

SBC Logo Usage Policy // Guidelines // 2015

To maintain a consistent brand identity and enhance marketplace recognition statewide, we have developed a comprehensive set of Short's logo and brand standards. When using Short's logos, you must adhere to these guidelines.

INTRODUCTION

Short's brands, marks, names, and logos are some of the company's most important and valuable assets.

The Short's Logo Usage Policy sets forth the authorized policies for using or referring to Short's brands, trademarks, product names, logos and slogans.

The Short's Logo Usage Policy is applicable to all developers, customers, advertising agencies, consultants, professional writers and editors, licensees and to third parties making reference to the Short's brand.

SHORT'S TRADEMARK RIGHTS

As the owner of its trademarks, Short's has the exclusive right to use its trademarks, as well as the right to stop others from using its trademarks improperly or without authorization.

The following is a non-exhaustive list of impermissible uses of Short's trademarks and logos:

- No Short's trademark or logo may be incorporated into or used as part of a third party's own logo, company name, product logo, trademark or other branding element.
- No Short's trademark or logo may be used in any way that is likely to be confusing, misleading or deceptive as to the true identity or source of products, services or materials.
- No mark that is misleadingly similar in design or appearance to any Short's logo or infringes on Short's trademark rights may be used.
- No Short's trademark or logo may be used in any manner that is likely to disparage, dilute or negatively affect Short's reputation.
- No Short's trademark or logo may be used in a way that is likely to imply that the user, its products, or its services are endorsed by, sponsored or affiliated with Short's, without written permission from Short's.

- No Short's trademark or logo may be used for the promotion or advertising of products, services and other activities intended to solicit business.
- No Short's trademark or logo may be used as a permanent graphical element of stationery, business cards, or other variably utilized print materials.
- No Short's trademark or logo may be used on social media platforms, including but not limited to, Facebook, Twitter and LinkedIn.
- No Short's trademark or logo may be used as to suggest or implying a certification or seal of approval for activities, services and/or products.

Short's will pursue its legal rights against those who engage in any of the aforementioned activities or any other activities that infringe on Short's trademark rights.

PROPER USE OF TRADEMARKS AND SYMBOLS

You may refer to Short's products and services by their associated Short's trademarks so long as such references (a) are truthful, fair, and not misleading, and (b) comply with this Policy. When referencing Short's as a company, the Short's name may be used as a proper noun. Short's trademarks may not be shortened, abbreviated or made into acronyms.

USE OF SHORT'S LOGOS

Short's logos may only be shown independently. A logo may not be used in the context of a written description.

THIRD PARTY USE OF SHORT'S TRADEMARKS

Business affiliates, licensees, and other third parties are limited to specific, approved uses of Short's trademarks. Third parties must use Short's trademarks within the parameters outlined below. Unauthorized or improper use of Short's trademarks may infringe on Short's trademark rights.

1. Short's trademarks may not be used in third party company or product names without a written license agreement
2. Each use of Short's logo is subject to Short's pre-approval, such approval can be withheld at Short's sole discretion

3. Prior to publication or release, written approval by Short's must be received by all third parties of advertising and/or marketing collateral or other materials that use Short's trademarks or logos.
4. Except as provided within this Policy, Short's third party affiliates may not use any Short's logo as part of their own logo or company name or in third party advertising, product packaging, Web site or other promotional materials.
5. As such, neither domain names of nor hash tags in third party Web sites may use or include Short's trademarks or logos without Short's advance written consent.
6. Additionally, without Short's advance written consent, third parties may not hyperlink or deeplink to Short's Web page, unless the third party provides clear and unmistakable notice that the end user is exiting that website and entering the Short's website. The sole circumstance under which deeplinking is permissible is when a need for information on Short's products or programs exists on the third party Web site.

DISCLAIMER

No information contained in this Short's Logo Usage Policy is intended to serve as legal advice. If you have questions regarding your legal rights or duties, please consult your own attorney.

Short's reserves the right to change this policy at any time, without notice.

It is not permitted to print or reproduce the Short's logo in any other format than what is outlined in this document.

Do not attempt to create or duplicate the logo. Use only the digital art originals referenced in these documents.

Please contact the Short's Marketing department at 231-498-2300 or marketing@shortsbrew.com if you have any additional questions about using the Short's logo.

By using the Short's logo, Licensee agrees to these terms and conditions and to bind him/her and/or his/her company to these terms. Use of the Short's logo in violation of these terms shall be considered unauthorized use and subject to appropriate legal and equitable relief.

Short's Logo Usage Policy Agreement

I confirm that _____ agrees to abide by the Short's Logo Usage Policy for the Short's Logo and brand.

Print Name _____ Title _____

Signature _____ Date _____