

# BioThane Coated Webbing Corp.

## Trademark Usage Policy

BioThane Coated Webbing Corp. (hereafter the “Company,” “we,” “us” or “our”) owns numerous trademarks. These include, but are not limited to:



BIOTHANE

BETA  
GRIAMOND  
GRANITE

DIAMOND  
BIOSAFE  
EDGEGUARD

We use our trademarks to inform customers and the public that we are the source of products and services. The presence of one of our trademarks indicates a genuine product from us. Accordingly, they constitute valuable assets of our business that must be protected. Misuse of our trademarks harms the Company because our reputation can suffer from unauthorized use. Misuse also harms the public because customers looking for our genuine products might be confused into buying a different product thinking it came from us.

This document addresses uses of our trademarks that are and are not permitted in the following common situations. We may impose further requirements or limitations on the use of Company marks on a case-by-case basis.

### **Finished Goods Made with Company Materials**

1. Manufacturers of goods made with genuine company materials may apply Company trademarks to such goods or their packaging by using tags we supply for this specific purpose. Examples of these tags can be seen in Exhibit A to this Policy.

2. If a manufacturer of goods made with our genuine products wishes to apply one of our marks to goods or their packaging other than by using the tags we supply for this purpose, it may not do so without our prior written authorization for such use.

3. Except for the situations set forth in 1 and 2, above, no one is allowed to apply any of our trademarks to any products or product packaging, even if such products were made using our genuine products.

4. Use, distribution and resale of our genuine products as we supplied them and with our mark applied as we applied it is permitted. No one is allowed re-apply one of our trademarks to one of our products (e.g. to replace a faded, removed or mutilated trademark).

### **Printed Materials Referencing Company Products**

1. Use of our trademarks in product-data sheets and in marketing materials to factually inform consumers that products were made using genuine BioThane<sup>®</sup> webbing is permitted provided that:

the ® symbol is used in conjunction with our trademark (BioThane<sup>®</sup> for example); and

our products are referred to as BioThane<sup>®</sup> webbing, BioThane<sup>®</sup> coated webbing, BioThane<sup>®</sup> material, Beta<sup>®</sup> material, etc., and not simply as “BioThane” or “Beta;” and

The B and T need to be capitalized in BioThane<sup>®</sup>.

2. No one is allowed to prepare or distribute any promotional or marketing materials or data sheets that prominently display(s) any of our trademarks in a manner that suggests that our trademark indicates the source of the final product. Rather, a statement such as “Made using...” or “Made with...” must be used, using text no more prominent in size, color or stylization than other general text on the page.

### **Use of Company Trademarks on the Internet**

#### Website Content

1. Use of our trademarks in website content to factually inform consumers that products were made using genuine BioThane<sup>®</sup> webbing is permitted provided that:

the ® symbol is used in conjunction with our trademark (BioThane<sup>®</sup> for example); and

our products are referred to as BioThane<sup>®</sup> webbing, BioThane<sup>®</sup> coated webbing, BioThane<sup>®</sup> material, etc., and not simply as “BioThane.”

2. No one is allowed to use or display on any webpage any of our trademarks in a manner that suggests that our trademark indicates the source of the final product made using one of our products. Rather, a

statement such as “Made using...” or “Made with...” must be used, using text no more prominent in size, color or stylization than other general text on the page.

#### Domain Names and Social Media Accounts

3. No one is allowed to adopt, register or use any Internet domain name that resembles or includes any of our trademarks, except with prior written authorization from the Company; even if the intended website is for the sale or resale of our genuine products, or of products made using our genuine products.

4. No one is allowed to adopt, register or use any public user name, account name or handle on any social media website (e.g., Facebook, Twitter, Pinterest, etc.), that resembles or includes any of our trademarks, except with prior written authorization from the Company; even if the account or pages on which the name is intended to be used is for the sale or resale of our genuine products, or of products made using our genuine products.

Your cooperation and compliance with this policy is highly appreciated, and is necessary to protect the integrity of our trademarks. If you have any questions about whether a proposed usage of one of our trademarks would be permitted, please ask us!

EXHIBIT A

Examples of Company-Supplied Tags

