





## Welcome to Campbell's Ideas for Innovation!

Innovation is the lifeblood of the consumer packaged goods industry. Campbell Soup Company is always looking for inventors, scientists, entrepreneurs and businesses with whom to collaborate to enhance our operations and products. If you have an innovative ingredient, product, packaging, process or sustainability idea that we can help bring to life, we welcome the opportunity to work with you. Thank you for your interest.

We look forward to hearing from you.

Douglas R. Conant  
President and CEO

# About Ideas for Innovation

Campbell Soup Company is focused on bringing innovative products to market in the areas of: Simple Meals, Baked Snacks, and Healthy Beverages.

This site provides a convenient way for those who are not employed by Campbell Soup Company to submit ideas to us. If you have an innovative ingredient, product, packaging, process or sustainability idea, we would like to hear from you. Of course, we will also consider other innovations.

## External Technology Needs

### Ingredients

We are seeking new and innovative ingredients and/or ingredient technologies that improve the benefits of our products. Our focus areas include: flavor enhancement, food quality, and overall health and wellness with specific areas of interest in weight management, vegetable and grain nutrition, and heart health.

### Products

We are looking for new products that fit with our existing brands or would help us move into a new, but complementary space.

### Packaging

We are looking for new and innovative packaging, packaging design, or packaging technologies that enhance quality, ensure superior taste and improve convenience for shelf stable foods in order to create consumer appeal.

### Processes

We are seeking new and innovative thermal and baking process technologies that can help us improve efficiency or enhance the quality of our products.

### Sustainability

Sustainability is important to our Company and we welcome innovative processes, technologies, and packaging that will help us meet our goals of reducing our environmental footprint.

If you would like to share your feedback about our products, Company or Website, please visit our Feedback Forum at [www.campbellsoupcompany.com/Feedback](http://www.campbellsoupcompany.com/Feedback).

Please note that we do not accept recipe ideas through this program. If you would like to share your recipes and find cooking inspiration, please visit our Campbell's Kitchen Web site at [www.campbellskitchen.com](http://www.campbellskitchen.com).

## Instructions

1. Please read the Terms and Conditions on page 5 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 6 and 7.
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. Any additional information received will not be reviewed and will be destroyed.**

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, or is original and novel to Campbell, and is adopted by Campbell, 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 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

7. 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 Product       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)

## Frequently Asked Questions

Here you'll see a list of frequently asked questions about submitting ideas to Campbell Soup Company.

**Q: What types of ideas are you interested in?**

A: We are interested in new and innovative ingredient, product, packaging, process or sustainability ideas.

**Q: What happens to my idea after it is submitted?**

A: First we review your submission to ensure that it is complete and that it fits within the scope of Campbell's current business. If it does, it will be forwarded to the appropriate Campbell representative for review.

**Q: Once I submit my information, how long before I hear back from someone?**

A: The evaluation of submitted ideas can take up to 3-6 months.

**Q: How do I contact you to check on the status of my submission?**

A: We do not provide status updates for idea submissions during the review process. If any further information is needed, we will contact you.

**Q: Why can't you accept confidential information?**

A: To avoid misunderstandings and to follow Campbell procedures for handling confidential information, we do not accept confidential information during the initial phase of the process. If, after our preliminary review, we are interested in pursuing your idea further, we may propose a process that will permit us to receive information about your idea that you regard as confidential. This process may include signing a separate agreement 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.

**Q: If I am not comfortable submitting my idea over the Internet, is there another way I can do so?**

A: Yes. If you wish you can download a [printable version](#) (Adobe® Acrobat® required) of the Terms and Conditions and the Idea Submission Form, fill them out manually, and mail them to:

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

Alternatively, you may request copies of these forms by sending an e-mail to [ideasubmissions@campbellsoup.com](mailto:ideasubmissions@campbellsoup.com).

**Q: If I live outside the United States, can I submit ideas through Campbell's Ideas for Innovation Web site?**

A: We welcome submissions from people who live anywhere in the world.

**Q: Will I receive compensation for my submitted idea?**

A: As stated in the [Terms and Conditions](#), if your idea is protected or potentially protectable by a valid and issued patent, or is original and novel to Campbell, and is adopted by Campbell, any license or transfer of your rights, and compensation for your idea, if any, will be set forth as part of a separate written agreement between Campbell and you.

**Q: Should I have my idea patented before submitting it to you?**

A: Even if you believe that your idea may be eligible for patent protection, it is not necessary that you patent it before submitting it to us for review. However, we recommend that you consult with an attorney or other advisor before submitting it to Campbell.

**Q: If Campbell decides not to pursue my idea, will you tell me why?**

A: We do not provide the reasons for our decisions regarding ideas submitted for review.

**Q: What if I have additional questions about Campbell's idea submission process that were not addressed here?**

A: Please send any questions you may have about Campbell's idea submission process to [ideasubmissions@campbellsoup.com](mailto:ideasubmissions@campbellsoup.com). However, please do not submit your idea to this e-mail address. Any idea submissions received at this e-mail address will be immediately deleted.

**Q: Can I submit additional information such as photographs or drawings with my idea?**

A: No. Please do not submit any additional information. Any additional information received will not be reviewed and will be destroyed. If the reviewers need additional information, you will be contacted.