

SUBMITTING IDEAS TO KRAFT FOODS

Do you have a new product or packaging idea that you think might be valuable to Kraft Foods? At Kraft, our Innovations Team welcomes these new ideas, and sincerely hopes that you choose to share your ideas with us. That said, we want to make sure you fully understand Kraft's process and rules about receiving such ideas.

While we understand that these rules might appear strict, they are necessary to protect both you and Kraft. Therefore, we ask you to carefully review all the information provided below, and only send us your idea if you are comfortable with our rules. We thank you in advance for considering Kraft as a recipient of your creative work! ¹

Types of Ideas We Are Looking For

Kraft is accepting ideas under this policy for new products, packaging, and business processes/systems only. We are most interested in ideas that are more than a concept, in particular new products & packages that are ready to be brought to market (or can be brought to market quickly).

Although we very much appreciate: recipes, entertainment ideas, ideas for line extensions for existing Kraft products or packages, ideas for advertising/promotions and the like, such ideas fall outside the scope of this policy -- and thus will not be reviewed by our Innovations Team or considered for compensation.

Background

Kraft's vision is "*helping people around the world eat and live better.*" So, as you might guess, Kraft continuously seeks to develop and market new food and food-related products, packaging and business processes that help us realize that vision.

Each year, Kraft receives many ideas from people and organizations outside our company. While we are always interested in new ideas, you should know that most of what we receive (or will receive in the future) is not (or will not be) new to us. This is because, as you might guess, Kraft has a large staff of scientists and marketers who are continuously working to develop and improve our products, packaging and processes. Therefore, many submissions from "outside" Kraft actually duplicate Kraft's current or past research and development efforts. Many other ideas simply fall outside the scope of our business interests.

Protecting Your Ideas

Depending on the type of idea you have, you may have proprietary rights in it. Therefore, you should consider protecting it through patents or copyrights before submitting it to Kraft. To best understand whether you could obtain patent or copyright protection for your idea, you should consult with your own lawyer. Kraft employees are not authorized to consult with you on these matters. Further, because disclosing your idea to Kraft could affect your

This policy does not apply to Kraft Foods' employees, vendors or suppliers. Employees should discuss ideas with their manager. Vendors and suppliers should discuss process and policy for submitting ideas with their Kraft contacts.

ability to obtain proprietary rights, *please submit your idea to Kraft only after you have obtained the protection you feel is necessary.*

Kraft's General Policy Regarding Submitted Ideas

- Kraft will only review submissions on a non-confidential, no obligation basis as set forth in the "Submission Agreement".
- Submitting your idea to Kraft does not restrict you from submitting it to other companies.
- Kraft will only evaluate ideas that are submitted under the terms of the Submission Agreement (and we must have the signed Submission Agreement before we can review any submitted idea).

Possible Compensation to You

- If Kraft is interested in using your idea and the idea is protected—or protectible—by a patent or copyright, we may negotiate with you for license rights. Your compensation will be determined as a part of those negotiations.
- If Kraft is interested in using your idea and it is not protected (or protectible) by a patent or copyright, but *is* new to Kraft and we adopt it, Kraft may, at its sole discretion, grant you a nominal award. In no case will that nominal award exceed \$5000.

Kraft's Process for Reviewing Submissions

1. Please read and acknowledge your acceptance of terms of the Submission Agreement by signing a hard copy of the Submission Agreement.
2. Complete the brief "Idea Submission Form", which provides information necessary for Kraft to do an initial evaluation of your idea.
3. Mail the signed Submission Agreement, Idea Submission Form and any additional documentation you feel is necessary to provide to Kraft, to Mary Kay Haben, SVP Open Innovation, Kraft Foods, Three Lakes Drive, Northfield, IL 60093
4. Once Kraft receives the signed Submission Agreement and Idea Submission Form, your idea will go to the appropriate Kraft person to assess our level of interest. If we need additional information, and you consider the additional information to be confidential, Kraft may enter into a written confidentiality agreement with you at that point to obtain it. (*We note that most of the time, non-confidential disclosures are sufficient for Kraft to determine its level of interest, so in the vast majority of situations, confidentiality agreements will not be necessary*).

5. Kraft will try to report back to you with the results of its evaluation in about six weeks, although some evaluations take longer. Under no circumstances will Kraft be obligated to reveal the details of its evaluation.
6. Personal interviews are not necessary in most cases, but if an interview becomes necessary, it will most likely take place at a Kraft corporate location in the New York, NY, Chicago, IL or Madison, WI areas.

SUBMISSION AGREEMENT

I have read Kraft's policy on submissions called *Submitting Ideas to Kraft Foods*, and understand its contents. I also understand that any submission (including all submitted supporting information and materials, collectively referred to as the "Idea") that I submit to Kraft is subject to the following terms and conditions:

1. I am submitting my Idea to Kraft on a non-confidential basis, and I agree that there will be no confidential relationship of any kind between Kraft and me unless we separately agree to that in writing.
2. Kraft is not obligated to keep secret any information that I submit under this agreement, and Kraft may retain all materials I submit.
3. I agree that the Idea I submit is protected *only* to the extent that it is now or later protected under copyright and/or patent laws.
4. Kraft has the unrestricted right to use and disclose any submitted materials.
5. Kraft is not obligated to adopt my Idea or to compensate me.
6. I am the sole originator/owner of this Idea and have all necessary rights to disclose it to Kraft.
7. I am a resident of the United States and at least 18 years old, or have obtained the signature of my parent or guardian below confirming his/her acceptance of this Submission Agreement on my behalf.
8. This Submission Agreement constitutes the entire agreement between Kraft and me pertaining to this Idea.
9. To be effective, any change to this Submission Agreement must be approved in writing by an officer of Kraft.
10. This Submission Agreement will be governed by the laws of the state of Illinois, U.S.A.

AGREED:

Signature

Date

Name (Please Print or Type)

Signature of Parent or Guardian (required if Submitter
is not at least 18 years old)

Date

Name (Please Print or Type)

Idea Submission Form

Submitter's Information

Your Name	
Company Name (If Applicable)	
Address	
Daytime Phone Number	
Email Address	

Your Idea

Provide a brief description of your idea or technical innovations. Please be sure to tell us its unique benefits and what may make it valuable to Kraft.	
What potential applications might the submitted idea or technical innovations have?	
Is it covered by a patent (provide patent number), or has a patent application been filed?	
Has the idea or technical innovation been commercialized? Where and by whom?	
Do you have any consumer research data supporting the idea or innovations? If so, please tell us about it.	