

ARIAT INTERNATIONAL, INC.

IDEA SUBMISSION POLICY AGREEMENT PROCEDURES

1. All inquiries and idea submissions will be directed to a designated administrator of the Idea Submission Policy.
 - a. All submissions must be in writing, and the Submitter must agree to Ariat's Idea Submission Policy Agreement by returning a fully completed, unaltered Idea Submission Policy Agreement.
 - b. The signed Idea Submission Policy Agreement will serve as an acknowledgment to the Submitter that Ariat received the submission and has agreed to review the submission.
2. Intake of initial submissions.
 - a. Submissions that are submitted without an Idea Submission Policy Agreement will be returned to the Submitter with a letter explaining that all submissions must be accompanied by a signed Idea Submission Policy Agreement.
 - b. Submissions that are submitted with an unsigned, altered, or incomplete Idea Submission Policy Agreement will be returned to the Submitter with a letter explaining that the originally submitted Idea Submission Policy Agreement was not acceptable, with an indication of why marked on the letter.
 - c. All inquiries and submissions that are accompanied by a signed, unaltered, and fully completed Idea Submission Policy Agreement document will be logged, dated, and cataloged, including any documents, materials, samples, and prototypes. Where appropriate, photographs and other copies will be made of Submissions that are bulky or otherwise not able to be maintained with Ariat's Idea Submission Policy Agreement files.
3. Accepted submissions go through a review process as part of an Idea Submission Policy Team meeting.
 - a. The Idea Submission Team will consist of members of Ariat's R&D team and representatives of each product group.
 - b. The R&D team members will assess technical risk and manufacturing considerations, while product team members will assess business opportunities.
4. The review process will review every submission and classify them accordingly,
 - a. Classifications
 - i. Rejected.
 - ii. Not currently interested, but not outright rejected.
 - iii. Interested and need further information.
 - iv. High interest requiring immediate action – likely requiring a separate meeting outside the regularly scheduled meeting.
 - b. Rejected submissions will receive a letter of rejection.
 - c. Not currently interested submissions will receive a letter saying that Ariat is not currently interested but may contact the Submitter in the future.
 - d. Any interesting submission (i.e. for which additional information from and/or discussion with the Submitter are desired) will be assigned to a member of the Idea Submission Team that will be the lead contact to the Submitter.
5. Any action plan and timeline will be created for any submissions for which Ariat has a business interest or which additional information from the Submitter will be requested.

6. When a sponsor or designated interested group is assigned to a submission, then the sponsor will develop and present to the Idea Submission Team a project brief outlining the potential benefit.
 - a. The project brief will include:
 - i. Designation of basic objectives and business opportunities.
 - ii. Estimation of resources and timing.
 - iii. Discussion of any known intellectual property relating to the submission, including whether the intellectual property is owned/represented by the Submitter.
 - iv. Recommendations regarding initial intellectual property review.