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Author must set a wholesale discount for his/her Work. This is the discount off of the retail price Author agrees to sell his/her Work to wholesalers and retailers. Currently, the range within which the Author may select is 25% to 55% off of the retail price, inclusive. Author understands that the standard industry "Trade Discount" (i.e., wholesale discount) is 55%. Author understands that if he/she sets a wholesale discount below 55%, his/her Work may be selected and offered by fewer wholesalers and retailers in Innovo's distribution network. Author understands and agrees that Innovo may change the wholesale discount range at any time to meet market demands, and that Author shall accept the new minimum wholesale discount if the new minimum is higher than Author's currently selected wholesale discount. Author's wholesale book price must be set greater than Innovo's manufacturing and fulfillment costs for Author's book.

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Innovo will create a professional, attractive book cover as part of this Agreement. Innovo will design the cover based on the book summary, back cover blurb, and other information supplied by Author. Authors who have graphics, images, or ideas they wish considered in the cover design, should submit them with the initial manuscript submission and payment. Innovo will make good faith efforts to consider Author's suggestions, materials, and ideas, but does not guarantee incorporating them into the final cover. Author understands that Innovo shall not create original graphics, images, drawings, or similar components; that cover colors as viewed on a computer screen may vary from actual printed colors; that printed cover colors will vary between print runs; and that Innovo will not refund fees due to color variations or book cover errors that were reviewed/signed off by Author.

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The Author and Innovo agree that the laws of the State of Tennessee shall govern this Agreement.

The undersigned hereby agrees to all terms and conditions of this Agreement.

(Author; Printed Name)

(Author; Signed Name)

(Date)

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