



Branding Policy

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Confidential

Disclaimer

This policy document is not intended to serve as legal advice. Should you have questions regarding your legal rights or duties, please consult your own attorney. Should you have further questions regarding SECO-LARM's policy for its trademarks, please contact SECO-LARM management.

CONTENTS

A. GENERAL CONSIDERATIONS	1	C. INTERNET/WEB USE OF SECO-LARM'S TRADEMARKS.....	9
1 INTRODUCTION	1	1 LINKING TO SECO-LARM'S WEBSITE.....	9
2 RESTRICTIONS ON TRADEMARK USE	1	2 FRAMING	9
3 PERMISSIBLE TRADEMARK USE.....	2	3 META-TAGS.....	9
B. USING SECO-LARM'S TRADEMARKS.....	5	4 DOMAIN NAME	9
1 TEXT AND FONT	5	5 DERIVATIVE WORK.....	10
2 APPEARANCE.....	5	6 RE-HOSTING	10
3 SIZE	5	7 TRADEMARKS.....	10
4 CLEAR SPACE.....	6	D. TRADEMARKS.....	11
5 COLOR	6	1 REGISTERED TO SECO-LARM AND ITS AFFILIATES .	11
6 BACKGROUND AND SHADOWS	6	2 OTHER TRADEMARKS.....	11
7 TAGLINES.....	6	3 TAGLINES	12
8 ACKNOWLEDGEMENT	7	4 TRADE DRESS.....	12
8.1 <i>For Registered Trademarks</i>	7	E. POLICY REVISION	13
8.2 <i>For Unregistered Trademarks (TM/SM)</i>	7	1 GENERAL REVISION NOTES	13
8.3 <i>Registration and Trademark Indication</i>	7	2 POLICY CHANGE LOG	13

GENERAL CONSIDERATIONS

1 INTRODUCTION

SECO-LARM has a portfolio of trademarks, including letters, words, logos, designs, images, colors, product shapes, trade dress, and packaging. As these trademarks represent the company's reputation for quality, innovation, and performance, they are considered valuable assets of the company.

This guide is designed to give clear instructions for the use of SECO-LARM's trademarks by other entities in a mutually beneficial way.

Please remember to treat these valuable business assets with care and respect. All trademark use must be consistent with these guidelines. Failure to do so may result in a loss of your rights to use the mark and may result in legal action.

2 RESTRICTIONS ON TRADEMARK USE

Please refer to **Section D, Trademarks** below, or the link on our website for a partial listing of SECO-LARM's trademarks and registered trademarks in the United States and other countries. Please note that this list is not all-inclusive and the absence of any mark from this list does not mean that it is not a SECO-LARM trademark.

Any activities that may constitute infringement or dilution of SECO-LARM's trademarks are not permitted. Please review the following for ways to avoid unauthorized use of SECO-LARM's trademarks.

- a. Never use a SECO-LARM trademark or name in any manner that is likely to cause confusion about the origin of any product, service, material, technology, or other offerings.
- b. Never use any SECO-LARM trademark or name in a manner that is likely to give the impression of an affiliation or association between you, your products or services, and SECO-LARM or any of its products, services, materials, technology, or other offerings without prior written permission from SECO-LARM management.
- c. Do not use the SECO-LARM company logo or its brand logos in any materials without the prior written permission of SECO-LARM management.
- d. Never use any SECO-LARM trademark or name as a part of a company, product, service, solution, technology, or product name.
- e. Never use a SECO-LARM trademark or name in a manner that is likely to dilute, defame, disparage, or harm the reputation of SECO-LARM.

2 RESTRICTIONS ON TRADEMARK USE (CONTINUED)

- f. Do not use any trademark, name, or designation that is confusingly similar to the SECO-LARM name or any SECO-LARM trademark.
- g. Do not copy or imitate any SECO-LARM trade dress, type style, logo, product packaging, or the look, design, or overall impression of any SECO-LARM website, packaging, or other materials.
- h. Do not register or use any domain name that incorporates any SECO-LARM mark or name.
- i. Do not register or seek to register a SECO-LARM trademark or name, or any mark or name that is confusingly similar to a SECO-LARM mark or name.

