

TRADEMARK USE GUIDELINES

These guidelines have been established to ensure and protect the trademark integrity and exclusivity of the brands owned by Hunter Douglas. Any use of trademarks owned by Hunter Douglas that is inconsistent with these guidelines, or any other unauthorized use of Hunter Douglas trademarks that are confusingly similar to Hunter Douglas Trademarks may violate the rights of Hunter Douglas.

If you are licensee of any trademark of Hunter Douglas, please contact your Hunter Douglas representative to discuss your usage guidelines.

Compliance with these guidelines does not eliminate the necessity of obtaining written approval from Hunter Douglas as may be required by the license agreement or other agreement with Hunter Douglas.

1. Always identify the registered trademark with the ® symbol and the unregistered trademark with the ™ symbol at its first or most prominent occurrence in any text in which the trademark is used. The ® and TM symbol must be repeated in all headings where the trademark is used. In a headline of a text or where there are no headlines, at the first occurrence on a page.

To avoid unnecessary repeating of the ® or ™ symbol in a running text, use all CAPITAL letters or quotation marks to distinguish the mark from the other text.

2. On all written material, catalogues, collection books, pricelists and Web pages, the following notice must appear at the bottom of the last page or on the inside of the cover page and in the case of Web pages in the footnotes:

® Registered trademark of Hunter Douglas
™ Trademark of Hunter Douglas

3. In verbal or written promotions or other communications, including on the cover or inside of a collection book, the trademark must always be used as an adjective followed by a noun.

Example for Correct Use: LUXAFLEX® window coverings
DUETTE® shades

4. Do **not** use the trademark in plurals, i.e. "These Duettes are beautiful".
Do **not** use the trademark in the possessive form, i.e. "Luxaflex' high quality".
Do **not** change the spelling of the trademark. Do not abbreviate it or link it with another word.
5. When using two trademarks together (such as for example "Luxaflex® Duette®") they should always be distinctly separated and each identified with the appropriate ® or ™ symbol as two separate trademarks.
6. Do **not** use the word mark "HUNTER DOUGLAS" or the logo "HunterDouglas" without the express written permission of Hunter Douglas. This does not apply where "Hunter Douglas" is used to identify the entity and not a product or product group.
7. Do **not** use any trademark owned by Hunter Douglas in such close context with products or with a reference to products not originating from Hunter Douglas, which might lead to confusion as to the origin of the products.
8. Do **not** use a trademark of Hunter Douglas alone, as abbreviation or in combination with other terms as part of a domain name registration and/or or in the metatags and/or metadata for an internet web page owned, operated or controlled by you without express written permission of Hunter Douglas.
9. Do **not** use a trademark or trade name of Hunter Douglas in a manner that would disparage Hunter Douglas, its affiliates, its products, or services or in any way harm the goodwill in respect of the trademarks.