

# Brand Assets and Use of Trademarks Policy

## Your assistance in protecting our brand assets is highly appreciated!

Our relationship with you extends beyond the mere provision of products and services; our mission is to build businesses for the 21st century. Ensuring that we consistently offer high-quality business solutions entails protecting our brand assets, including names, logos, characters, images, designs, fonts, products and services. For this reason, the protection of our Brand IP\* is equally beneficial to us as it is to you, our valuable customers.

\*Brand IP refers to any and all rights and privileges in trade names, domain names, brand names, product names, logos and trade dress, including trademarks, copyrights and design rights for any of the above, as well as any and all applications, registrations, recordings and other legal protections to the foregoing.

## You May and You May Not

In order to provide you with a clear understanding of what you may and may not do with our brand assets, we have prepared this non-exhaustive list of do's and don'ts. As a general rule, any of our Brand IP that is part of or connected with our products and services will continue to be owned by **Centaur.tech** and/or any other registered owner (legal or natural person) and may not be used without an explicit written consent, license or contractual arrangement. Please refer to the following tips and do not hesitate to contact us if you have any questions.

### You May:

- ☒ **Refer to the names of our products and services accurately, without alteration in text and in a sensible way.**
- ☒ **Use our brand assets truthfully in news articles, websites, social media platforms, radio and/or television channels and not in a misleading way.**
- ☒ **Record videos and/or take pictures of our brand assets for personal, non-commercial use, in observance of the applicable Privacy and Data Protection laws.**

*Without an explicit written consent, license, or contractual arrangement.*

## **You May Not:**

- ❌ Modify, animate, distort, or misappropriate our brand assets.**
- ❌ Use our brand assets in the name of your firm, office, service, domain name, app, social media account, other offering, or business indicator, or in any tangible goods such as products or packaging, including any promotional and/or marketing material, or other items.**
- ❌ Suggest an affiliation, endorsement, partnership, agency, alliance, or approval by or with Centaur.tech.**
- ❌ Use our brand assets in the name of a user group, fan group, social media account, page or group, or other organisation name, irrespective of whether the group or organisation is a non-profit.**
- ❌ Submit any application or recordation to register any terms, names, logos, designs identical or similar to, or apt to suggest a connection with, or cause confusion to the public pertaining to Centaur.tech brand assets as a trade name, trademark, design, copyright, patent, or any other proprietary right, whether nationally, regionally (at EU level) or internationally.**

**Centaur.tech** brand assets include the following registered trademarks:





## Legal notice

Any use of *Centaur.tech* brand assets shall be made exclusively to the benefit of *Centaur.tech* and all use must be in compliance with the present **Use of Trademark Policy**, and/or as provided under other explicit written consent, license, or contractual arrangement with *Centaur.tech*.

Third parties, including licensees and/or contractors, shall never claim ownership rights in *Centaur.tech* brand assets, in any manner whatsoever, including without limitation, as a trade name, trademark, company/office name or designation, domain name, design, social media profile/handle.

**NB:** *Centaur.tech* may, in its sole discretion, modify, alter, revoke, terminate, or otherwise amend the present **Use of Trademark Policy** at any time, and explicitly reserves its legal rights with regards to any use or misuse of its brand assets in any jurisdiction this might occur.