

GUIDELINES FOR USING GS1 US CERTIFICATE LOGOS

These guidelines are for GS1 US Solution Partner licensees, wishing to use GS1 US' trademarks, service marks or images on their websites or business cards. Use of the GS1 US logos for commercial purposes without the prior written consent of GS1 US may constitute trademark infringement and unfair competition in violation of federal and state laws. Use of GS1 US trademarks may be prohibited, unless expressly authorized.

GS1 US' 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 corporate and brand identities. By using a GS1 US trademark, in whole or in part, you are acknowledging that GS1 US is the sole owner of the trademark and promising that you will not interfere with GS1 US' rights in the trademark, including challenging GS1 US' 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, or misuse, any GS1 US trademark. The goodwill derived from using any part of a GS1 US trademark exclusively inures to the benefit of and belongs to GS1 US. 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.

Authorized Use of GS1 US Trademarks

Materials: Only GS1 US Certificate Professionals may use the GS1 US Logo in marketing materials. Such authorized parties may use the GS1 US Logo only as specified in their Agreement with GS1 US 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 GS1 US.

UNAUTHORIZED USE OF GS1 US TRADEMARKS

- 1. COMPANY, PRODUCT, OR SERVICE NAME: You may not use or register, in whole or in part, GS1 US owned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, or service name.
- **2. DISPARAGING MANNER:** You may not use a GS1 US trademark or any other GS1 US-owned graphic symbol, logo, or icon in a disparaging manner.
- **3. ENDORSEMENT OR SPONSORSHIP:** You may not use any GS1 US trademark, in a manner that would imply GS1 US ' affiliation with or endorsement, sponsorship, or support of a third party product or service.