

WILDER VENTURE LLC (DBA WILDER BLUEPRINT)

Authorized Signature

Printed Name

Title

Date

AFFILIATE

Signature

Printed Name / Business Name

Email Address

Date

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