

APPENDIX G: MEXICO

David's Bridal is proud to offer our Vendors the opportunity to sell products in the Mexican market through David's Bridal's franchise partner in Mexico. There are currently two established David's Bridal stores in Mexico, and many more in development. David's Bridal has plans for strategic growth in the Mexican market and is offering our Vendors a chance to join us in this next step. This opportunity is ***optional*** for all Vendors. Should you elect to offer your goods for sale in Mexico through the David's Bridal distribution channels, you are required to adhere to the David's Bridal Vendor Compliance Manual, and additionally to complete the following.

1. Trademark Registration in Mexico.

In order to offer your products for sale through our David's Bridal franchise, you will be required to register your company or brand trademark with the Mexican Institute of Industrial Property (*Instituto Mexicano de la Propiedad Industrial*) (**IMPI**) so that your items may be sold under your trademark in Mexico.

David's Bridal requires you to provide a valid trademark registration number and supporting documentation as more particularly described in the attached form "Mexico G-1".

If you do not currently have a trademark registration in Mexico before the IMPI and you are interested in filing a trademark registration application, you can contact an intellectual property attorney familiar with the Mexican trademark registration process.

In case you do not have any intellectual property attorney, you can contact David's Bridal's preferred international trademark registration attorney:

Stephen Horace, Esq.
Michael Best & Friedrich LLP.
(720) 745-4870

Michael Best & Friedrich LLP has no financial interest in or affiliation with David's Bridal. Michael Best & Friedrich LLP is a law firm that David's Bridal uses in the regular course of business for international trademark registrations (including David's Bridal's Mexican trademarks), that is familiar with our growth plans.

If you/Vendors do not register your trademark(s) in Mexico and provide the documentation required under this section, David's Bridal has the right to refuse to sell your products in Mexico.

2. Product Testing and Regulation.

As in all other markets where David's Bridal goods are sold, David's Bridal requires that our Vendors follow all applicable rules, regulations, and policies to ensure that products provided to David's Bridal customers are safe and compliant. Mexico may have specific rules and regulations that differ from those required in the United States, Canada, and the United Kingdom. We recommend reaching out to your attorney and/or testing laboratory to confirm whether your products and product packaging are compliant with all applicable Mexican regulations. The below regulations are provided as guidance only and are in no way to be construed as legal advice.

Overview Mexican Regulatory Standards:

Federal Consumer Protection Law

All products in Mexico are regulated by the Federal Consumer Protection Agency (*Procuraduría Federal de Protección al Consumidor*) (**PROFECO**) which issues Mexican official standards (*norma oficial mexicana*) and Mexican standards (*normas mexicanas*) (**NOM**) which include product regulations such as substances and ingredients used in their manufacture, as well as other information to be included in the containers, packaging, label, advertising, care instructions and warnings.

To learn more about the PROFECO, you can read an English translation of the Federal Consumer Protection Law here: https://www.profeco.gob.mx/juridico/pdf/l_lfpc_06062006_ingles.pdf

Vendors should be familiar with product safety standards included in the Mexican official standards and the Mexican standards that apply to their product(s) and packaging to ensure compliance. Below are some of the most common product regulations associated with our product types¹.

Regulation	Description
NOM-008-SCFI-2002	General Units System
NOM-004-SCFI-2006	Mandatory Labeling Requirements
NOM-020-SCFI-1997	Labeling of Hides and Leathers or Artificial Materials with that Appearance
NOM-030-SCFI-2006	Declaration of Quantity Label
NOM-050-SCFI-2004	General Labeling of Products
NMX-A-3758-INNTEX-2014	Apparel Labeling Symbols
NMX-A-2076-INNTEX-2013	Textiles – Chemical Fibers – Generic Names
NMX-A-6938-INNTEX-2013	Textiles – Natural Fibers – Generic Names and Definitions
NMX-A-3758-INNTEX-2014	Textiles – Generation of Care Labels with the Use of Symbols

Certification Bodies and Laboratories

Products and labels must be tested by a verification unit credited by the Mexican Accreditation Entity (*Entidad Mexicana de Acreditación*).

