

Hytrans Systems trademark usage guidelines

These Trademark Usage Guidelines (the "**Guidelines**") set forth the guidelines for intended use by licensees, distributors, partners, customers and clients of Hytrans Systems B.V. ("**Hytrans**") and/or its affiliates (jointly: "**Hytrans**") and by other third parties, of the Hytrans trademarks, service marks, logos or trade names (collectively: "**Hytrans Trademarks**") in a way that Hytrans Systems can agree to such use.

These Guidelines provide **non-limitative examples** of permissible and impermissible use of the Hytrans Trademarks. Any specific guidelines regarding Hytrans Trademarks provided to licensees of Hytrans shall prevail over these Guidelines. Nothing in these Guidelines is construed to limit any rights of third parties to use of Hytrans Trademarks under applicable law.

If you have any questions about the Guidelines or (intended) trademark usage, please direct them to marketing@hytrans.com.

1. Permissible Uses of Hytrans Trademarks

The use of Hytrans Trademarks to refer to Hytrans products or services

For parties that legally sell or promote Hytrans products and/or services

You may generally use Hytrans Trademarks to refer to Hytrans products and services in promotional and sales materials. Please refer to the non-limitative overview of the proper use and presentation of Hytrans Trademarks under 2.

The use of Hytrans Trademarks to indicate a relationship to Hytrans products

You may indicate the relationship of your products and services to Hytrans products or services by using an accurate referential phrase in connection with your product or service, for example: "*for use with Hytrans equipment*" or "*compatible with Hytrans equipment*".

Provided that:

- the Hytrans Trademarks appear less prominent than your product or service name;
- the Hytrans Trademarks are not incorporated in your product or service name; and
- the referential phrase is accurate and complies with the requirements outlined in any license (or other) agreement with Hytrans.

The use of Hytrans trademarks in titles of publications, seminars or conferences

You may display or refer to Hytrans Trademarks in the titles or subject matter of books, magazines, periodicals, seminars, and conferences, subject to the following guidelines:

- The use of the Hytrans Trademarks is necessary because it is relevant to the subject matter of the publication, seminar, or conference;
- The use does not damage Hytrans' reputation or goodwill in its Hytrans Trademarks;
- Your name, logo, trademarks, or trade name is displayed more prominently than the Hytrans Trademarks on all of your printed materials in connection with the publication, seminar or conference;
- You conspicuously disclaim any and all sponsorship, affiliation, or endorsement by Hytrans, on all publications and/or printed material in connection with the publication, seminar, or conference in the following format: "[Title] is an independent [publication, seminar, or conference] with no affiliation to, nor authorized, sponsored or otherwise approved by Hytrans B.V."
- You must provide a trademark attribution notice in the credit section, providing notice that Hytrans B.V. is the owner of the Hytrans Trademarks. Please refer to "Proper usage of

Hytrans Trademarks" below.

2. Proper use of Hytrans Trademarks

Use Hytrans Trademarks As Adjectives

Trademarks are adjectives and should be followed by the generic term they modify, such as "unit" or "product". Never use a trademark as a noun, a verb, or in the possessive form.

Examples:

Correct: Hytrans features a large range of HydroSub units. *Incorrect:* Hytrans features a large range of HydroSubs.

No abbreviations or spelling alterations

Hytrans Trademarks should not be modified through abbreviations, incorporation into acronyms, spelling changes or improper capitalisation.

Examples: Product names: capitalised, without separation. Correct: HydroSub, AutoBoost, HoseLayerContainer, etc. *Incorrect:* HS, Hydro sub, autobost, Hose Layer Container, etc.
Application and category names (not being Hytrans Trademarks): capitalised, with a space. Correct: Flood Solutions, Foam Injection, Wildfire Control, Oil Spill Solutions, Hose Handling, etc. *Incorrect:* FloodSolutions, FoamInjection, wildfirecontrol, oilspill solutions, Hosehandling, etc.

Proper attribution statements

All marketing collateral, advertisements, product packaging, web pages, manuals, and studies that include Hytrans Trademarks also must include the proper trademark attribution statement crediting ownership of the Hytrans Trademarks to Hytrans B.V. Typically, the attribution statement is displayed at the end of the material, in the footer of the document, or on the back of the package.

The correct **trademark attribution statement** is: *"Hytrans, the Hytrans Logo, the Checkmark Logo and [if applicable, you may add any other trademarks that are referred to or displayed in the document] [is/are] trademark[s] of Hytrans B.V. or its affiliates in the Netherlands and other countries. Other names may be trademarks of their respective owners."*

Example: In materials displaying a Hytrans logo and referring to HFS, HydroSub and PowerSub, the correct trademark attribution statement is:

"Hytrans, the Hytrans Logo, HFS, HydroSub and PowerSub are trademarks of Hytrans B.V. or its affiliates in the Netherlands and other countries. Other names may be trademarks of their respective owners."

The use of Hytrans as a trade and/or company name

"Hytrans" functions not only as a trademark and service mark identifying goods and services offered by Hytrans B.V., but also as a trade name or company name of Hytrans B.V. When used as a trade name, "Hytrans" should not be followed by a trademark symbol. Within documents, the **first reference** to the trade or company name should be "Hytrans B.V.". "Hytrans" can be used for subsequent references.

The use of Hytrans Logos

You may only use any Hytrans logo when you have an **agreement** with Hytrans, or with **express written consent** from Hytrans authorising such use or when you are authorised under the applicable law. If you are authorised to use a Hytrans logo, the use must comply with these additional guidelines (or the usage guidelines outlined in your license agreement, if those guidelines differ), unless the applicable law rules differently:

- **Only use the approved master artwork and maintain legibility.** Do not alter the appearance of the logo in any way, for example, by adding your own design elements, colours or fonts. Do not reproduce the logo in a manner that alters the quality and readability of the logo.
- **Allow for a minimum clear space around the Hytrans logo.** Do not violate the clear space with any graphic elements, words or charts.
- **Maintain legibility.** Do not reproduce the logo in a manner that alters the quality and readability of the logo.

3. Impermissible Uses of Hytrans Trademarks

You may not use Hytrans Trademarks or other Hytrans intellectual property in a manner that may create confusion as to Hytrans's sponsorship, affiliation or endorsement with your product or service, or diminish or otherwise damage the reputation or goodwill of Hytrans. Examples include, but are not limited to:

- The use or registration of Hytrans trademarks as one's own.
- The use of Hytrans trademarks in false or misleading advertising.
- The use of Hytrans trademarks in objectionable material.
- The use of Hytrans trademarks to disparage Hytrans.

4. Misuse Of Hytrans Trademarks By Others

If you learn of any uses of any logos, icons, or images that are identical or confusingly similar to the Hytrans Trademarks or other Hytrans intellectual property, please notify Hytrans by sending an e-mail to marketing@hytrans.com. Similarly, if you become aware of any violating use of a Hytrans Trademark, please notify us at info@hytrans.com. If possible, please provide a copy of the article or other medium in which the violation appeared.