



Innovative Eyewear, Inc.
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Minimum Advertised Price (MAP) Policy

Effective Date: Jan 1 2026

Version: 1.0

This document establishes Lucyd's Minimum Advertised Price policy to protect brand value, ensure fair competition among authorized retailers, and maintain premium product positioning in the smart eyewear market.

1. Policy Overview

Lucyd unilaterally establishes this Minimum Advertised Price (MAP) Policy to protect our brand equity, support authorized retailers, and ensure consumers receive accurate pricing for our smart eyewear products.

This policy applies to all Lucyd and Powered by Lucyd products advertised through any public channel, including but not limited to websites, marketplaces, print media, email marketing, social media, and broadcast advertising.

1.1 Policy Objectives

- Protect the premium positioning of Lucyd and Powered by Lucyd smart eyewear
- Ensure fair competition among all authorized retailers
- Prevent price erosion that diminishes perceived product value
- Support retailer margins to encourage quality customer service
- Maintain consistent brand messaging across all sales channels

2. Definitions

Term	Definition
MSRP	Manufacturer's Suggested Retail Price - the recommended retail price set by Lucyd for each product.
Standard MAP	The minimum price at which products may be advertised year-round, calculated as 15% below MSRP.
Promotional MAP	The minimum price during authorized promotional periods only, calculated as 30% below MSRP.
Advertised Price	Any price communicated to consumers through public channels before the point of final sale, including website listings, marketplace listings, print ads, email campaigns, and social media.
Authorized Retailer	A retailer who has entered into a direct purchasing relationship with Lucyd and agreed to the terms of this MAP Policy.
Promotional Window	A specific time period during which Lucyd authorizes retailers to advertise at the Promotional MAP level.

3. Pricing Structure

Lucyd implements a two-tier MAP structure to balance year-round brand protection with strategic promotional flexibility.

3.1 Standard MAP (Year-Round)

Price Level	Calculation	Example (MSRP \$299)
MSRP	Base Price	\$299.00
Standard MAP	MSRP - 15%	\$254.15

The Standard MAP applies to all advertising outside of authorized promotional windows. Retailers may NOT advertise below this price outside of the Authorized Promotional Periods. Standard MAP discounts may not be applied for more than 14 consecutive days.

3.2 Promotional MAP (Authorized Periods Only)

Price Level	Calculation	Example (MSRP \$299)
MSRP	Base Price	\$299.00
Promotional MAP	MSRP - 30%	\$209.30

The Promotional MAP may ONLY be used during periods explicitly authorized by Lucyd below, or approved upon request in writing. Using promotional pricing outside these windows constitutes a policy violation.

3.3 End-of-Life MAP

Price Level	Calculation	Example (MSRP \$299)
MSRP	Base Price	\$299.00
End-of-Life MAP	MSRP - 40%	\$179.40

The End-of-Life MAP applies to products which are explicitly named as discontinued by Lucyd. As of Jan 1 2026, the following product lines are discontinued:

Lucyd Lyte, all editions
 Lucyd Loud, all editions
 Nautica Powered by Lucyd, 2024 Edition
 Eddie Bauer Powered by Lucyd, 2024 Edition

There is no time limit on the duration of the discounts on discontinued products.

4. Authorized Promotional Windows

Lucyd designates the below periods during which retailers may advertise at the Promotional MAP level.

4.1 Standard Annual Promotional Calendar

Event	Approved Dates	Max Duration
Presidents Day Sale	Third week of Feb.	7 days
Memorial Day Sale	Last week of May.	7 days
Independence Day Sale	June 25-July 4 th .	9 days
Labor Day Sale	Sep 1-7 th .	7 days
Black Friday / Cyber Monday	Thanksgiving Week	7 days
Holiday Season	Dec 15-31	17 days

4.2 Promotional Window Requirements

1. Please document evidence of the start and end date of any promotions using the Promotional MAP.
2. Promotional MAP should start before and/or on the day of the related holiday, not after (eg, don't run a 4th of July sale that starts on the 5th.)
3. Retailers must return to Standard MAP or above immediately when the window closes
4. Additional promotional windows may be announced; retailers will receive written notice.

5. Covered Advertising Channels

This MAP Policy applies to all forms of public advertising, including but not limited to:

5.1 Covered Channels

- E-commerce websites (retailer-owned and third-party)
- Online marketplaces (Amazon, eBay, Walmart, etc.)
- Email marketing and newsletters
- Social media posts and advertisements
- Print advertisements (catalogs, flyers, newspapers, magazines)
- Television and radio advertisements
- Price comparison websites and shopping engines

- Coupon codes displayed publicly before checkout

5.2 Exclusions (Not Covered)

The following are NOT considered advertising under this policy:

- In-cart pricing (price shown only after item is added to shopping cart)
- Private negotiations with individual customers (phone, in-person)
- Price quotes provided upon direct customer inquiry
- In-store signage visible only to customers physically present

6. Policy Enforcement

A violation of the policy will be followed by a written warning and discussion on compliance with our pricing structure.

Further violations may result in termination of your authorized reseller status, at the sole discretion of Lucyd.

6. Monitoring and Enforcement

Lucyd will actively monitor advertised pricing across all channels. Compliance is a condition of maintaining authorized retailer status.

6.1 Monitoring Methods

- Automated price monitoring software across major platforms
- Manual audits of retailer websites and marketplace listings
- Reports from other authorized retailers
- Customer feedback and market intelligence

6.2 Violation Response Protocol

Stage	Action	Consequence
1st Violation	Written warning with documentation of violation	48-hour window to correct pricing. Formal notice logged.
2nd Violation	Second written warning within 12-month period	24-hour correction window. Suspension from new product orders for 30 days.
3rd Violation	Third violation within 12-month period	90-day suspension from all Lucyd product orders.
4th Violation	Fourth violation or pattern of non-compliance	Permanent termination of authorized retailer status.

6.3 Enforcement Principles

- **All retailers will be treated equally regardless of volume or relationship history**
- Violations are tracked on a rolling 12-month basis
- Auto-repricing tools are not an excuse for violations
- Lucyd reserves the right to accelerate consequences for egregious or willful violations

7. Compliance Incentives

Lucyd rewards retailers who consistently maintain MAP compliance with the following benefits:

- Priority access to new product launches and limited editions

- Enhanced wholesale pricing tiers for high-compliance partners
- Co-op marketing fund eligibility
- Preferred inventory allocation during high-demand periods
- Featured placement in Lucyd's authorized retailer directory

8. Legal Compliance

IMPORTANT LEGAL NOTICE

This MAP Policy is a unilateral policy announced by Lucyd. It is not an agreement between Lucyd and any retailer. Lucyd does not seek or accept any agreement from retailers regarding this policy. Lucyd reserves the right to modify or terminate this policy at any time, in its sole discretion, without prior notice.

This policy governs advertised prices only. Retailers remain free to set their own actual selling prices. Lucyd's decision to do business with any retailer is made independently based on compliance with this policy.

9. Contact Information

For questions regarding this MAP Policy or to report potential violations:

MAP Policy Administrator: James Bruce

Email: Jbruce@lucyd.co

10. Retailer Acknowledgment

By continuing to purchase Lucyd products, retailers acknowledge that they have received, read, and understand this MAP Policy. This acknowledgment does not constitute an agreement regarding pricing, which is unilaterally set by Lucyd.

Company Name: _____	Date: _____
Authorized Representative: _____	Title: _____
Signature: _____	

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