



Trademark Guidelines for Ozobot usage in the Benelux region by TJM Supplies B.V.

"Proper Usage of Ozobot Trademarks and Logos by Ozobot dealers within the Benelux region"

Ozobot is a registered brand by Ozobot & Evolve, Inc.

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

Use of Ozobot trademarks and logos other than in accordance with these Guidelines is a violation of Ozobot 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 Ozobot name:

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

Ozobot sells a variety of robotics & relative robotics accessory products. Strong brand names help to create stronger customer commitment. When talking about Ozobot Products, it is important to do so in a consistent manner and to associate the product name to the Ozobot brand to reinforce brand identity.

The Ozobot 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:

Ozobot Authorized Dealers wishing to use the Ozobot Marks other than as permitted in their agreement(s) with TJM Supplies B.V. and others interested in using Ozobot Marks for appropriate marketing and educational purposes should submit the "Request to Use Ozobot Trademarks" to TJM Supplies B.V. All requests for use of Ozobot Marks will be reviewed on a case-by-case basis. TJM Supplies B.V. will also review actual usage of the Ozobot 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. Ozobot logos:

The Ozobot Marks that are graphic logos ("Ozobot Logos") are the visual representations of the organization, and represent Ozobot and its standards in a unique way to customers and to the public. As symbols, the Ozobot 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 Ozobot Logos, your business identity must be presented in the dominant style, always larger than the Ozobot Logos. In addition, the Ozobot Logos must be separated from and presented as a separate and distinct element from any other mark or information.

Only use Ozobot Logos obtained from Ozobot; do not re-design Ozobot Logos. You can obtain Ozobot Logos from either www.ozobot-benelux.nl or www.ozobot.com which are official Ozobot websites.



4. Proper usage of Ozobot trademarks and logos:

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

Do not use Ozobot 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 "Ozobot", or an appropriate Ozobot mark may be used as part of a webpage address that points to the underlying Ozobot-branded product, provided such usage otherwise complies with these guidelines.

Example:

Correct usage:

<http://www.kevinsrobotshop.nl/ozobot>

(provided this page contains Ozobot® robots, and dealer is authorized to advertise such robots)

Incorrect usage:

<http://www.kevinsozobotstrobotshop.nl> (uses "Ozobot" as part of the domain name, which is not permitted)

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

Example:

Correct: Kevin's Robot Shop – the online store for Ozobot® robots

Incorrect: Kevin's Ozobot® Toy Shop online store (directly link "Ozobot" to an entity)

Do not attempt to claim trademark rights in any Ozobot Mark by using or registering a Ozobot 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 Ozobot Marks in any fashion that could result in a likelihood of confusion between Ozobot goods and services and the goods and services of any other entity.

Always use Ozobot 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 "Ozobot compatible," or "Ozobot-Authorized," except with prior written permission from TJM Supplies B.V.

Trademarks are adjectives, and must only be used as such, e.g., a Ozobot brand robot. Ozobot Marks should never be used as nouns or verbs, nor should marks be pluralized or used in the possessive form.

Example:

Correct:

Ozobot® robots come in a variety of color options.

Incorrect:

Ozobot® come in a variety of color options.



5. Use of ®, ™ and proprietary notices:

Trademarks and Registered Trademarks - Many of the Ozobot Marks are registered. Use the ® or ™ 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 Ozobot 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 Ozobot Mark 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 Ozobot 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 Ozobot Mark should contain a legal line in the following form:

Example:

"Ozobot®" is a registered trademark of Ozobot & Evolve, Inc.

Contact details:

Benelux exclusive Ozobot® importer:

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

Ozobot manufacturer:

Ozobot & Evolve, Inc.
129 W. Torrance Blvd
Redondo Beach, CA 90277
United States
www.ozobot.com