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Algotive Trademark Guidelines

Algorithmic Objective Corp. ("**Algotive**"), a firm incorporated in the state of Delaware in the United States, sets forth these terms ("**Terms**") that make up these Algotive Trademark Guidelines ("**the Trademark Guidelines**"), for your knowledge and observation. If required, read, print, and keep a copy of the Trademark Guidelines for your registrations, because Algotive will not. Thank you for helping us protect our trademarks and brand assets.

Scope and Purpose of the Trademark Guidelines

1. **Scope.** Algotive's brand assets, including Algotive's trademarks (updated from time to time), logos, icons, designs, trade dress, fonts, software names, Algotive Products and Services, sounds, emojis, and any other brand features and elements, whether registered or not ("**the Brand Assets**"), are assets wholly owned by Algotive and its group of companies. These Trademark Guidelines, which may be updated from time to time, detail how our Brand Assets may be used in specific circumstances. Many uses, including our logos, Product and Service icons, and other designs, will require a prior license. Unless you have an express license from Algotive, these Trademark Guidelines will govern exclusively your use of our Brand Assets.

2. **Objective.** Algotive appreciates the trust that people place in our Products, Services and experiences. These Trademark Guidelines detail how you can help us protect Brand Assets, including logos, names, app and product icons, and the trust they represent. We have created these Trademark Guidelines to help clarify the proper use of our Brand Assets. Algotive reserves the right to take the necessary measures to protect them and, consequently, to protect its customers and the public.

Examples of Brand Assets That Require Authorization from Algotive

3. Logos.

a. **Algotive logo.** See section 6 for more information on usage requirements.

b. **Product Logo.** These include application icons for Algotive Products and Services (e.g., ACS Platform, VDRD Server, vehicleDRX product, and bankingDRX product). See section 6 for more information on usage requirements.

4. **Credentials.** This includes credentials to display designations or relationships between your Product and Algotive.

What to do and what not to do

5. **What to do and what not to do.** To help you understand what you can and can't do with Brand Assets, we've created this non-exhaustive list of do's and don'ts. In general, word marks can be used to convey truthful information about your product or service, as long as you do not confuse customers and the public into believing that Algotive is affiliated with or endorsing your product or service. However, our logos, app and product icons, illustrations, photographs, videos and designs can never be used without an express license. Please review these additional indications to better understand how you can more clearly communicate the role that our Brand Assets convey in your communications.

a. **What to do.** In general, you can do the following with Algotive's word marks and software, product, or service names:

i. Communicate whether your product, service or solution is interoperable or compatible with an Algotive product, service, or solution.

ii. Communicate if your product, service, or solution goes through the approved certification process.

iii. Communicate if your product, service, or solution integrates with algotive technology. If your product, service, or solution integrates with an Algotive technology, clearly communicate the relationship.

iv. You must:

1. Refer truthfully and accurately to Algotive and its products and services.

2. Include a trademark footnote to advise that you are using Algotive's trademarks, for example, "Algotive, (list additional trademarks in alphabetical order) are trademarks of the Algotive group of companies."

v. You may:

1. Use unaltered text to refer to Algotive and its products and services.

2. Indicate when a product or service has met Algotive's accessibility requirements.

3. Use in the title of news articles, when it is truthful and does not mislead.

4. Use our Brand Assets less prominently than your own brand or company name, unless you have a strategic partnership agreement.

vi. You may use our Brand Assets for publications, seminars or conferences in accordance with the Guidelines for Publications, Seminars and Conferences.

b. What not to do.

i. Do not use the Brand Assets in the name of your company, product, service, application, domain name, social media account, other offer or business indicator.

ii. Do not use Algotive's logos, icons or designs, in any way.

iii. Does not imply an affiliation, endorsement, sponsorship or approval with or by Algotive.

iv. Do not alter, encourage, distort or misappropriate the assets of the Algotive brand, for example, by combining the assets of the Algotive brand with other terms, spelling errors or incorporating them into a slogan or slogan, etc.

v. Do not use Brand Assets as nouns or verbs.

vi. Do not use brand Assets in entertainment titles (including books, movies and magazines).

vii. Do not use brand Assets more prominently than your own brand or company name.

viii. Do not use the Brand Assets in the name of a user group, fan group, technology communities or other organization name, regardless of whether the group or organization is non-profit.

ix. Do not use Algotive brand assets on any tangible product or packaging, including promotional, marketing, gift or other items.

x. Do not submit any application or registration to register terms or logos identical or similar to Algotive's Trademark Assets as a trademark, service mark, trade name, company designation or any other proprietary right.

Guidelines on specific brands and products

6. Guidelines on Specific Brands and Products. Some Brand Assets have specific Guidelines for brands and products that provide guidance on how to use them. Several of these Brand and Product Specific Guidelines are posted below and others may be provided by your relevant Algotive contact in the context of your relationship with Algotive. All of Algotive's Brand and Product Specific Guidelines are incorporated into these Trademark Guidelines.

a. **Algotive logo.** You can learn about the correct use of the Algotive logo by downloading the Algotive Logo Guidelines available on the Algotive Trademark Guidelines page.

b. **VehicleDRX logo.** You can learn about the correct use of the vehicleDRX logo by downloading the vehicleDRX Logo Guidelines available on the Algotive Trademark Guidelines page.

Legal notice

7. Legal notice.

a. Any use of the Brand Assets is solely for the benefit of Algotive and all use must comply with these Trademark Guidelines or other contractual or licensing agreements with Algotive. Third

parties, including licensors, may never claim ownership rights in Algotive's Brand Assets, or marks that are confusingly similar to Algotive's Brand Assets, in any way, including, without limitation, as a trademark, service mark, company name or designation, domain name, profile or social media management or otherwise.

b. Algotive expressly reserves the right, in its sole discretion, to terminate, revoke, modify or otherwise change the permission to use its Brand Assets at any time, and expressly reserves the right to object to any use or abuse of its Brand Assets in any jurisdiction of the world.

Resources

8. **Resources.** If your proposed use falls outside of these Trademark Guidelines or the Specific Product and Brand Guidelines linked above, use is not permitted unless you request approval from an appropriate contact with Algotive. If you have any questions, please consult your legal advisor or your Algotive business contact.

General Provisions

9. **Headers.** Section headings are set for reference only and have no legal effect.

NOTIFICATIONS

Notice of the current version of the Trademark Guidelines. You can view the current version of the Trademark Guidelines on the Algotive Trademark Guidelines page.