

GREER[®] Brand Permissions

Guidelines for Third Party Use of GREER Brand Features

Use of GREER Brand Features

General Information

We are pleased that third parties wish to utilize GREER[®] brand elements (corporate or product logos, web pages, screen shots, the GREER[®] Allergy Map™, botanical profiles, or other distinctive features associated with GREER). We would like to accommodate all requests we receive from users who want to utilize GREER brand elements; however, we are passionate about protecting the reputation of our brand as a leader in allergy immunotherapy. That means we have to carefully evaluate the intended use of GREER brand elements. Generally, we turn down requests if there is an implied endorsement by GREER for the third party's financial gain. The same applies if GREER's trademarks, logos, web pages, screen shots, or other distinctive features are associated with material that is not in the best interest of the physicians and patients that we serve, as determined by GREER.

These GREER brand elements can be used only pursuant to these Guidelines and for the specific purposes for which GREER has given permission. GREER requires that you go through our approval process to obtain GREER's agreement for your intended use. See GREER Brand Permissions Request Form.

When you use any of our brand elements, you must always follow the Rules for Proper Usage included in these Guidelines. In addition GREER may provide you with written requirements as to the size, typeface, colors, and other graphic characteristics of the GREER brand elements. You must implement these requirements before using our brand elements.

Trademark Basics

What is a trademark?

A trademark is a word, name, symbol or device (or a combination thereof) that identifies the goods or services of a person or company and distinguishes them from the goods and services of others. A trademark assures consumers of consistent quality with respect to those goods or services and aids in their promotion.

Why is it important to use marks correctly?

Rights to a trademark can last indefinitely if the owner continues to use the mark to identify its goods and services. If trademarks are not used properly, they may be lost and one of the company's most important assets may lose all of its value. Rights may be lost not only because of a trademark owner's improper use of the mark, but through improper use of the trademark by the public.

Rules for Proper Usage

Things to do:

- If you are using a GREER trademark, distinguish the trademark from the surrounding text in some way. Capitalize the first letter, capitalize or italicize the entire mark, place the mark in quotes, or use a different type style or font for the mark than for the surrounding text.

Examples:

To view the GREER[®] Allergy Map[™], click on the link below.

TO VIEW THE *Greer*[®] Allergy Map[™], CLICK ON THE LINK BELOW.

- Always spell the trademarks exactly as they are shown in the GREER Trademarks Terms below.
- Use only GREER-approved artwork when using GREER's logos.
- If you are using a GREER logo on a web page, there must exist a minimum spacing of 25 pixels between each side of the logo and other graphic or textual elements on your web page.
- A registered GREER brand element should be followed by the symbol ® to identify the term as a registered trademark. In advertising copy, notice of trademark rights may be provided in a footnote format – e.g., by placing an asterisk adjacent to the GREER brand element and placing an appropriate notice at the bottom of the page on which the asterisk appears. Example:
*GREER[®] Pick[®] is a trademark of GREER.
- If the use of GREER intellectual property is desired, a proper acknowledgement citation is required. Example: GREER[®] Allergy Map was provided by GREER.

Things not to do

- One of the conditions for all uses is that you do not misuse our marks. Don't remove, distort or alter any element of a GREER brand element.
- Don't display a GREER brand element as the most prominent feature on your web page. That implies endorsement.
- Don't display a GREER brand element in any manner that implies a relationship or affiliation with, sponsorship, or endorsement by GREER, or that can be reasonably interpreted to suggest editorial content has been authored by, or represents the views or opinions of GREER or GREER personnel.
- Don't display a GREER brand element on any web site, presentation, printed piece, or other media that also includes information that is outside of FDA-approved product or device labeling. GREER is an FDA-regulated company and does not support off label product or device usage.

- Don't display a GREER brand element on any web site, presentation, printed piece, or other media, that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under twenty-one years of age, or otherwise violates applicable law.
- Don't display a GREER brand element in a manner that is in GREER's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to GREER.
- Don't incorporate GREER brand elements into your own product name, service names, trademarks, logos, or company names.
- Don't copy or imitate GREER's trade dress, including the look and feel of the GREER® Allergy Map™, GREER web design properties or GREER brand packaging, distinctive color combinations, typography, graphic designs, product icons, or imagery associated with GREER.
- Trademark rights vary from country to country. Some countries have severe criminal and civil penalties for improper use of the registration symbol. Therefore, don't use the registration symbol (®) in countries where the mark has not been registered.

Please seek approval to use GREER brand elements by filling out the GREER Brand Permissions Request and sending to marketing@greerlabs.com.

GREER Trademarks Terms

The following are some of the trademarks owned by GREER.

- GREER® Versa Vial Rack™
- GREER® Pick®
- GREER® Pick® Tray™
- GREER® Pick® Well™
- GREER® Extracts™
- GREER® Sterile Diluents™
- GREER® Sterile Empty Vials™
- GREER® Aller-g-complete®
- Atopy Consult™
- GREER® Optimix®
- GREER® Dia-Kit®

GREER Brand Permissions Request

Please use the GREER Brand Permissions Request form to submit your request to GREER at marketing@greerlabs.com. We will make every effort to respond to your request within 7 business days.

All requests are subject to GREER approval. At anytime, GREER has the right to deny or retract any usage for any reason.

Thank you for your request.