

Focus Group Non-Disclosure Agreement

Thank you for agreeing to participate in a focus group to discuss new products that are in the early stages of development. The products themselves, and the ideas and concepts regarding its manufacture, marketing, use, and the discussions here represent Confidential Information of the company sponsoring this research study / discussion ("Focus Group").

I, _____ hereby agree to maintain the confidentiality of information disclosed during focus group or observed live as follows:

- a) To hold in confidence any and all technical or business information about the company's product which is disclosed, or made available to you directly or indirectly, or is information you otherwise receive incident to your participation in this discussion;
- b) That any ideas, patentable or not patentable, or suggestions contributed by you during the discussion, as well as any ideas, developments, or inventions conceived by you or others participating in the Focus Group, shall be the property of the company sponsoring this research study in any manner it sees fit.
- c) The products shown to you, described to you, and/or used by you are not available for sale and no offer for sale is being made to you.
- d) That you, shall at all times hold in trust, keep confidential and not disclose to any third party or make any use of the Confidential Information beyond those activities that are part of the Focus Group.
- e) All notes, reference materials, memoranda, documentation and records in any way incorporating or reflecting any of the Confidential Information shall belong exclusively to Owner and the undersigned agrees to turn over all copies of such materials in the undersigned's possession to Owner upon request.
- f) Also included as confidential is any participants Personally Identifiable Information ("PII"). PII shall mean a person's identity or information that might reasonably allow identification of the person. I shall at all times hold in trust, keep confidential and not disclose to any third party or make any use of the identity or PII of any Respondent involved in the Focus Group.
- g) That you acknowledge you are being sufficiently compensated for your participation in this Focus Group and that all information and opinions you provide are solely your own and are in no way reflective of your employer(s).
- h) That you, hereby give permission to the company sponsoring this research study for an audio recording to be made of this session. That you understand a transcription of this tape may be used by the company sponsoring this study for research purposes only.

By submitting this form you will be entering a Non-Disclosure agreement with:

Kenall Manufacturing, Co., 10200 55th Street Kenosha, WI 53144

Respondent Signature: _____

Date: _____