

## GUIDELINES FOR USING SURETYPRO TRADEMARKS AND COPYRIGHTS

These guidelines are for SuretyPRO Customers and other parties wishing to use SuretyPRO's trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their web sites, products, labels, or packaging. Use of the SuretyPRO Logo/Mark for commercial purposes without the prior written consent of SuretyPRO may constitute trademark infringement and unfair competition in violation of federal and state laws. Use of SuretyPRO trademarks may be prohibited, unless expressly authorized.

If you are a Customer of SuretyPRO and have been provided with special trademark usage guidelines with your Customer/User Agreement, please follow those guidelines. If your Customer/User Agreement does not provide usage guidelines, then follow these guidelines.

SuretyPRO's trademarks, service marks, trade names, and trade dress are valuable assets. In following these guidelines, you help us protect our valuable trademark rights and strengthen our company and brand identities. By using a SuretyPRO trademark, in whole or in part, you are acknowledging that SuretyPRO is the sole owner of the trademark and promising that you will not interfere with SuretyPRO's rights in the trademark, including challenging SuretyPRO's use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any SuretyPRO trademark. The goodwill derived from using any part of a SuretyPRO trademark exclusively inures to the benefit of and belongs to SuretyPRO. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any questions regarding these guidelines, please talk to your SuretyPRO representative.

### 1. AUTHORIZED USE OF SURETYPRO TRADEMARKS

#### 1.1 Advertising, Promotional, and Sales Materials

Only SuretyPRO and its authorized Customers or Users may use the SuretyPRO Logo/Mark in advertising, promotional, and sales materials. Such authorized parties may use the SuretyPRO Logo only as specified in their User/Service agreement with SuretyPRO and any associated Guidelines and such use must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with SuretyPRO.

#### 1.2 Compatibility

Developers may use SuretyPRO or the SuretyPRO Logo/Mark in a referential phrase on packaging or promotional/advertising materials to describe that the third party product is compatible with the referenced SuretyPRO product or technology, provided they comply with the following requirements.

#### 1.3 Publications, Seminars, and Conferences

You may use an SuretyPRO word mark in connection with book titles, magazines, periodicals, seminars, or conferences provided you comply with the following requirements:

- a) The use is referential and less prominent than the rest of the title. Acceptable:
  - i. “XYZ CONFERENCE for SuretyPRO Software Users.”
- b) The use reflects favorably on both SuretyPRO and SuretyPRO products or technology.
- c) Your name and logo appear more prominent than the SuretyPRO word mark on all printed materials related to the publication, seminar or conference.
- d) The SuretyPRO logo or any other SuretyPRO-owned graphic symbol, logo, icon or image does not appear on or in the publication or on any materials related to the publication, seminar, or conference without express written permission from SuretyPRO.
- e) A disclaimer of sponsorship, affiliation, or endorsement by SuretyPRO, similar to the following, is included on the publication and on all related printed materials:
  - i. “(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by SuretyPRO, LLC.”
- f) A trademark attribution notice is included in the credit section giving notice of SuretyPRO’s ownership of its trademark(s). Please refer to the section below titled “Proper Trademark Notice and Attribution.”

#### 1.4 Web Sites

Web sites that serve only as noncommercial electronic informational forums concerning a SuretyPRO product or technology may use the appropriate SuretyPRO word mark, provided such use complies with the guidelines set forth in Section 3 above.

## 2. UNAUTHORIZED USE OF SURETYPRO TRADEMARKS

### 2.1 Company, Product, or Service Name

You may not use or register, in whole or in part, SuretyPRO or any other SuretyPRO trademark, including SuretyPRO-owned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, or service name except as specifically noted in these guidelines.

### 2.2 SuretyPRO Logo and SuretyPRO-owned Graphic Symbols

You may not use the SuretyPRO Logo or any other SuretyPRO owned graphic symbol, logo, or icon on or in connection with web sites, products, packaging, manuals, promotional/advertising materials, or for any other purpose except pursuant to an express written trademark license from SuretyPRO, such as a reseller agreement or other applicable written agreement.

### 2.3 Variations, Takeoffs or Abbreviations

You may not use variation of the SuretyPRO logo for any purpose. Third parties cannot use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of an SuretyPRO trademark for any purpose.

#### 2.4 Disparaging Manner

You may not use an SuretyPRO trademark or any other SuretyPRO-owned graphic symbol, logo, or icon in a disparaging manner.

#### 2.5 Endorsement or Sponsorship

You may not use SuretyPRO or any other SuretyPRO trademark, including SuretyPRO-owned graphic symbols/logos, or icons, in a manner that would imply SuretyPRO's affiliation with or endorsement, sponsorship, or support of a third party product or service.

#### 2.6 Merchandise Items

You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing SuretyPRO, or any other SuretyPRO trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from SuretyPRO.

#### 2.7 SuretyPRO's Trade Dress

You may not imitate the distinctive SuretyPRO packaging, web site design, logos, or typefaces.

#### 2.8 Slogans and Taglines

You may not use or imitate a SuretyPRO slogan or tagline.

#### 2.9 Domain Names

You may not use an identical or virtually identical SuretyPRO trademark as a second level domain name. Not acceptable: "SuretyPROspecialists.com" "systemSuretyPRO.com" "SuretyPROelite.com" "SuretyPROmart.com".

### 3. RULES FOR PROPER USE OF SURETYPRO TRADEMARKS

Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service.

As adjectives, trademarks may not be used in the plural or possessive form.

Correct: I bought two SuretyPRO subscriptions.

Not Correct: I bought two SuretyPROs.

An appropriate generic term must appear after the trademark the first time it appears in a printed piece, and as often as is reasonable after that. For a list of suggested generic terms see the SuretyPRO Trademark List.

Always spell and capitalize SuretyPRO's trademarks exactly as they are shown in the SuretyPRO Trademark List.

Do not shorten or abbreviate SuretyPRO product names. Do not make up names that contain SuretyPRO trademarks.

#### 4. PROPER TRADEMARK NOTICE AND ATTRIBUTION

##### 4.1 Distribution Within the United States Only

- a) On product, product documentation, or other product communications that will be distributed only in the United States, use the appropriate trademark symbol (TM, SM, ®) the first time the SuretyPRO trademark appears in the text of the advertisement, brochure, or other material.
- b) Refer to the SuretyPRO Trademark List for the correct trademark symbol, spelling of the trademark, and generic term to use with the trademark. Generally, the symbol appears at the right shoulder of the trademark (except the SuretyPRO Logo, where the logo appears at the right foot).
- c) Include an attribution of SuretyPRO's ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication.

Following are the correct formats:

\_\_\_\_\_ and \_\_\_\_\_ are registered trademarks of SuretyPRO, LLC.

\_\_\_\_\_ and \_\_\_\_\_ are trademarks of SuretyPRO, LLC.

##### 4.2 Distribution Outside the United States

Do not use trademark symbols on products, product documentation, or other product communications that will be distributed outside the United States.

#### 5. DEPICTIONS OF SURETYPRO PRODUCTS

##### 5.1 Endorsement or Sponsorship

SuretyPRO does not support the use of its logos, company name, product names, or images of SuretyPRO products by other parties in marketing, promotional or advertising materials, without the written authorization from SuretyPRO, as their use may create the perception that SuretyPRO endorses or sponsors the product, service or promotion.