

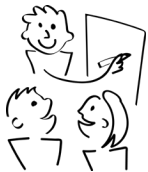


QuirkLogic™ - Trademarks and Copyrights Guidelines

Here at QuirkLogic we value our trademarks, trade names, and logos, as they are valuable company assets. These guidelines protect our trademark rights and strengthen our corporate and brand identities.

Do I Need to Follow these Guidelines?

Everyone, including our contractors, licensees, authorized resellers, developers, customers, and other parties wishing to use our trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their websites, products, labels, or packaging. In order to use any QuirkLogic trademarks you must have express written permission from QuirkLogic.



Review – A member of the QuirkLogic team will provide you with our trademark usage guidelines. If we have inadvertently not provided you with our usage guidelines, then please follow these guidelines. If you are a QuirkLogic contractor that uses any of QuirkLogic's trademarks or logos then you must follow these guidelines.

Authorized Use of QuirkLogic Trademarks

1. Advertising, Promotional, and Sales Materials:

The QuirkLogic Logo and lightbulb



These images may only be used by QuirkLogic and its licensees in advertising, promotional, and sales materials. Only such authorized parties may use the above images only as specified in an agreement with QuirkLogic or any associated Guidelines and such use must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with QuirkLogic.

2. Compatibility:

Word Marks: QuirkLogic® Quilla® Papyr™ Inkworks™

Developers may, with prior written approval from QuirkLogic, use, QuirkLogic, Quilla, Inkworks, or any other QuirkLogic word mark (but not the QuirkLogic Logo or other QuirkLogic-owned graphic symbol/logo) in a referential phrase on packaging or promotional/advertising materials to describe that the third-party product is compatible with the referenced QuirkLogic product or technology, so long as you comply with the following:

- a. The QuirkLogic word mark (QuirkLogic®) is not part of the product name.
- b. The QuirkLogic word mark is used in a referential phrase such as “runs on,” “for use with,” “for,” or “compatible with.”
- c. The QuirkLogic word mark appears less prominent than the product name.
- d. The product is in fact compatible with, or otherwise works with, the referenced QuirkLogic product.
- e. The reference to QuirkLogic does not create a sense of endorsement, sponsorship, or false association with QuirkLogic or QuirkLogic products or services.
- f. The use does not show QuirkLogic or its products in a false or derogatory light.

3. Web Sites: Web sites that serve only as noncommercial electronic informational forums concerning a QuirkLogic product or technology may use the appropriate QuirkLogic word mark, provided such use complies with the guidelines set forth in Section 2 above.

4. Publications, Seminars, and Conferences: You may use, with prior written approval from QuirkLogic, any one of QuirkLogic’s word mark in connection with book titles, magazines, periodicals, seminars, or conferences provided you comply with the following requirements:

- a. The use is referential and less prominent than the rest of the title. Acceptable: ABC CONFERENCE for Quilla Users.
- b. The use reflects favorably on both QuirkLogic and QuirkLogic products or technology.
- c. Your name and logo appear more prominent than the QuirkLogic word mark on all printed materials related to the publication, seminar or conference.
- d. The QuirkLogic logo or any other QuirkLogic-owned graphic symbol, logo, icon or image does not appear on or in the publication or on any materials related to the publication, seminar, or conference without express written permission from QuirkLogic.
- e. A disclaimer of sponsorship, affiliation, or endorsement by QuirkLogic, similar to the following, is included on the publication and on all related printed materials: “(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by QuirkLogic Inc.”
- f. A trademark attribution notice is included in the credit section giving notice of QuirkLogic’s ownership of its trademark(s). Please refer to the section below titled “Proper Trademark Notice and Attribution.”

5. Social Media account names and comments: The same rules governing the use of the QuirkLogic marks apply on the internet. In a username; licensees and developers are authorized to use the QuirkLogic marks only to indicate they are authorized licensees and developers only when used in combination of a person’s name or organization. In public social media environments and comments, the licensee or developer must adhere to the same rules as printed media listed in these guidelines.

Unauthorized Use of QuirkLogic Trademarks

1. Company, Product, or Service Name: You may not use or register, in whole or in part, QuirkLogic, Quilla, Inkworks, or any other QuirkLogic trademark, including QuirkLogic-owned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, or service name except as specifically noted in these guidelines.

2. QuirkLogic Logo and QuirkLogic-owned Graphic Symbols: You may not use the QuirkLogic Logo, QuirkLogic light-bulb logo or any other QuirkLogic-owned graphic symbol, logo, or icon on or in connection with web sites, products, packaging, manuals, promotional/advertising materials, or for any other purpose except pursuant to an express written trademark license from QuirkLogic.

