

# TRADEMARK USAGE GUIDELINES

Version 1.0 / October 2007

These guidelines govern the use and reproduction of all Trademarks. Reseller may use Trademarks strictly in accordance with these guidelines and the license granted by the Reseller Agreement. YottaMark reserves the right to revise these guidelines from time to time, without notice.

## YottaMark Trademarks

The Trademarks are used in connection with YottaMark products and services worldwide to signify the quality and excellence for which YottaMark is known. YottaMark has obtained valuable rights through proper and continuous use of its trademarks. Adherence to the following usage guidelines is essential and will help to maintain the integrity of our brands and preserve their value.

The following are Trademarks of YottaMark, Inc.:

YottaMark™  
HarvestMark™



## General Trademark usage guidelines

1. Use appropriate markings. Always designate the trademark with the appropriate ™ or ® symbol, as shown in the YottaMark Trademarks section above. Also, the first usage or most prominent usage of a YottaMark product name should be preceded by the YottaMark master brand in the same typesize, font and color and used on the same line:

Correct: YottaMark™ Authentication Platform

2. Use Trademarks as adjectives. A trademark is an adjective that modifies a noun. Always use Trademarks as adjectives that describe the generic product.

Incorrect: YottaMark's Authentication Platform

Incorrect: YottaMark's HarvestMark

Correct: YottaMark™ Authentication Platform

Correct: HarvestMark™

3. Attribute ownership of Trademarks to YottaMark. When referring to Trademarks include a notice of trademark attribution as called for in the Reseller Agreement.

Correct: YottaMark, HarvestMark, and the 4-Y logo are trademarks of YottaMark, Inc.

4. When referring to HarvestMark, the following footnote must be present as required by the Reseller Agreement:

HarvestMark™ is a fresh food traceability solution from YottaMark, Inc.

5. When referring to the Reseller's relationship to YottaMark, the YottaMark Authentication Platform, or HarvestMark, the proper terminology is "Reseller is a YottaMark authorized reseller of HarvestMark", or "Reseller is a YottaMark authorized reseller of the YottaMark Authentication Platform". It is unacceptable to attribute HarvestMark or the YottaMark Authentication Platform to reseller in forms such as "Reseller's HarvestMark" or "HarvestMark by Reseller".

### **Trademark artwork**

Use only YottaMark provided electronic files or hard-copy, reproduction-quality art; the logos may not be re-designed. The logos should not be compromised or misused in any way. Do not change the relationship, size, perspective, shape or configuration in any way. Examples of misused logos include reworked proportions, repositioning of logo elements, combining logo with additional elements, placing text inside the bounding box that encapsulates the logo, switching logo colors, adding a separate color background to any of the elements, or stretching logo horizontally or vertically. If there is any question concerning the exact logo usage, please contact your YottaMark representative.

### **The YottaMark Logo**

The YottaMark Logo consists of the 4-Y graphic and the logotype as follows:



The YottaMark Logo may be reproduced:

- with the logotype in black and the 4-Y logo in "YottaMark Blue" (PMS: 300; CYMK: 100c/35m/0y/6k; RGB: 0/120/190),
- with the logotype and 4-Y logo in white against a black, YottaMark Blue, or solid dark color background,
- with the logotype and 4-Y logo in black against a white background for a black and white piece.

The 4-Y logo may not be used separate from the logotype

## The HarvestMark Logo

The HarvestMark Logo consists of the 4-Y graphic and the logotype as follows:



The HarvestMark Logo may be reproduced:

- with the logotype in black and the 4-Y logo in “YottaMark Green” (PMS: PMS:390; CMYK: 18.5c/0m/100y/6k; RGB: 180/215/50),
- with the logotype and 4-Y logo in white against a black, HarvestMark Green, or solid dark color background,
- with the logotype and 4-Y logo in black against a white background for a black and white piece.

The 4-Y logo may not be used separate from the logotype

## Using the Trademarks on clothing:

Please contact the YottaMark for special approval when using the Trademarks on clothing or marketing incentives.

## Colors for the Web

When using colors on the World Wide Web, they must be described by their hexadecimal values. This is the way that HTML identifies color. There are obvious color shifts from browser to browser, platform to platform, monitor to monitor. For a close approximation of YottaMark Blue and YottaMark Green, please refer to the YottaMark web site at [www.yottamark.com](http://www.yottamark.com) or refer to a PMS Hexadecimal Conversion Chart.

## Examples of acceptable uses



**Examples of unacceptable uses**



- Do not stretch the logo or alter the ratios.



- Do not use the 4-Y logo by itself. Do not use the logotype by itself.



Do not add a company name to the YottaMark or HarvestMark logo or logotype. Do not combine logos.