

BRAND USAGE POLICY

These rules ("Rules") apply to any party (e.g., a partner, a client or any other party) wishing to use Propine's trademarks, service marks, logos, word marks, graphics and similar intellectual property (the "Propine Brand Assets") in promotional, advertising, instructional or reference materials, on websites, or in connection with the products or services.

By using or reproducing a Propine Brand Asset you are agreeing to abide by these Rules which form a binding agreement between you and Propine. If you are using a Propine Brand on behalf of a legal entity such as your employer, you represent that you have the authority to bind such entity, and the terms "you" or "your" shall include such entity. If you do not agree to these Rules, you are not authorized to use Propine Brand Assets. The Rules are intended to promote consistent use of the Propine brand. This makes it easier for people to instantly recognize references to Propine and related products and prevents market confusion. The Rules are also intended to protect the Propine Brand Assets, which are valuable assets of the company (Propine).

Propine dedicates substantial resources to the development and protection of its intellectual property. In addition to seeking registration of its trademarks and logos around the world, Propine enforces its rights against people and companies that misuse its trademarks and other Propine Brand Assets. In following these Rules, you help Propine protect its valuable trademark rights from dilution and disparagement while also strengthening the Propine brand identities. You acknowledge that Propine is the sole and exclusive owner of all Propine Brand Assets and derivatives thereof and that all goodwill derived from using any Propine Brand Asset inures exclusively to the benefit of Propine. You promise that you will not interfere with Propine's rights in the Propine Brand Assets, including by challenging Propine's use, registration, or application to register any Propine Brand Asset or by registering any Propine Brand Asset yourself anywhere in the world. Usage Rights Except for the limited right to use Propine Brand Assets expressly permitted under these Rules, no other rights of any kind are granted hereunder, by implication or otherwise. You agree that you will not harm, misuse, or bring into disrepute any Propine Brand Asset, including by using any Propine Brand Asset in connection with any unlawful, scandalous or fraudulent activities. You agree to use Propine Brand Assets in compliance with all applicable laws, rules and regulatory regimes.

Propine Logos: Only Propine and its authorized licensees or partners may use Propine logos, word marks, and graphic symbols (including the Propine mark) in advertising, promotional and sales materials. If you are authorized to use Propine logos in your agreement with Propine then you must use the Propine logos only as specified in your agreement (and any associated usage terms) and such use must always include appropriate terms that define the relationship authorized by your agreement (e.g., integrator, service provider, licensee, etc.). You should not use Propine logos, marks and images you may have found elsewhere on the web.

Compatibility and Referential Use: If you are using Propine products and services you may use Propine word marks in a referential manner on your website or in printed or electronic promotional/advertising materials to accurately describe that your product or service is compatible with or utilizes the referenced Propine product or service (including Propine technology).

Any such use must comply with the following requirements:

- (a) The Propine word mark is not part of the name of your Brand, product or service.
- (b) The Propine word mark appears less prominent than the name of your product or service.
- (c) The reference to Propine does not create a sense of endorsement, sponsorship, or false association with Propine or Propine products or services.
- (g) Your use does not show Propine or its products or services in a false or derogatory light.

Events and Publications: You may use a Propine word mark in connection with events, seminars, conferences and articles (and related promotional materials) in a referential manner provided that you comply with the following requirements:

- (a) Your use of a Propine word mark in any title is less prominent than the rest of the title.
- (b) Your use reflects favorably on both Propine and Propine products and services.
- (c) Your name and logo appear more prominently than the Propine word mark on all printed and electronic materials advertising or marketing the article or event. To be clear, you may not present Propine Brand Assets in a way that makes them the most distinctive or prominent feature of what you're creating.
- (d) Propine logos may not be included without Propine's express written permission.
- (e) A disclaimer of sponsorship, affiliation or endorsement by Propine, similar to the following, is included on the publication and all related marketing materials: "This [SITE, POST, BLOG, ARTICLE, EVENT, ETC.] is independent of Propine and has not been authorized, endorsed, sponsored or otherwise approved by Propine or its affiliates."
- (f) A trademark attribution notice is included in a credit section giving notice of Propine's ownership of its trademarks.