

## **E3 Company, LLC Trademark Policy and Usage Guidelines**

These Trademark Policy and Usage Guidelines (“Guidelines”) set forth the rules established by E3 Company, LLC, a Pennsylvania limited liability company (“E3 Company”), for using E3 Company’s brands, trademarks, product and service names, logos and slogans (collectively, the “E3 Company Trademarks”). They apply to all E3 Company subsidiaries and affiliates worldwide and to various business partners of E3 Company who may be authorized by E3 Company to use any of the E3 Company Trademarks in connection with their activities on behalf of E3 Company. E3 Company reserves the right to modify these Guidelines as it deems necessary or appropriate, including by written agreement or license with third parties.

### **I. E3 Company Trademark Policy**

The E3 Company Trademarks include but not limited to Safety RAT™, Safety BAT™, RAPTR™ and all other subsequent trademarks used and/or registered by the Company in the future. E3 Company has the exclusive rights to use the E3 Company Trademarks in connection with its products and services. E3 Company will vigorously enforce its trademark rights against any third party that infringes on its trademarks, and no third party has authority to use any of the E3 Company Trademarks without the express written consent of E3 Company. Unless approved in writing by E3 Company, you may not use the E3 Company Trademarks or any confusingly similar mark as a trademark for your product, or use the E3 Company Trademarks in any manner that is likely to confuse the public about the origin of products, services, materials or programs.

### **II. Rules of Proper Trademark Use**

#### **A. E3 Company Trademarks Should be Used as Adjectives and Never as Nouns**

Every E3 Company Trademark should be followed by an appropriate noun consisting of the E3 Company product or service that is branded with the mark. E3 Company Trademarks are adjectives and may not be used as nouns. The E3 Company Trademark should be used as an adjective describing a product or service of E3 Company.

#### **B. Use of Name of E3 Company**

The E3 Company name is not only a trademark used to identify our products and services, it also serves as our company name. When using the E3 Company name as a reference to the company, “E3 Company” may be used as a noun and no TM symbol is needed. For example, the sentence: “E3 Company announced a new line of products” would be an appropriate use.

#### **C. Use Proper Trademark Attribution – Symbols and Legends**

Trademark ownership is attributed in two ways, with the use of a trademark symbol (TM, tm, SM or ®) after the trademark, and with a trademark legend, usually found at the end of a document in legible text following the copyright notice. Assuming your company has the right to use an E3 Company Trademark, it should always be accompanied by a proper trademark symbol or legend.

#### **D. Use of E3 Company Logos**

Even when accurately describing a relationship with E3 Company or support of its products or services of E3 Company, third parties should not assume that they have the right to use any E3 Company logo except as specifically provided by a license or other written agreement with E3 Company.

a. Trademark Symbols

Assuming you are permitted to use an E3 Company Trademark, please make sure to attribute the mark with the proper symbol. Always use the ® symbol with the E3 Company logo. For all other E3 Company Trademarks, do not use the ® symbol, but instead use correct symbol for products. The symbol should be placed immediately after the trademark, either in superscript or in parenthetical form, such as: TM, tm, SM, sm, etc. Trademark symbols should be used on E3 Company Trademarks as follows:

- On products, product labels and packaging, use an appropriate symbol in each prominent use of the trademark.
- In every other context, use an appropriate symbol in both the first prominent use of the trademark (in headlines, banners, etc.) and in the first use in the text body copy.
- Always use the appropriate symbol incorporated into any of E3 Company’s logos.

b. Trademark Legends

The trademark legend is the legal text that identifies E3 Company’s Trademarks. The legend should be printed in legible type in a location typically used for copyright and other legal notices. Unless you have an agreement with E3 Company indicating otherwise, use the standard E3 Company legend in any material referencing more than one E3 Company Trademark.

E. Referential Use of E3 Company Trademarks

The table below provides examples of acceptable and unacceptable uses of E3 Company Trademarks to refer to your product or service. This list is merely for your guidance, and should not be considered to be an all-inclusive list.

Acceptable	Unacceptable
[Your product/Service Name] for use with [INSERT E3 COMPANY TRADEMARK – e.g., Safety BAT]	[INSERT E3 COMPANY TRADEMARK™] [Your product name/Service Name]

### **III. Additional Information**

#### **A. Use of E3 Company Trademarks Must be Approved and Authorized by E3 Company**

E3 Company business partners, licensees and other third parties may only use E3 Company Trademarks in a manner that has been approved and authorized by E3 Company in writing by an authorized representative of E3 Company. In addition to the other provisions set forth in these Guidelines, third parties must comply with the terms of any written agreement between them and the E3 Company Trademark Use Policy available at [www.e3team.com/legal](http://www.e3team.com/legal).

#### **B. Promptly Report Suspected Infringements**

Please report any infringement of E3 Company Trademarks to [inquiries@e3team.com](mailto:inquiries@e3team.com). Please provide as much detail as possible regarding the identity of the possible infringer as well as the suspected infringing use.

#### **C. Requests and Contact Information**

Any requests to use E3 Company Trademarks, or questions regarding the E3 Company Trademarks or these Guidelines, should be directed to [inquiries@e3team.com](mailto:inquiries@e3team.com) or in writing to:

E3 Company LLC  
ATTN: Legal Inquiry  
183 Old Post Oak Road  
Kilgore, TX 75662

#### **D. Disclaimer and Acknowledgement**

If permission to use the E3 Company Trademarks is granted, all uses of E3 Company Trademarks should be coupled with the following disclaimer, as well as an acknowledgement of E3 Company's trademark rights. The disclaimer and acknowledgement should appear with your company's standard notices and disclaimers, and must appear conspicuously on your company's materials: "This material is not sponsored by, endorsed by or affiliated with E3 Company. Safety BAT<sup>™</sup>, Safety RAT<sup>™</sup>, RAPTR<sup>™</sup> and the company logo of E3 Company are registered trademarks or trademarks of E3 Company and/or its affiliates in the United States." Third parties may not state or suggest that they have, or are claiming, rights in any of the E3 Company Trademarks.