

## Trademark Use Guidelines

These guidelines are for FineTouch Laboratories, Inc. (“Finetouch”) licensees, authorized resellers, and other parties wishing to use FineTouch’s trademarks or images in promotional, advertising, instructional, or reference materials, or on their web sites, products, labels, or packaging.

Use of the FineTouch brands for commercial purposes without the prior written consent of FineTouch may constitute trademark infringement and unfair competition in violation of federal, state laws, and other local laws. Use of FineTouch trademarks may be prohibited, unless expressly authorized.

If you are a licensee of a FineTouch trademark or logo and have been provided with special trademark usage guidelines with your license agreement, please follow those guidelines. If your license agreement does not provide usage guidelines, then follow these guidelines.

FineTouch brands are some of our most valuable assets. They distinguish FineTouch products from those of FineTouch’s competitors and they signify to the public the high quality of those products. To maintain and protect these assets it is important that we use FineTouch trademarks properly.

### Authorized Use

**Advertising, Promotional, and Sales Materials:** Only FineTouch and its authorized distributors, resellers, and licensees may use the FineTouch trademarks in advertising, promotional, and sales materials. Such authorized parties may use the FineTouch trademarks only as specified in their agreement with FineTouch and such use must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with FineTouch. For example: Authorized Distributor.

**Publications, Seminars, and Conferences:** You may use a FineTouch 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: XYZ CONFERENCE for Dr.UGro Resellers.
- b. The use reflects favorably on both FineTouch and FineTouch products.
- c. Your name and logo appear more prominent than the FineTouch word mark on all printed materials related to the publication, seminar or conference.
- d. A disclaimer of sponsorship, affiliation, or endorsement by FineTouch, similar to the following, is included on the publication and on all related printed materials: “(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by FineTouch Laboratories, Inc.”
- f. A trademark attribution notice is included in the credit section giving notice of FineTouch’s ownership of its trademark(s). Please refer to the section below titled “Proper Trademark Notice and Attribution.”

**Web Sites:** Web sites that serve only as noncommercial electronic informational forums concerning a FineTouch product may use the appropriate FineTouch word mark, provided such use complies with the guidelines set forth herein.

### Unauthorized Use

1. Company, Product, or Service Name: You may not use or register, in whole or in part Dr.UGro, UGro, Gashee, or any other FineTouch trademark, including FineTouch-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. FineTouch Graphic Symbols: You may not use the Dr.UGro symbols or logos or any other FineTouch-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 FineTouch, such as a distribution agreement.

3. Variations, Takeoffs or Abbreviations: You may not use an image of a leaf or other variation of the FineTouch logos for any purpose. Third parties cannot use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of an FineTouch trademark for any purpose. For example:

Not acceptable: Dr.UCream GroCream Gro Store UGro Seller

4. Disparaging Manner: You may not use an FineTouch trademark, symbol, logo, or icon in a disparaging manner.

5. Endorsement or Sponsorship: You may not use a FineTouch trademark, symbol, or logo in a manner that would imply FineTouch's affiliation with or endorsement, sponsorship, or support of a third party product or service.

6. Merchandise Items: You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing a FineTouch trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from FineTouch.

7. FineTouch's Trade Dress: You may not imitate the distinctive FineTouch packaging, web site design, logos, or typefaces.

8. Domain Names: You may not use an identical or virtually identical FineTouch trademark as a second level domain name.

Not acceptable: "UgroStore.com" "UgroCream.com"

### **Guidelines for Proper Use**

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

- Correct: Dr.UGro pomade is popular.
- Incorrect: Dr.UGro is popular.

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

3. Always spell and capitalize FineTouch's trademarks exactly as they are shown. Do not shorten or abbreviate FineTouch's product names. Do not make up names that contain FineTouch trademarks.

**Use Proper Trademark Notice Symbols.** Proper trademark notice symbols should be used with FineTouch's trademarks.

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

2. Use one of the following international credit notices:

\_\_\_\_\_ is a trademark of FineTouch Laboratories, Inc., registered in the U.S. and other countries.

\_\_\_\_\_ is a trademark of FineTouch Laboratories, Inc.