

# **PEAK PERFORMANCE BRAND GUIDELINES COPYRIGHT NOTICE AND PROTECTION**

**EFFECTIVE DATE:** January 1, 2024

**DOCUMENT VERSION:** 3.0

**ISSUED BY:** Summit Digital Solutions, Inc.

**DOCUMENT CONTROL:** SDS-IP-2024-001

## **1. COPYRIGHT DECLARATION**

Summit Digital Solutions, Inc., a Delaware corporation with its principal place of business at 1700 Technology Drive, Suite 400, Wilmington, Delaware 19801 ("Company"), hereby declares and affirms its exclusive ownership and copyright of the Peak Performance Brand Guidelines ("Guidelines"), including all associated intellectual property, design elements, and brand assets contained therein.

## **2. PROTECTED MATERIALS**

1 The Guidelines include, but are not limited to:

- a) The Peak Performance Platform visual identity system
- b) Proprietary logos, wordmarks, and design elements
- c) Color palettes and typography specifications
- d) Brand voice and messaging frameworks
- e) Digital asset libraries and templates
- f) User interface design patterns
- g) Implementation methodologies and frameworks
- h) Brand architecture systems

2 All materials are protected under United States Copyright Law, Title 17 U.S.C., and applicable international copyright treaties.

## **3. OWNERSHIP AND RIGHTS**

1 The Company maintains sole and exclusive ownership of:

- a) All original works of authorship

- b) Derivative works and modifications
- c) Digital and physical manifestations
- d) Associated goodwill and brand equity
- e) Implementation methodologies
- f) Technical specifications

2 No implied licenses or rights are granted through access to or possession of the Guidelines.

#### **4. AUTHORIZED USAGE**

1 Access to and usage of the Guidelines is strictly limited to:

- a) Authorized employees of Summit Digital Solutions, Inc.
- b) Licensed partners with executed agreements
- c) Approved vendors under confidentiality obligations
- d) Clients with active service agreements

2 Usage Requirements:

- a) Strict adherence to specified brand standards
- b) Maintenance of quality control measures
- c) Proper attribution where required
- d) Compliance with usage restrictions
- e) Implementation of security protocols

#### **5. PROHIBITED ACTIVITIES**

1 The following activities are expressly prohibited:

- a) Unauthorized reproduction or distribution
- b) Modification without written consent
- c) Sublicensing or transfer of rights
- d) Reverse engineering of digital assets
- e) Creation of derivative works
- f) Commercial exploitation
- g) Public display without authorization

## **6. ENFORCEMENT AND REMEDIES**

1 The Company reserves all rights to:

- a) Monitor and audit usage
- b) Enforce compliance through legal action
- c) Seek injunctive relief
- d) Recover damages and legal fees
- e) Terminate access and usage rights
- f) Pursue criminal prosecution where applicable

## **7. CONFIDENTIALITY**

1 All Guidelines materials are considered Confidential Information and trade secrets of the Company.

2 Recipients shall:

- a) Maintain strict confidentiality
- b) Implement security measures
- c) Limit internal distribution
- d) Report unauthorized usage
- e) Return or destroy materials upon request

## **8. TERM AND TERMINATION**

1 This copyright protection is perpetual and shall remain in effect until explicitly released into the public domain by the Company.

2 Upon termination of authorized access:

- a) All usage rights immediately cease
- b) Materials must be returned or destroyed
- c) Certification of compliance required
- d) Confidentiality obligations survive

## **9. GOVERNING LAW**

This copyright notice and all matters relating to its enforcement shall be governed by the laws of the

State of Delaware, without regard to conflicts of law principles.

## **10. CONTACT INFORMATION**

For copyright inquiries or permissions:

Legal Department

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1700 Technology Drive, Suite 400

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legal@summitdigital.com

## **ACKNOWLEDGMENT**

The undersigned acknowledges receipt and understanding of this copyright notice.

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SUMMIT DIGITAL SOLUTIONS, INC.

**By: \_**

Name: Sarah Blackwell

Title: Chief Operating Officer

Date: January 1, 2024

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