3 PERMISSIBLE TRADEMARK USE

As noted above, you should not use SECO-LARM's marks or names in any way that implies an association or affiliation with SECO-LARM unless you have prior permission from SECO-LARM.

Exceptions may be granted for news media or educational use. This type of exception can be arranged by contacting SECO-LARM management.

SECO-LARM acknowledges that the use of SECO-LARM trademarks, excluding SECO-LARM logos, may be necessary when referring to SECO-LARM's products or services or when describing some of its materials, products, or programs. All such use must be accurate and descriptive in nature and comply with this policy and the guidelines herein.

SECO-LARM grants permission to use its trademarks where appropriate. If permission is given, and provided that you are in compliance with other aspects of this policy or restrictions given by SECO-LARM as a condition for granting this permission, you must also observe the following guidelines.

- a. Never alter, adapt, modify, animate, skew, or morph any SECO-LARM trademarks. For example, do not abbreviate or shorten a trademark, combine or hyphenate a trademark with another prefix or word, or use a slash mark with any trademark.
- b. Never use the SECO-LARM name or SECO-LARM trademarks next to your name or the name of your products or services or as a part of a product, service, solution, or program name.
- c. Never combine any SECO-LARM name or trademark with any other letters, numbers, words, or any design or logo.
- d. Never use any SECO-LARM name or trademark as the visual focus of any materials. In the same way, the SECO-LARM name or any SECO-LARM trademark must not be more prominently displayed than your name or your product or service name.

3 PERMISSIBLE TRADEMARK USE (CONTINUED)

- e. The SECO-LARM name or any SECO-LARM trademark must be clearly distinguishable from your name and your product and service name.
- f. Any reference to SECO-LARM or use of any SECO-LARM mark or name must be truthful, accurate, and not misleading.
- g. Never use SECO-LARM's trademarks as nouns. SECO-LARM's trademarks must be used as adjectives with nouns that accurately identify the SECO-LARM product, service, program, material, or technology which you are referring to.
- h. Never use a SECO-LARM's trademark in the plural or possessive form.
- i. Always use the proper spelling for SECO-LARM's trademarks.
- j. Do not allow the name SECO-LARM or any other SECO-LARM trademark to break across two lines. For example, the two parts ("SECO" and "LARM") must remain together on the same line.
- k. Do not use SECO-LARM's marks or names in any way for which they were not intended to be used. SECO-LARM's marks should only be used of the corresponding product or services for which they were originally intended.
- l. Use the ® or ™ in connection with any SECO-LARM trademark and include an acknowledgement of SECO-LARM's ownership of its marks and/or logos as described in **Section B-8, Acknowledgement** below.

USING SECO-LARM'S TRADEMARKS

When permission to use any of SECO-LARM's trademarks is granted, you will be provided with a copy of the logo or mark for your use. When using any of our trademarks, please observe the following stylistic standards in addition to the other guidelines herein.

1 TEXT AND FONT

When referring to any SECO-LARM trademark, the word or phrase must be distinguished from the surrounding text by using all capital letters (e.g., ENFORCER, SECO-LARM, etc.) in the same font that you are using for the rest of the sentence. Do not allow the name "SECO-LARM" or any other SECO-LARM trademark to break across two lines. Never try to imitate the mark itself by typing in its particular font. In these cases, only use the graphical logo/mark provided by SECO-LARM.

2 APPEARANCE

Any logo or symbol must never be stretched, skewed, morphed or altered. Any resizing must be done proportionally. The logo must be used intact with no cropping of any parts.

3 SIZE

The minimum font/symbol height for any of our logos is 5 mm (for logos with text, measuring a capital letter without a descender). The maximum size depends on the materials, but in no case may the logo be sized larger or placed more prominently than your name or logo.

There is no maximum for use in large display items such as trade show signs, outdoor advertisements, etc.

4 CLEAR SPACE

There must always be clear space between any SECO-LARM logo or mark and any other element on the page. Maintain a clear space of at least half the logo height around any of our logos. If the logo includes text, then that would be half the font height.



