



# TRADEMARK USAGE GUIDELINES

Coupons, Inc. has posted these Trademark Usage Guidelines (“Guidelines”) to assist you in properly using Coupons, Inc.’s trademarks, service marks, and logos (our “Marks”). The strength of our Marks depends upon their consistent and appropriate use. Usage outside these Guidelines may dilute Coupons Inc.’s Marks and make them more difficult to protect. Coupons, Inc. reserves the right to change these Guidelines at anytime and solely at its discretion.

**Need for a License:** Except as identified in these Guidelines, you may not use, reproduce, copy, or redistribute the Marks without a written license (permission) from Coupons, Inc.. These Guidelines are for those entities and individuals who have obtained permission to use one or more of the Marks in promotional, instructional, or reference materials, or on products and services that are subject to an agreement with Coupons, Inc.. The terms of an express written agreement with Coupons, Inc. together with these Guidelines make up your rights and obligations regarding use of the Marks.

**The Marks:** Coupons, Inc.’s Marks consist of variations of the Coupons, Inc. trade names, as well as the following Marks-, which are subject to change without notice: ADBRICKS; BRICKS ; BRICKS DUET; the COUPONS, INC., CI, CI MOTIVATE and CI MOTIVATE COUPONS, INC. designs & logos; CONCORDANCE; CONDUIT MEDIA; DIGITAL SOLO; MOTIVATE; ONEBRICKS; STORECOUPON.COM; STORECOUPONS.COM; VALUEPASS.COM; VERI-FI and design; WEBBRICKS; and Coupons, Inc.’s other registered and unregistered trademarks and service marks which may be referred to in your specific license agreement or otherwise.

**Proper Use of Marks.** Coupons, Inc.’s marks may be used as follows:

**To show availability through the Coupons, Inc. brand service:** Use words such as “available through” or “supported by” to show that your product is available to Coupons, Inc. members. You may not refer to your product as “Coupons, Inc. content” or “Coupons, Inc. services” or in any way imply that Coupons, Inc. produced, endorsed, or supports the product, unless Coupons, Inc. has expressly agreed in writing to such use.

**Do not create composite marks:** Coupons, Inc.’s Marks must not appear to be part of any other mark (whether words or graphics). Coupons, Inc.’s Marks may not be used as a design feature on your product, packaging, web page or promotional materials, without prior written approval. If a Coupons, Inc. Mark is used in connection with your mark, the Coupons, Inc. mark must be used in smaller print after or underneath your mark, or in a similar manner that distinguishes your mark from Coupons, Inc.’s Marks.

**Use capitals:** Always capitalize Coupons, Inc.’s word marks. Either capitalize them completely or use initial capitals.

**Use a generic term after Coupons, Inc.’s marks:** Trademarks are adjectives and modify the generic name of the product (e.g., Bricks coupon service ). You should use a generic term after the first time the mark is used in any materials and as often as possible thereafter.

**Do not use a Coupons, Inc. mark in the plural or possessive form:** Only when using Coupons, Inc. as the name of our company, Coupons, Inc., may you use the name in the possessive form.



# TRADEMARK USAGE GUIDELINES

**Using Logos:** The Coupons, Inc. & design logo, the CI & design logo, the CI Motivate & design logo, and Coupons, Inc.'s other logos should be taken from a Coupons, Inc. product logo sheet or from a Coupons, Inc. service screen shot following authorization from Coupons, Inc. These logos may only appear with the words, logotype, graphic elements, and spacing which Coupons, Inc. has expressly previously approved for use, and may not be modified.

**Variations of Marks:** You may not use a variation of Coupons, Inc., the Coupons, Inc. & design logo, the CI & design logo, the CI Motivate logo or any other Coupons, Inc. mark. Variations of these marks may confuse consumers as to the source (supplier) of the goods or services bearing the altered mark, and such use may infringe Coupons, Inc.'s trademark rights and be actionable under relevant laws.

**Proper Notice and Attribution.** An appropriate trademark symbol (i.e., ®, TM, sm.) should appear at least with the first and most prominent use of a word Mark in all materials. Generally the trademark symbol should appear to the right of the Mark. You do not need to use a trademark symbol in the headline, only in body copy, and the symbol should not be used when referring to Coupons, Inc. to signify the company Coupons, Inc. Coupons, Inc.'s logos should always be used with the trademark symbols designated in the applicable product logo sheet or from a screen shot. When you use our Marks, please include the following brief statement attributing the marks to Coupons, Inc.: “[Coupons, Inc., the Coupons, Inc. & design logo, the CI & design logo, and the CI Motivate logo or any other Coupons, Inc. product or service name] are trademarks or registered trademarks of Coupons, Inc., Inc. in the United States and/or other countries.

**Review by Coupons, Inc..** Coupons, Inc. reserves the right to review all uses of its Marks by others and to conduct periodic spot checks of such use. Upon request from Coupons, Inc., you must provide a copy of any product, packaging, screenshot, or other materials bearing a Coupons, Inc. Mark. You must correct any deficiencies in the use of a Coupons, Inc. Mark and/or the quality of the product or service used in conjunction with the Mark upon reasonable notice from Coupons, Inc.. Refusal to correct such deficiencies may result in revocation of the license to use the Mark.

**Prohibited Uses.** Coupons, Inc. does not permit you to use any Coupons, Inc. Mark in the following ways: as part of a non-Coupons, Inc. product name; as part of your own trademark; to identify products or services that are not Coupons, Inc.'s; in a manner likely to cause confusion between products and services of Coupons, Inc. and those of another entity; in a manner that inaccurately implies that Coupons, Inc.'s sponsors or endorses or is otherwise affiliated with your own activities, products, or services; in a manner that disparages Coupons, Inc. or its products or services; in connection with goods or services which, in Coupons, Inc.'s judgment, may diminish goodwill in a Coupons, Inc. Mark, including, for example, uses which could be deemed to be obscene, pornographic, violent, or otherwise in poor taste; in connection with any unlawful activities or to encourage unlawful activities.

**Requests for Permission.** You may make limited fair use of our trademarks in referring to our products and services, for example in a magazine article, without our permission, provided you follow standard trademark usage practice and provide proper attribution. All other uses require written permission. To request permission please send e-mail with the words trademark permission in the subject line to [LEGAL@COUPONSINC.COM](mailto:LEGAL@COUPONSINC.COM), and include the following information in the message: the particular Coupons, Inc. Mark(s) you wish to use; where and how the Mark will be used; where, how, and when materials (including screenshots) bearing the Mark will be distributed and to what audience; how many copies (each email recipient should be considered one copy) will be produced and distributed (if relevant); what other non-Coupons, Inc. materials and marks will be associated with Coupons, Inc.'s Mark; your name, title, company, address, e-mail address, and phone number. Coupons, Inc. will attempt to evaluate requests promptly. Coupons, Inc. reserves the right to refuse permission to use of its Marks for any reason.

**Questions.** If you have questions regarding proper use of Coupons, Inc.'s Marks, please contact your Coupons, Inc. representative or e-mail us at [legal@couponsinc.com](mailto:legal@couponsinc.com)