





A Message from our President and CEO

Dear Friend of Campbell,

Campbell Soup Company has a passion for innovation. We continually seek to improve the quality, convenience and value of our products. We are always interested in ideas for new products, packaging, marketing, and production technologies that will help us meet the needs of our consumers and customers better, faster and more completely.

At Campbell, we recognize that valuable ideas for innovation may come to us from many sources, both inside and outside the Company. Consumers, customers, suppliers, contractors, inventors and friends often have suggestions that they would like to share with us, and we welcome their interest in doing so.

In this booklet you will learn about a convenient method we have created to enable people who are not employed by Campbell to submit ideas for innovation to us. If you have an idea that you think may interest us, we hope you will submit it for our consideration.

Thank you for your interest – we look forward to hearing from you!

Douglas R. Conant
President and CEO

Idea Submission Guidelines

Campbell Soup Company welcomes ideas for innovation from its friends throughout the world. We appreciate your interest in Campbell and your desire to share your ideas and suggestions with us.

Campbell has skilled Research & Development and Marketing personnel who are dedicated to improving our products, packaging, marketing programs and production methods. We also work with outside sources to develop ideas for innovation. It is not surprising, therefore, that many of the ideas offered to us by people outside the Company are similar or identical to ideas we have generated internally or previously developed in cooperation with others. So before you submit your idea to Campbell, it is important that you understand the terms under which we will accept them. Our requirements are designed to safeguard both your interests and those of Campbell. We ask you to review the information in this booklet carefully, and submit your idea only if you are comfortable with our Terms and Conditions. If you believe your idea may be eligible for patent or other protection, we recommend that you consult with an attorney or other advisor before submitting it to Campbell.

Please note that we do not accept recipe ideas through this program. If you have recipe ideas, we encourage you to share them with other friends of Campbell at our Campbell's Kitchen Web site at www.campbellskitchen.com.

Campbell employees should not submit ideas through this program, but are encouraged to share their ideas for innovation through our new internal idea submissions programs.

Instructions

1. Please read the Terms and Conditions on page 4 and indicate whether you agree or do not agree with each of the numbered statements by placing an "x" in the appropriate boxes. Then check the final acknowledgement box at the end of the Terms and Conditions, and sign your name.
2. Please complete the Idea Submission Form on pages 5 and 6.
3. Mail the completed and signed Terms and Conditions and the completed and signed Idea Submission Form to:

Ideas for Innovation
Campbell Soup Company
One Campbell Place
Camden, NJ 08103-1799

Please do not send us any additional material at this time.

4. Upon our receipt of the completed and signed Terms and Conditions and the completed and signed Idea Submission Form, your idea will be forwarded to the appropriate Campbell representative for review. Please allow up to 3-6 months for us to reply to your submission. If we need additional information, we will contact you.

Terms and Conditions

Campbell will consider an idea only if it is submitted in accordance with the following Terms and Conditions. Please indicate that you accept each of the Terms and Conditions by checking the "I Agree" box after each paragraph, and by checking and signing the final acknowledgement paragraph.

1. I understand that Campbell does not want to accept, hold in confidence, or keep secret any information about an idea that I submit to it. I agree that no confidential relationship or obligation of secrecy is established between Campbell and me with respect to the idea I submit.

I agree I do not agree

2. Campbell shall have the right to use, retain, and license all information contained in this non-confidential idea submission, without limitation.

I agree I do not agree

3. I own all right, title and interest to the idea that I am submitting to Campbell, and no other person has an interest in the idea or any claim to it, or, in the alternative, I am authorized to submit this idea on behalf of the owner of the idea.

I agree I do not agree

4. I understand that by submitting my idea, I do not grant any rights to Campbell under any issued and valid patents that may exist now or that may be granted to me in the future. However, I understand and agree that Campbell's acceptance of my submission, any consideration it may pay to me, or its use of the idea submitted, shall not impair Campbell's rights to contest the validity or non-infringement of any patent claims or other intellectual property rights in my idea.

I agree I do not agree

5. If my idea is protected or potentially protectable by a valid and issued patent, any license or transfer of my rights, and compensation for my idea, if any, will be set forth as part of a separate written agreement between Campbell and me.

I agree I do not agree

6. If my idea is not protected or protectable by a valid and issued patent, but is original and novel to Campbell, and is adopted by Campbell, then Campbell, in its sole discretion, may award me an honorarium. The amount of the honorarium, if any, will be determined solely by Campbell, based on Campbell's reasonable judgment, but will in no event exceed \$5,000. I agree the receipt of such an honorarium shall be in full payment of any claim I may have against the Company related to the idea I am submitting.

I agree I do not agree

7. If Campbell decides that it would like additional information which I am only willing to disclose to Campbell on a confidential basis, Campbell will only accept the additional information if we have first signed a separate agreement clearly setting forth the scope of the material to be considered as confidential, the time period for any confidentiality obligations, and any other mutually agreeable terms and conditions.

I agree I do not agree

8. All prior negotiations and agreements are merged into and superseded by these Terms. These Terms cannot be modified or waived except in a writing that is signed by an authorized representative of Campbell.

I agree I do not agree

I acknowledge I have read, understand and accept the above Terms and Conditions upon which my submission is made.

Signature

Date

Name (Please Print)

Idea Submission Form

Please print.

The information supplied on this form is provided to Campbell on a NON-CONFIDENTIAL basis. Please provide only the information necessary to enable us to understand the nature of your idea and its potential application to the business or brands of Campbell Soup Company and its affiliates and subsidiaries.

Contact Information

Prefix (Circle one) Mr., Ms., Mrs., Miss, Dr.

Last Name _____

First Name _____

Middle Initial _____ Suffix _____

Company or Organization Name _____ Job Title / Occupation _____

Address 1 _____

Address 2 _____

Address 3 _____

City _____ State / Province _____

Country _____ Postal Code _____ Phone _____

E-Mail Address _____ Web Address _____

Are you a current vendor for Campbell Soup Company, or any of its affiliates or subsidiaries?

Yes

No

Idea Information

Idea Category
(select one)

New Products

Packaging

Ingredients

Business Processes

Sales Merchandising / Distribution

Advertising / Marketing / Promotions

Equipment / Technology Innovation

Environmental Sustainability

Idea Title _____

Idea Description

(Max. 250 words. Please attach a separate sheet of paper if more space is required.) _____

Intellectual Property Rights Information

1. Have you filed to register any rights in this idea (e.g., patents, copyrights, trademarks, design rights)?

Yes No

a. If yes, do you have a Serial No. or Registration No.?

Yes No Pending

b. If yes, enter Serial No. or Registration No. _____

2. Are you the full owner of these rights?

Yes No

a. If no, who are the other claimants? _____

3. Summarize the state of development of the idea (e.g., concept, prototype, commercialized).

4. Have you submitted this idea to any other person, company, or other entity?

Yes No

Signature

Date

Name (Please Print)