F = Font Height (e.g. 7mm)

S = Clear Space (e.g. $\geq (7\text{mm}/2)$ or $\geq 3.5\text{mm}$)

5 COLOR

Do not use any colors other than those prescribed herein. Use only black or red (C10, M100, Y100, K5, reference Pantone 186C) that will be in high contrast to the background. On some backgrounds, white or a shade of black may be used to provide greater contrast.

The color palette for CBA products is black, yellow (pure yellow, C0, M0, Y100, K0), and blue (C100, M73, Y5, K0, reference Pantone 301C).

6 BACKGROUND AND SHADOWS

The logo should normally be placed on a solid background where there will be enough contrast to make the logo stand out.

In some cases, the logo may need to be placed on a background that is not a solid color. In such cases, ensure that the background within the standard clear space as defined above is close to the same color shade, and that there will be enough contrast to make the logo stand out.

Do not use any type of shadow or other shading around our logos.

7 TAGLINES

Avoid using SECO-LARM's taglines unless they are used in such a way as to make it clear that the phrase belongs to SECO-LARM and that the phrase is connected to a SECO-LARM product or logo. (See **Section D, Trademarks** below, or the link on our website for a partial listing of SECO-LARM's trademarks and registered trademarks in the United States and other countries. Please note that this list is not all-inclusive and the absence of any mark from this list does not mean that it is not a SECO-LARM trademark.)

8 ACKNOWLEDGEMENT

When using any SECO-LARM trademark, always include the following acknowledgement of SECO-LARM's ownership of its marks and/or logos in a prominent place, usually a footnote. A slightly different note is required depending on whether a trademark is registered or unregistered.

8.1 FOR REGISTERED TRADEMARKS

"[Name of Trademark] is a registered trademark of SECO-LARM U.S.A., Inc. and/or its affiliates in the United States and certain other countries."

8.2 FOR UNREGISTERED TRADEMARKS (TM/SM)

"[Name of Trademark] is a trademark of SECO-LARM U.S.A., Inc. and/or its affiliates in the United States and certain other countries."

8.3 REGISTRATION AND TRADEMARK INDICATION

Always use the ® or ™ in connection with any SECO-LARM trademark as directed by SECO-LARM.

INTERNET/WEB USE OF SECO-LARM'S TRADEMARKS

1 LINKING TO SECO-LARM'S WEBSITE

SECO-LARM welcomes linking to its website or pages on its site, but with some restrictions.

- a. Never use a hyperlink or deeplink (a hyperlink that links to a specific, generally searchable or indexed, piece of web content on a website, rather than the website's home page) which may seem to present work created by SECO-LARM as your own. No links should cause confusion or imply that you are affiliated with, sponsored by, or endorsed by SECO-LARM.
- b. Never use a hyperlink or deeplink to violate the rights of any person or entity. This includes anything that serves in any way to harm the reputation of SECO-LARM, its employees, partners, vendors, or other related companies.

Linking which may be acceptable includes the following:

- c. You may link to the SECO-LARM homepage or interior pages using hypertext as long as you clearly indicate that the end user will exit your website and enter a SECO-LARM website.
- d. You may deeplink to a SECO-LARM interior page *only* when there is a requirement for information about SECO-LARM products, programs, or technologies. You must also clearly indicate that the end user will exit your website and enter a SECO-LARM website.

2 FRAMING

Do not frame any SECO-LARM website, webpage, or content.

Note: A *frame* is a part of a web page or browser window which displays content independent of its container, with the ability to load content independently. The HTML or media elements that go in a frame may or may not come from the same web site as the other elements of content on display.

3 META-TAGS

Without prior express permission from SECO-LARM, do not use SECO-LARM or SECO-LARM trademarks in the meta-tags of your website.

4 DOMAIN NAME

Do not use SECO-LARM or any SECO-LARM trademark as all or a part of any domain name.

5 DERIVATIVE WORK

Without prior express authorization from SECO-LARM, do not create new content based on any SECO-LARM copyrighted content. Any work must not be based on the modification or adaptation of SECO-LARM webpage content, graphical designs, illustrations, color scheme, visual appearance, or any other original work created by SECO-LARM.

