



Trademark Guidelines for Tic, TicWatch, TicHome and TicPods usage in the Benelux region by TJM Supplies B.V.

"Proper Usage of Tic, Ticwatch, TicHome and TicPods Trademarks and Logos by Tic dealers within the Benelux region"

Tic, Ticwatch, TicHome and TicPods is a registered brand by Mobvoi HK Limited.

These Guidelines describe the use and reproduction of all Tic, Ticwatch, TicHome and TicPods trademarks usage in the Benelux region. Tic Authorized Dealers and others with permission may use Tic, Ticwatch, TicHome and TicPods trademarks and logos strictly in accordance with these Guidelines set out by TJM Supplies B.V. who's role is; Benelux importer & distributor of Tic products.

Use of Tic, Ticwatch, TicHome and TicPods trademarks and logos other than in accordance with these Guidelines is a violation of Tic, Ticwatch, TicHome and TicPods rights and is strictly prohibited. TJM Supplies B.V. reserves the right to revise these Guidelines from time to time, without notice.

1. Importance of the Tic, Ticwatch, TicHome and TicPods name:

The corporate name Tic, Ticwatch, TicHome and TicPods logos, and other Tic trademarks and service marks are among the most critical elements of the Tic identity and convey many aspects of our business. The Tic, Ticwatch, TicHome and TicPods Marks are widely recognized, positive industry symbols, and can be a very effective way to highlight your commitment to high-quality products.

Tic sells a variety of smartwatch, smarthome and accessory products. Strong brand names help to create stronger customer commitment. When talking about Tic, Ticwatch, TicHome and TicPods Products, it is important to do so in a consistent manner and to associate the product name to the Tic, Ticwatch, TicHome and TicPods brand to reinforce brand identity.

The Tic, Ticwatch, TicHome and TicPods Marks are available for use by Authorized Dealers in the Benelux region as permitted in their agreement(s) with TJM Supplies B.V., and on a case-by-case basis as approved in advance by TJM Supplies B.V. This document provides the basic style guidelines to ensure consistency.

2. Request for use:

Tic Authorized Dealers wishing to use the Tic Marks other than as permitted in their agreement(s) with TJM Supplies B.V. and others interested in using Tic, Ticwatch, TicHome and TicPods Marks for appropriate marketing and educational purposes should submit the "Request to Use Tic, Ticwatch, TicHome and TicPods Trademarks" to TJM Supplies B.V. All requests for use of Tic, Ticwatch, TicHome and TicPods Marks will be reviewed on a case-by-case basis. TJM Supplies B.V. will also review actual usage of the Tic, Ticwatch, TicHome and TicPods Marks on a case-by-case basis. Please get in contact with your dedicated contactperson within TJM Supplies B.V. Or contact: info@tjmsupplies.nl by email.

3. Tic, Ticwatch, TicHome and TicPods logos:

The Tic, Ticwatch, TicHome and TicPods Marks that are graphic logos ("Tic, Ticwatch, TicHome and TicPods Logos") are the visual representations of the organization, and represent Tic, Ticwatch, TicHome and TicPods and its standards in a unique way to customers and to the public. As symbols, the Tic, Ticwatch, TicHome and TicPods Logos are a prime vehicle for establishing presence and identity.

Where you permissively use both your own unique company identifier(s) or graphic style along with Tic, Ticwatch, TicHome and TicPods Logos, your business identity must be presented in the dominant style, always larger than the Tic, Ticwatch, TicHome and TicPods Logos. In addition, the Tic, Ticwatch, TicHome and TicPods Logos must be separated from and presented as a separate and distinct element from any other mark or information.

Only use Tic, Ticwatch, TicHome and TicPods Logos obtained from www.tic-benelux.nl; do not re-design Tic, Ticwatch, TicHome and TicPods Logos. You can obtain Tic, Ticwatch, TicHome and TicPods Logos from either www.tic-benelux.nl or www.mobvoi.com which are official Tic, Ticwatch, TicHome and TicPods websites.