For additional information please visit: <https://www.ema.org.mx>

Safety Incident Reporting

If Vendors learn of any information, such as a consumer complaint or other incident, which indicates that your product may not comply with an applicable regulation in Mexico, you may need to file a report with appropriate governmental authorities. Additionally, David's Bridal requires notification when a report obligation occurs. The below David's Bridal members must be notified within 24 hours:

- Your Buyer
- Regulatory Compliance - RegulatoryCompliance@dbi.com
- Vendor Compliance - VendorCompliance@dbi.com

¹ **Note: This list is not comprehensive. Vendors should consult with laboratories or Legal Counsel, as necessary.**

Product Safety Recalls

Similarly, you may be required to recall a product from consumers if it fails to comply with applicable consumer product regulations in Mexico. If you learn of an issue in which a recall obligation may arise, you must report this to David's Bridal immediately.

Product safety recalls should be communicated via email to:

- Your Buyer
- Regulatory Compliance - RegulatoryCompliance@dbi.com
- Vendor Compliance - VendorCompliance@dbi.com

Additional Information: <http://www.alertas.gob.mx>

3. Customs Authorization.

You will be required to authorize importation of your products for the purpose of sale through David's Bridal's franchise partner. To do this, you must supply the Mexican Customs Authority (*Aduanas de Mexico*) with a certified letter authorizing import. Attached as "Mexico G-2" is a sample letter to the Mexican Customs Authority that you may use as a guide when drafting your own letter, notwithstanding that the customs agent may require additional information. Once you have completed and signed an import authorization letter, you will be required to submit the letter to David's Bridal. David's Bridal will provide a copy to the Mexican Customs Authority office and to its franchise partner for filing.

For more information, the Mexican Customs Authority Helpline and email is listed below.

[Mexican Customs Authority](#) (*Aduanas de Mexico*):

Email: facilitacion@sat.gob.mx

Phone:

627 22 728 dialing from Mexico City

01 55 627 22 728 from other Mexican territory

1 877 44 88 728 option: 7 dialing from the US and Canada

"MEXICO G-1"

Mexico Eligibility

Vendor's Name: _____

We have a franchise business in Mexico (2 current stores) and are planning to open additional stores in the country over the next 5 years. This expansion will not only expand our brand recognition and your brand recognition, but also increase the number of customers of your and our products. The stores will be branded David's Bridal, and we are hoping to offer the same assortment of products in Mexico as we do in our US stores. Please indicate whether or not you would like your products to be eligible for sale in Mexico. Note that the decision is specific for each brand.

_____ **YES**, I would like the following brands to be eligible for sale in Mexico. I understand that trademark registration in Mexico is required and I will submit documentation as soon as it is available. If I do not provide documentation, David's Bridal has the right not to sell my products.

Name of the trademarks to be registered for sale in Mexico:

In case you already have registered trademarks in Mexico, please complete the table below:

Trademark	Trademark registration number	Class	Registration Date	Logo (if applicable)

_____ **NO**, I do not want the following brands to be eligible for sale in Mexico.

Trademarks NOT Eligible for Sale in Mexico: _____

Signed on the _____ day of _____, _____

Authorized Signature _____

Name Printed _____

Title _____

“MEXICO G-2”

[COMPANY’S LETTERHEAD]

[DATE]

Mexico Customs Agency
Re: Import Authorization

Dear Customs Agency:

The undersigned, legal representative of [VENDOR’S NAME], declares that [VENDOR’S NAME] is the legal owner of the following trademarks in the United States and Mexico:

Trademark	Trademark type (Nominative/Mixed)	Trademark registration number	Class	Registration Date	Logo (if applicable)

In line with the above, please be advised that Comercializadora Hexa S.A. de C.V., a company with tax identification number [*] and tax address located at Avenida Primero de Mayo 125 local C, San Andres Atoto, Naucalpan, Estado de Mexico, C.P. 53500 Mexico, is hereby authorized to import products bearing the [BRAND NAME] trademark for distribution and sale in its stores, in accordance with the terms and conditions established between the parties

[NAME OF CUSTOMS BROKER] with license number [*] is hereby authorized to enter the products into Mexican territory. The estimated date of arrival of the products is from [*] to [*] and will be stored in the warehouse located at [*].

If you have any questions, please contact [NAME] at [PHONE NUMBER] or [EMAIL ADDRESS].

Sincerely,

[HANDWRITTEN SIGNATURE REQUIRED]

Name:

Position:

Phone number:

Email address: