



Guidelines for Distributors/Customers Regarding Use of HAARTZ® Trademarks

Please note that **HAARTZ®** and the **HAARTZ®** stylized logo are registered trademarks owned by the Haartz Corporation, Acton, Massachusetts. Distributors and customers may utilize the **HAARTZ®** trademark to refer to our products provided such use is accurate, fair and not misleading. The guidelines below are intended to assist in meeting this objective:

- The **HAARTZ®** trademark should always be used in bold type and in a manner that identifies that it is a registered trademark of the Haartz Corporation (i.e. with the **(R)** indication).
- The **HAARTZ®** trademark should *not* be used in a manner that is equal to or more prominent in appearance than your product or service name.
- The **HAARTZ®** trademark should *not* be used in any manner that provides the impression that your business, products, services or other offering is sponsored, endorsed, approved or provided by our company.
- The **HAARTZ®** trademark may *not* be altered or combined with any other symbols, words or images or incorporated into one of your own tag lines or slogans.
- Distributors and customers who utilize the **HAARTZ®** trademark to refer to one of our products are encouraged to include a notice of trademark attribution where appropriate on all labeling, advertising and other media as follows: “**HAARTZ®** is a registered trademark of the Haartz Corporation. Other names may be trademarks of their respective owners.”
- The above guidelines also apply to specific **HAARTZ®** products with trademarked names.

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