



# TRADEMARK GUIDELINES FOR AUTHORIZED THIRD- PARTIES

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# Trademark Guidelines

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## Overview

The intent of this document is to provide Carrier trademark standards and guidelines for third parties (hereinafter “Authorized Parties”) who have been authorized by Carrier to use Carrier trademarks and logos. Authorized Parties must use this guide as a reference whenever they are developing marketing materials for Carrier’s product or services or intend to use any Carrier trademark or logo in any way. By following these standards and guidelines, Authorized Parties will help to ensure that the use of Carrier’s marks are consistent and representative of the CARRIER brand. Compliance with these standards and guidelines is required by any party using a CARRIER brand. These standards and guidelines are incorporated by reference into our contractual relationship with you.

If you have any questions, please reach out to your contacts at Carrier, or the Carrier IP Department by sending a message to [trademark@carrier.com](mailto:trademark@carrier.com).

# Standards and Guidance

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The CARRIER brand identity comprises a large portfolio of marks and brands utilized on our products and services across the globe (hereinafter, "the CARRIER trademarks and logos") . Our brand identity is a valuable asset protected by trademark law. In addition to registering our marks, Carrier aims to protect this asset by ensuring that its trademarks are used properly by Carrier, its customers, licensees, joint venture partners, distributors, vendors, consultants, developers and other third parties. If you have been authorized (through contractual or other means) by Carrier to use Carrier trademarks and logos to refer to Carrier products and services, you may do so only as long as you follow the guidelines herein.

**REMINDER: Carrier's trademarks may not be used or reproduced without prior written permission from Carrier Global Corporation or its affiliated companies.**

# Standards and Guidance

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- Always state ownership of trademarks by using the following format:

“CARRIER and CARRIER logo are trademarks owned by Carrier Global Corporation”.

Any other trademark of Carrier used by the authorized party must also be included in a trademark notice.

- Properly list Carrier trademarks, including the trademark symbol (with ®, ™ or SM) and the trademark’s descriptor, to accurately refer to Carrier products and services. For example:
  - CARRIER® air conditioner
  - ARITECH® control panel
  - ULTRASYNC® doorbell Camera

# Standards and Guidance

- Using Carrier’s trademarks and logos in a descriptive or generic way is not acceptable.

DOs	DON'Ts
<p>DO use trademarks as <u>adjectives</u>. For example:</p> <p><i>Ask your local Dealer about ARITECH® wireless PIRcam sensor.</i>  <i>Purchase your LenelS2® access control system in our authorized dealers.</i></p>	<p>DON'T use trademarks as nouns. For example:</p> <p><i>Ask your local Dealer about ARITECH®.</i>  <i>Purchase your LenelS2® in our authorized dealers.</i></p>
<p>DO use trademarks as adjectives and the noun that follows as the plural or possessive. For example:</p> <p><i>Purchase two ULTRASYNC® doorbell camera.</i>  <i>The CARRIER® air conditioner’s performance was exceptional.</i></p>	<p>DON'T use trademarks <u>in the plural or in the possessive</u>. For example:</p> <p><i>Purchase two ULTRASYNCS.</i>  <i>The CARRIER’s performance was exceptional.</i></p>
<p>DO always use the correct symbol to identify trademarks. For example:</p> <ul style="list-style-type: none"> <li>® - trademark registered</li> <li>TM - trademark asserted, but not yet officially registered</li> </ul> <p>When a trademark is used more than once in a given text, the designations ® and TM may be used only once, either with the most prominent use of the mark in the text or with the first use of the mark in the text.</p>	<p>DON'T begin use of Carrier’s trademarks without advance review and approval by your local CARRIER’s marketing department.</p>
<p>DO set the trademark off from surrounding text by using it in a prominent way. For example:</p> <p><i>“There is a KIDDE® smoke detector in my house” - (All in Caps)</i>  <i>“There is a Kidde® smoke detector in my house.” - (First letter in Caps)</i>  <i>“There is a <b>Kidde</b>® smoke detector in my house.” – (All in bold)</i></p>	<p>DON'T fail to distinguish trademarks from the surrounding text. For example:</p> <p><i>There is a kidde smoke detector in my house. - (Do not use marks in lower cases)</i></p>

# Standards and Guidance

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- The Authorized Party should only use official trademarks and logos as they are provided by Carrier (the CARRIER Trademarks).
- All CARRIER Trademarks must be used and applied according to these guidelines.
- Trademarks of a third party, or any non-Carrier entity, used in same marketing material should not be displayed in such a way that they may be confused as part of any CARRIER Trademarks or other trademarks of Carrier
- This document does not grant the Authorized Party ownership or any other kind of right to the CARRIER Trademarks and logos. Rights to use Carrier Trademarks and logos are granted through a separate agreement.
- The Authorized Party is not allowed to create, solicit or establish registered rights to the CARRIER Trademarks and logos in any form; this prohibition includes, but is not limited to 1. attempts to file or obtain any trademark registration incorporating the CARRIER Trademarks. 2. attempts to register any company name incorporating the CARRIER Trademarks. 3. attempts to register or obtaining a registration of domain names and e-mail addresses incorporating the CARRIER Trademarks.

# Standards and Guidance

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- The CARRIER Trademarks may NOT be used on the Authorized Party business cards, badges, clothing, hats or any type of apparel, or physical displays such as lawn signs or vehicle emblems, or any object or product typically used in connection with company identification. Any exceptions must be approved by Carrier in writing and in advance.
- The CARRIER Trademarks shall not be used in any manner that violates any applicable laws.
- No person associated or affiliated with the Authorized Party may make any representation, whether verbal, written or otherwise, that the Authorized Party are a Carrier employee or are an agent of Carrier or that the Authorized Party has any official association or affiliation with Carrier. CARRIER Trademarks may NOT be used in any manner that would imply or leave the impression that anyone associated or affiliated with You is an employee or an agent of Carrier. The CARRIER Trademarks may not be used in any manner that would be likely to confuse any third party as to the nature of Authorized Party's affiliation with Carrier, which at all times is that of an independent contractor. Authorized Party shall clearly state and display the name of its business and provide appropriate contact information in any medium where it uses any CARRIER Trademark.

