

Solatube International Trademark Usage Guidelines

Introduction

The trademarks of Solatube International are used worldwide to signify the Solatube International products and services. The trademarks of Solatube International – which have been carefully built through proper and continuous use - are extremely valuable because they represent the standards of excellence and consistent quality associated with Solatube International's products. Adherence to the following usage guidelines will help to maintain the integrity of our trademarks and preserve their value.

What is a trademark?

A trademark is a word, name, symbol, device, design or phrase adopted and used by Solatube International to identify its goods and services and to distinguish them from the goods and services of others. Trademarks, otherwise known as brands, are usually marked with either a ™ or an ® symbol (a ™ designates an unregistered trademark and an ® designates a registered trademark). View the Solatube International Product Brand Lists. While these lists generally refer to trademarks used in the United States, some trademarks may also be used and registered internationally.

Referential Trademark usage

You may use Solatube International's trademarks to refer to original products (or services) of Solatube International in marketing and promotional literature, print materials and other media provided that:

- You adhere to these trademark usage guidelines and/or other instructions from Solatube International;
- You do not disparage Solatube International, its associates, or Solatube International's products and services;
- You do not imply a relationship or association with Solatube International that does not exist;
- You use appropriate notice on all trademarks and a footnote indicating that the trademark(s) is owned by Solatube International Inc.

General Trademark Usage Guidelines

- **Use appropriate markings.** Always designate the trademark with the appropriate ™ or ® symbol. Also, the first usage or most prominent usage of a Solatube International product name should be preceded by the Solatube master brand in the same type size, font and color and used on the same line

Correct: Solatube Brighten Up® Series Daylighting System

- **Use Solatube International’s trademarks as adjectives.** A trademark is an adjective that modifies a noun. Always use Solatube International trademarks as adjectives that describe the generic product.

Incorrect: ‘A Solatube’ or ‘What is a Solatube’ or ‘You can buy two Solatubes for (...)’

Correct: ‘Solatube® Daylighting System’ or ‘Solatube® Skylight’

- **Attribute ownership of Solatube trademarks to Solatube International.** When you refer to a Solatube trademark, please include a notice of trademark attribution where appropriate on all labeling, print collateral or other media:

Correct: Solatube and Sun Logo are trademarks of Solatube International Inc.

- **Logos.** You may not use any Solatube International logos without a trademark license from Solatube International or Solatube Global Marketing Inc.. All usage of trademark logos shall be pursuant to these guidelines and any other guidelines applicable to that particular logo. Please contact the respective contact below if you are interested in a license to use Solatube International’s logo or you require further guidance on proper trademark usage.
- **Form.** It is important to always adhere to the exact form of the trademarks and not to make alterations of any kind to the trademarks or use clever play on words with the trademarks.

Incorrect: Solartube, Solatubes

Correct: Solatube®

- **Capitalization.** Always use capitalization to identify our trademarks from other words (the first letter or all letters: ‘Solatube®’ or ‘SOLATUBE®’).

Unauthorized Trademark Usage

Parties that have obtained express permission from us to use our trademarks shall:

- Not use the Solatube International trademarks in a generic way: e.g. a) to denote products or services not originating from Solatube International; b) as a noun (standing alone); c) as a verb; or d) in the plural.
- Not use or register the Solatube International trademarks, including logos, symbols, icons, or any potentially confusing variation thereof as part of their company name, trade name, product name, service name, or domain name.
- Not place their own company name, trademarks, service marks, or product names next to (or combine them with) a Solatube International trademark.
- Not use the Solatube International trademarks as an Adword or metatag without Solatube International’s prior written approval.
- Not use a imitation, variation, phonetic equivalent or abbreviation of the Solatube International trademarks.

If you have any questions regarding these guidelines, please contact the following Solatube International representatives:

For Europe, Latin America & The Middle East

Attn: Dana K. Carlson; Marketing Manager, Solatube Global Marketing Inc.

Phone: +1 760 597 1111