4. Proper usage of Tic, TicWatch, TicHome and TicPods trademarks and logos:

Unless you have express, prior written permission from TJM Supplies B.V.:

Do not use Tic, Ticwatch, TicHome and TicPods Marks as all or part of a product name or in or on any product, packaging, labels, advertisements, press releases, marketing materials, domain names, web pages, trade show materials, or any other materials. The word "Tic, Ticwatch, TicHome and TicPods", or an appropriate Tic, Ticwatch, TicHome and TicPods mark may be used as part of a webpage address that points to the underlying Tic, Ticwatch, TicHome and TicPods-branded product, provided such usage otherwise complies with these guidelines.

Example:

Correct usage:

<http://www.kevinssmartwatchshop.nl/tic>

(provided this page contains Tic, Ticwatch, TicHome and TicPods, and dealer is authorized to advertise such products)

Incorrect usage:

<http://www.kevinsTicwatch.nl> (uses "Tic, Ticwatch, TicHome and TicPods" as part of the domain name, which is not permitted)

Do not use Tic, Ticwatch, TicHome and TicPods Marks in any manner that might be understood to suggest an association with or sponsorship by Tic, Ticwatch, TicHome and TicPods, nor an endorsement (express or implied) by Tic, Ticwatch, TicHome and TicPods of any product, service, or entity. However, Tic, Ticwatch, TicHome and TicPods Marks may be used as part of a truthful statement that a company is an "Authorized Tic, Ticwatch, TicHome and TicPods Dealer."

Example:

Correct: Kevin's Smartwatch Shop – the online store for TicWatch

Incorrect: Kevin's TicWatch online store (directly link "TicWatch" to an entity)

Do not attempt to claim trademark rights in any Tic, Ticwatch, TicHome and TicPods Mark by using or registering a Tic, Ticwatch, TicHome and TicPods Mark as all or any part of a product or service name, trademark, service mark, logo, trade name, or "doing business as" name (d/b/a).

Do not use Tic, Ticwatch, TicHome and TicPods Marks in any fashion that could result in a likelihood of confusion between Tic, Ticwatch, TicHome and TicPods goods and services and the goods and services of any other entity.

Always use Tic, Ticwatch, TicHome and TicPods Marks consistently and distinctively, distinguishing our marks from other words in the text in some way. This distinction includes capitalizing all letters in the trademark, using initial caps or initial caps with quotation marks, using italics, boldface, underline, color, and use of the ® or ™ symbols, as appropriate (see below). Do not abbreviate trademarks or use only a portion of a mark.

Do not refer to a product as being "Tic compatible," or "Tic-Authorized," except with prior written permission from TJM Supplies B.V.

Trademarks are adjectives, and must only be used as such, e.g., a TicWatch. Tic, Ticwatch, TicHome and TicPods Marks should never be used as nouns or verbs, nor should marks be pluralized or used in the possessive form.

Example:

Correct:

TicWatch® smartwatches come in a variety of feature options.

Incorrect:

TicWatch® come in a variety of feature options.



5. Use of ®, ™ and proprietary notices:

Trademarks and Registered Trademarks - Many of the Tic, Ticwatch, TicHome and TicPods Marks are registered. Use the ® the ™ symbols in accordance with instructions from TJM Supplies B.V.

Symbols On Printed or Electronic Material - Always use the ® or ™ symbol (as appropriate) with the first and the most prominent appearance of a Tic, Ticwatch, TicHome and TicPods Mark in a particular piece of printed or electronic material. If this is done, it is not necessary to use the symbol with subsequent appearances of the Tic, Ticwatch, TicHome and TicPods Marks in the same piece of material.

Symbols On Web Sites and Web Pages - Always use the ® or ™ symbol (as appropriate) on the first and most prominent appearance of a Tic, Ticwatch, TicHome and TicPods Mark on a web site home page, each top level web site page, and on all web site pages that are externally linked.

Proprietary Notices - Each document or other piece of material (e.g., marketing materials, advertisements, brochures, and web site pages) and products (or their packaging, containers or labels) that permissively use a Tic, Ticwatch, TicHome and TicPods Mark should contain a legal line in the following form:

Example:

"TicWatch®" is a registered trademark of Mobvoi HK. Limited.

Contact details:

Benelux exclusive Tic, Ticwatch, TicHome Mini and TicPods Free Marks® importer:

TJM Supplies B.V.
Zompstraat 8
8102HX Raalte
The Netherlands
www.tjmsupplies.nl
www.tic-benelux.nl

Tic manufacturer:

Mobvoi HK Limited.
www.mobvoi.com