3. Variations, Takeoffs or Abbreviations: You may not use an image of any variation of the QuirkLogic logo for any purpose. Third parties cannot use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of an QuirkLogic trademark for any purpose. For example:

Not acceptable: QuirkLogictool QuirkLogic Cart QuillaMart

4. Disparaging Manner: You may not use a QuirkLogic trademark or any other QuirkLogic-owned graphic symbol, logo, or icon in a disparaging manner.

5. Endorsement or Sponsorship: You may not use QuirkLogic, Quilla, Inkworks, or any other QuirkLogic trademark, including QuirkLogic-owned graphic symbols/logos, or icons, in a manner that would imply QuirkLogic's affiliation with or endorsement, sponsorship, or support of a third-party product or service.

6. Merchandise Items: You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing QuirkLogic, Quilla, Inkworks or any other QuirkLogic trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from QuirkLogic.

7. QuirkLogic's Trade Dress: You may not imitate the distinctive QuirkLogic packaging, web site design, logos, or typefaces.

8. Slogans and Taglines: You may not use or imitate a QuirkLogic slogan or tagline.

For example: "Real-time ideation"

9. Domain Names: You may not use an identical or virtually identical QuirkLogic trademark as a second level domain name.

Not acceptable:

- "quilla.com"
- "quillaQuirkLogic.com"
- "quilla-QuirkLogic.com"
- "quillamart.com"

10. Use of our Trademarks in Social Media: Without written approval from QuirkLogic, it is prohibited that a licensee or developer make any comment or posting posing as an authorized comment from QuirkLogic or any affiliate. Also, without written approval, it is forbidden to use any of QuirkLogic's marks as traffic generators in AdWords or similar services.

The Quilla Trademark

1. You may not use the Quilla trademark standing alone except to denote or refer to the QuirkLogic Quilla e-writer product line without prior written approval.

2. You may use with prior written approval from QL “Quilla” in your product name, company name, trade name, or service name provided your name satisfies the following criteria:

a. Your product is not a tablet, e-writer, digital signage, electronic whiteboard, collaborative technology or similar such as a computer, computer system, or operating system software. Nor your product uses an electrophoretic, bi-stable or persistent type of display of any size.

b. Your product is suitable to be used with a Quilla or the third-party business is associated with Quilla devices.

c. “Quilla” is used in combination with another non-generic or non-geographically-descriptive word.



Acceptable

- QuillaMoon
- QuillaCharlie



Not acceptable

- QuillaCalgary
- QuillaSales

d. “Quilla” does not appear more prominently than the rest of the name in size, color, or typeface.

e. Your name does not suggest a false association with QuirkLogic.

f. Your name is not confusingly similar to any trademark owned or used by QuirkLogic.

g. You acknowledge that QuirkLogic is the sole owner of the “Quilla” trademark and that you will not interfere with QuirkLogic’s use or registration of “Quilla” alone or in combination with other words.

Rules for Proper Use of QuirkLogic Trademarks

1. Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service.

2. As adjectives, trademarks may not be used in the plural or possessive form.

Correct: Our meeting room has two Quilla e-writers.

Not Correct: Our meeting room has two Quillas.

Adjective: a word that “describes” a noun or pronoun

Noun: person, place or thing

3. An appropriate generic term must appear after the trademark the first time it appears in a printed piece, and as often as is reasonable after that. For a list of suggested generic terms see QuirkLogic Trademark List, a part of this document.

4. Always spell and capitalize QuirkLogic's trademarks exactly as they are shown in the QuirkLogic Trademark List. Do not shorten or abbreviate QuirkLogic product names. Do not make up names that contain QuirkLogic trademarks. Proper Trademark Notice and Attribution

1. Distribution Within the United States Only

- On product, product documentation, or other product communications that will be distributed only in the United States, use the appropriate trademark symbol (TM, SM, ®) the first time the QuirkLogic trademark appears in the text of the advertisement, brochure, or other material.
- Refer to the QuirkLogic Trademark List for the correct trademark symbol, spelling of the trademark, and generic term to use with the trademark. Generally, the symbol appears at the right shoulder of the trademark (except the QuirkLogic Logo and light-bulb logo, where the logo appears at the right foot).
- Include an attribution of QuirkLogic's ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication.