6 RE-HOSTING

Do not re-host any SECO-LARM web pages or content without prior written permission from SECO-LARM. Re-hosting is considered to be an unauthorized reproduction of copyrighted materials.

Note: Re-hosting is placing a copy of SECO-LARM's web pages on your server.




7 TRADEMARKS

Do not use any SECO-LARM trademarks on your website without prior express authorization from SECO-LARM. Do not display any SECO-LARM trademarks prominently or as the visual focal point of your web materials.

TRADEMARKS

The following is a condensed list of SECO-LARM trademarks recognized under the US Trademark policies and the laws of other countries: However, note that this list is not comprehensive. Thus, the fact that a symbol or term is not listed here, or has not been registered, does not imply that either SECO-LARM does not consider it to be one of its trademarks.



1 REGISTERED TO SECO-LARM AND ITS AFFILIATES

- a. ENFORCER (text)
- b. ENFORCER (typed drawing, i.e. **ENFORCER**®)
- c. SECO-LARM (text)
- d. SECO-LARM (typed drawing, i.e. **SECO-LARM**®)
- e. The SL symbol ® (also outline version )
- f. The S with bars symbol ®
- g. AMAX (typed drawing, i.e. **AMAX**®)
- h. SLI (typed drawing) **SLI**®
- i. CBA (typed drawing, i.e. **CBA**®)
- j. CRIMEBUSTER (typed drawing, i.e. **CRIMEBUSTER**®)
- k. Man with gun logo










2 OTHER TRADEMARKS

The following is a list of some of SECO-LARM's unregistered trademarks. Please note that this list is not comprehensive or all-inclusive. When in doubt, please contact SECO-LARM.

- a. **ENFORCER**® – (also with red background) the typed portion is registered, including the font, but the rounded rectangular background shape is unregistered
- b. **SECO-LARM** – (also with red background) the typed portion is registered, including the font, but the rounded rectangle background shape is unregistered
- c.  Access
- d.  (also with SECO-LARM branding)

2 OTHER TRADEMARKS (CONTINUED)

- e. 
- f. **Elite**
- g. 
- h. **ENFORCER**
- i. 
- j. **AMPRO**
- k. CODEBUMP
- l. RF Code Wash
- m. ECL
- n. True Trigger
- o.  (also without the "Vehicle Security Alarm Systems" text)
- p. Various forms of burglars (   )
- q. **ENHANCED**

3 TAGLINES

Some taglines SECO-LARM has used include:

- a. For All Your Security Needs
- b. Pushing RF Wireless Further

4 TRADE DRESS

SECO-LARM's trade dress is a combination of the many factors that convey the "look and feel" that is associated with our company.

This includes fonts, colors [black or red (C10, M100, Y100, K5, reference Pantone 186C)], icons, margins, spacing, shapes, placement of various items, etc. as described in Section B above, but also as can be seen in SECO-LARM's various literatures.

The color palette for CBA products is black, yellow (pure yellow, C0, M0, Y100, K0), and blue (C100, M73, Y5, K0, reference Pantone 301C).

POLICY REVISION

1 GENERAL REVISION NOTES

This Policy may be updated at various intervals. Be sure to review carefully each update and incorporate any changes into your current projects and replace any pages in this policy when revised.

2 POLICY CHANGE LOG

Change Issued by / Date	Section / Pages Changed	General Description of Changes	Requested by / Date	Approved by / Date
Bill Franklin 12/12/2019		First Issue	Lawrence Hwang	Lawrence Hwang 12/12/2019
Full Name Click here to enter a date.			Full Name Click here to enter a date.	Full Name Click here to enter a date.
Full Name Click here to enter a date.			Full Name Click here to enter a date.	Full Name Click here to enter a date.
Full Name Click here to enter a date.			Full Name Click here to enter a date.	Full Name Click here to enter a date.
Full Name Click here to enter a date.			Full Name Click here to enter a date.	Full Name Click here to enter a date.
Full Name Click here to enter a date.			Full Name Click here to enter a date.	Full Name Click here to enter a date.
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Full Name Click here to enter a date.			Full Name Click here to enter a date.	Full Name Click here to enter a date.