



Rockford Corporation “Bright Idea” Policy Statement

Thank you for your interest in submitting an idea or invention to Rockford Corporation (“Rockford”). Each and every year Rockford and its affiliates and subsidiaries receive a significant number of communications containing ideas and suggestions for its use. These ideas relate to new inventions, new products, product names, advertising campaigns, marketing strategies as well as other matters relating to Rockford’s business. For convenience, we will refer to all types of submissions as “ideas” or “submissions.”

As a company founded on providing innovative new products to its customers, Rockford greatly appreciates these submissions and the interest in Rockford and its business. However, Rockford has access to many ideas through its extensive experience, research activities, employees, independent contractors and other sources. It is, therefore, likely that any idea submitted is already known or available to Rockford. As a result, Rockford finds it necessary to set forth a uniform policy concerning submitted ideas.

Rockford wants you to protect whatever interests, if any, you may have in your submission before disclosing it to us. We cannot do that for you so you will need to do your own research and, if you choose, consult with an attorney so that you fully understand your legal rights in your submission – or more likely the lack of such rights.

At the same time, Rockford must also protect its interests and avoid misunderstandings or disputes with submitters if Rockford products, product names, advertising campaigns, or marketing strategies might appear similar to ideas or suggestions submitted to Rockford. For this reason, we will not consider any idea submitted unless the submitter follows the process outlined below and provides a signed “Submission Release.” [www.rockfordfosgate.com/brightidea/]

Most ideas and suggestions submitted to Rockford are not protectible by patent, trademark, copyright or other laws and are submitted without any thought of compensation. While Rockford certainly appreciates the enthusiasm with which these ideas are given, you should understand that Rockford does not usually act on such proposals. In rare situations, the persons making the submission may have a unique product or plan that Rockford is interested in further investigating. For that reason, Rockford has created a two-tier process for idea submissions.

1) **SUBMISSION FOR NON-PATENTED, NON-PATENTABLE OR UNREGISTERED IDEAS, MATERIALS, CONCEPTS, NAMES, PROGRAMS AND LIKE MATERIALS.**
[WWW.ROCKFORDFOSGATE.COM/BRIGHTIDEA/]

i) What's Included. This form is essentially for any ideas, materials, concepts, names, programs and like materials that are not patented, patentable or registered with a government entity charged with registering and protecting that type of material.

ii) How to Submit. All initial ideas must be submitted through either the "Bright Idea" tab on Rockford's website [www.rockfordfosgate.com/brightidea/] or by mail to:

Rockford Corporation
Bright Idea Submissions
c/o Marketing & N.P.D.
600 South Rockford Drive
Tempe, Arizona 85281

iii) Submission Requirements. All submissions must be in writing and must include a signed Submission Release. [www.rockfordfosgate.com/brightidea/] The Submission Release is binding so do not sign the agreement or submit your idea if you do not understand the agreement or disagree with any part of it. The Submission Release must be signed and submitted by every person, business, or entity that helped create the idea or that may have an ownership interest in the Idea (or both) at the time the Idea is submitted.

iv) Review and Return of Materials. Rockford will review submissions from time to time on no particular schedule. You should understand Rockford is not obligating itself to review, consider or use any or all of your submission. If you provide a self addressed envelope with sufficient postage (or a return email address if the submission is purely electronic), Rockford will try to return your submission to you and inform you of whether it is interested in using your submission, but Rockford is not obligating itself to do so. Please keep a complete copy of anything you submit. Do not submit unique or one-of-a-kind materials because Rockford is not liable for their protection or safe return.

v) No Expectation of Compensation. Most importantly, unless you have a patented or patentable product, do not submit any Idea if you expect to be compensated, paid, rewarded or recognized for its use.

2. **SUBMISSION FOR PATENTED, PATENTABLE INVENTIONS, COPYRIGHTED WORKS, REGISTERED TRADEMARKS, NAMES AND LIKE MATERIALS.**
[WWW.ROCKFORDFOSGATE.COM/BRIGHTIDEA/]

i) What's Included. Though rare, there are certain situations in which Rockford may be interested in further exploring a submitted idea. This will almost always be limited to situations involving a patented or patentable product or, in even more rare situations, for other materials protected by intellectual property laws. If Rockford is interested in pursuing discussions, a representative will contact you directly.

ii) How to Submit. All initial ideas must be registered through the “Bright Idea” tab on Rockford’s website [www.rockfordfosgate.com/brightidea/] with all documentation sent by mail to:

Rockford Corporation
Bright Idea Submissions
c/o Marketing & N.P.D.
600 South Rockford Drive
Tempe, Arizona 85281

iii) Submission Requirements. All submissions must be in writing and must include a signed Submission Release [www.rockfordfosgate.com/brightidea/] and a copy of any and all registrations or applications for intellectual property protection. The Submission Release is binding so do not sign the agreement or submit your idea if you do not understand the agreement or disagree with any part of it. The Submission Release must be signed and submitted by every person, business, or entity that helped create the Idea or that may have an ownership interest in the Idea (or both) at the time the Idea is submitted.

iv) Review and Return of Materials. Rockford will review submissions from time to time on no particular schedule. You should understand Rockford is not obligating itself to review, consider or use any or all of your submission. If you provide a self addressed envelope with sufficient postage (or a return email address if the submission is purely electronic), Rockford will try to return your submission to you and inform you of whether it is interested in using your submission, but Rockford is not obligating itself to do so. Please keep a complete copy of anything you submit. Do not submit prototypes or equipment of any kind during this phase. If Rockford is interested in exploring your idea, it will request any such materials from you at a later date. Rockford is not liable for the protection of or safe return of anything you submit.

v) No Expectation of Compensation. Despite the fact you believe you have a patented or patentable product or other registerable and protectible materials, Rockford, by reviewing your submission, is not in any way admitting that you have such rights or agreeing to compensate, pay, reward or recognize you for your submission. If Rockford is interested in further investigating your submission, it will contact you directly so that mutually agreeable arrangements can be made to protect both parties should negotiations for purchase or license of the submission ensue.