Following are the correct formats:

_____ and _____ are registered trademarks of QuirkLogic, Inc.

_____ and _____ are trademarks of QuirkLogic, Inc.

2. Distribution Outside the United States:

- Do not use QuirkLogic trademark symbols on products, product documentation, or other product communications that will be distributed outside the United States.
- Use one of the following international credit notices:

_____ is a trademark of QuirkLogic Inc., registered in the U.S. and other countries.

_____ is a trademark of QuirkLogic Inc.

Depictions of QuirkLogic Products

1. Endorsement or Sponsorship: You cannot use any QuirkLogic logos, company names, product names, or images of QuirkLogic products in marketing, promotional or advertising materials as their use may create the impression that QuirkLogic endorses or sponsors the product, service or promotion.

2. Compatibility: If you are a developer, you may show an image of a QuirkLogic product in your promotional/advertising materials to depict that your product is compatible with, or otherwise works with, the QuirkLogic product or technology, provided you comply with the following requirements:

- a. Your product is in fact compatible with, or otherwise works with, the referenced QuirkLogic product.
- b. The image is an actual photograph of the genuine QuirkLogic product and not an artist's rendering (Note: You must obtain express written permission from QuirkLogic before using any photograph owned or licensed by QuirkLogic).
- c. The QuirkLogic product is shown only in the best light, in a manner or context that reflects favorably on the QuirkLogic products and on QuirkLogic Inc.
- d. The reference to QuirkLogic does not create a sense of endorsement or sponsorship by, or other false association with, QuirkLogic or QuirkLogic products.

For further information with respect to QuirkLogic's copyrights, please submit your request in writing to QuirkLogic's IP department.

By using a QuirkLogic trademark, in whole or in part, you are acknowledging that QuirkLogic is the sole owner of the trademark and promising that you will not interfere with QuirkLogic's rights in the trademark, including challenging QuirkLogic's use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any QuirkLogic trademark. The goodwill derived from using any part of a QuirkLogic trademark exclusively inures to the benefit of and belongs to QuirkLogic. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any questions regarding these guidelines, please submit your query to QuirkLogic's IP department by emailing ip@quirklogic.com.

QuirkLogic's Trademark List

A trademark can be a word, phrase, symbol, or design that distinguishes the source of the goods or services. Also, it can be the appearance of a product or its packaging, including size, shape, color, texture, graphics, and appearance (e.g., retail store or website).

The following is a non-exhaustive list of QuirkLogic's trademarks and service marks.

When using the marks in publications that will be distributed only in the United States or Canada, the TM, SM, or [®] symbol should be included the first time it is referred to. For publications that will be distributed

outside the United States or Canada, there is no need to include trademark symbols. Instead use the appropriate trademark attribution notice, for example: “*Quilla and QuirkLogic are trademarks of QuirkLogic Inc., registered in the U.S. and other countries.*”

The list also includes a suggested generic term for each trademark. For all publications, include an appropriate generic term after the trademark the first time it appears. Thereafter, the generic term should appear frequently with the trademark. (These generic terms are only suggestions, and there may be other words that are equally appropriate.)

Did you know that trademarks are adjectives, and should not be made into verbs or made plural or possessive? For more information on how to use QuirkLogic’s trademarks, refer to the document titled, “Guide for Using Trademarks” or contact a member of the QuirkLogic team.

The absence of a product or service name or logo from this list does not constitute a waiver of QuirkLogic’s trademark or other intellectual property rights concerning that name or logo.

QuirkLogic’s Trademarks

Generic Terms

QuirkLogic®

N/A

Quilla®

eWriter

Papyr™

ePaper

Inkworks™

framework



N/A



N/A

Quilla®

N/A

Papyr™

N/A

Real-Time Ideation™

N/A

Additional QuirkLogic Product or Service Names

If a product or service name is not listed under QuirkLogic's Trademarks or QuirkLogic's Service Marks, it should **not** be followed by a TM, SM, or [®] notation and should **not** be included in credit lines. However, if a product or service name includes QuirkLogic, Quilla, or another QuirkLogic mark listed in this trademark list, apply the correct trademark symbol (TM, SM, or [®]) to that portion of the name for U.S. and Canada publications only. In addition, all QuirkLogic trademarks need to be given the correct attribution in the credit section of all U.S. and international publications.

Example:

The QuirkLogic® Quilla® mobile digital device comes with Inkworks™ software.

QuirkLogic and Quilla are trademarks of QuirkLogic Inc., registered in the U.S. and other countries. Inkworks is a trademark of QuirkLogic Inc.

Questions?

If you have questions or comments regarding the QuirkLogic Guidelines information, please contact us at info@quirklogic.com.

Note:

This document was updated as of January, 2021.