

# APPSFREEDOM

## TRADEMARK GUIDELINES

The trademarks, service marks and branding of appsFreedom, Inc. are its valuable and important corporate assets. The proper use of marks and branding elements is essential for their continued protection, value and usefulness.

The following important rules of trademark use apply to all materials, written or electronic, that use appsFreedom's trademarks, service marks and branding elements. Only persons authorized by appsFreedom may use its trademarks, service marks and branding elements.

### **Use the Proper Form of the Mark**

When using the mark, always use it in its proper form and spelling. Do not deviate from the established spelling, including appropriate spaces, hyphens or other punctuation. Do not combine the mark with other marks or words. Do not deviate from any formats, proportions, colors, elements or in any other respect.

### **Use the Proper Trademark Symbol**

All use of trademarks must include the appropriate registered or common law service mark symbol in the following form, as appropriate: for unregistered marks, use **™**; or if the applicable mark has been registered in the jurisdiction where you are using the mark, use **®**.

### **Use a Mark Legend**

At the end of all printed and electronic materials that contain the marks of appsFreedom, the following legend must appear:

“appsFreedom, appsFreedom Platform and appsFreedom Driving Business Productivity are trademarks of appsFreedom, Inc. or its affiliates or related entities in the United States and/or other countries.”

If materials contain the marks of appsFreedom and third parties, then you must include the legend identifying appsFreedom's marks and a legend to identify the third parties' marks.

### **Additional Requirements and Restrictions**

If you are using appsFreedom's marks under a license or other contractual arrangement, you may have additional requirements and restrictions that you must follow. Be sure to review your license or contract for these obligations.