



VERA WANG FLOWERS LICENSING FEE

Licensing fees are a part of licensing agreement, like the one FTD has with Vera Wang. A licensing fee is paid to Vera Wang for each brand name product sold on FTD.com. As a result, the suggested retail prices (SRP) for Vera Wang Flowers include additional funds to cover the licensing fee.

The FTD Clearinghouse Statement is used to process the licensing fee.

The licensing fee is 7% of the filling florist's 73% split (or current Clearinghouse rate if different) on each Vera Wang Flowers order as shown in the illustration below.

The licensing fee for this order is \$3.07 calculated using the following: $\$59.99 \times 73\% \times 7\%$.

LICENSING FEE FORMULA

ITEM		NEW SRP
FTD.com Suggested Retail Price	×	\$59.99
Florist Percentage	=	73.0%
Dollar amount paid to FTD Filling Florist	-	\$43.79
Licensing fee to Vera Wang	=	\$3.07
Net payment to FTD Filling Florist		\$40.72

The total licensing fee will appear on the Clearinghouse Statement as a debit in Section B of the FTD Member Activity Statement. For a breakout of filled (incoming) Vera Wang Flowers orders, each separate order will appear in the Combined Report identified by a lower case "v" preceding the operator's initial in the last column of the report.

**If you have any additional questions, please contact
FTD Member Services at 800-788-9000.**