

AppEsteem®

Logo Usage Guidelines

Last updated: September 1, 2017

The **AppEsteem® name and logo** are registered trademarks of AppEsteem Corporation. We use these and other special marks in our business – including our **Certification™** logo, which indicates that a product or service has been certified by us, and the **Better World Network®** logo, which indicates membership in the Better World Network. We refer to all of our trademarks collectively as our “marks.” These marks are part of our intellectual property and an important part of our brand, and we protect the usage of our marks to avoid situations where an unaffiliated company gives the impression that they are supported or endorsed by us.

All usage of our marks is subject to the following terms:

1. Our marks may only be used as authorized by us, and our logos may only be used as provided by us, without any changes to color, ratio, or design, and without animation or distortion in perspective or appearance. Our marks may be resized as needed, but must retain all proportions.
2. The Registered Trademark® symbol must always be visible and readable with any of our logos and an appropriate clearance between any logo and other elements must be maintained to ensure the logo is readable. Any use of our logo must stand alone, and must not be incorporated or combined with any other names, symbols, logos, or icons.
3. You must include the following hyperlink with any electronic usage of our logo:
 - a. Use of the AppEsteem logo by any party must include a hyperlink to our corporate website: www.appesteem.com
 - b. Use of the Better World Network logo by any party must include a hyperlink to the Better World Network page on our corporate website: <https://customer.appesteem.com/bwn>
 - c. Use of the Certification logo by a party with a product currently certified by us must include a hyperlink to the certified product seal on our corporate website: <https://customer.appesteem.com/vendors/{VENDORCODE}/{SEALED}>

All use of our marks is restricted by the terms of the respective license to use such mark. If you have any questions about your right to use any of our marks, please refer to your license agreement with us, or contact us at: legal@appesteem.com.

All uses of our marks must be in compliance with the Federal Trade Commission’s “Guides Concerning Use of Endorsements and Testimonials in Advertising,” 16 C.F.R. 255.0 et seq. (the “FTC Guides”). You agree that you will indemnify and hold us harmless in connection with any liability or claim that may be asserted against us in connection with our certification of your company, or your use of our mark, if that liability or claim is based in whole or in part of an alleged violation of the FTC Guides or Section 5 of the FTC Act by you or your partners or affiliates.

We reserve the right to amend or terminate these Guidelines, or change or terminate use of our marks, in our complete and sole discretion. We further reserve the right to terminate any third party use of our marks that we believe is unfair, or abusive of our rights, or in violation of applicable law.

Our marks must not be used in a misleading way, or mischaracterize the relationship between us and the company using such mark. Please report any suspected misuse of any of our marks, or other intellectual property, to legal@appesteem.com.

