

2RING TRADEMARK USAGE GUIDELINES

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These Trademark Usage Guidelines (the "**Guidelines**") set forth the rules for using or referring to 2Ring Trademarks (defined below). The Guidelines are for authorized distributors and authorized resellers, and other licensees of 2Ring that wish to use, and who have been authorized by 2Ring in writing to use, 2Ring Trademarks on their websites or in promotional, advertising, instructional, or reference material. As used in these Guidelines, "**2Ring**" refers to 2Ring America, Inc. or 2 Ring, spol. s r.o., as applicable, that has entered into a Trademark License Agreement (defined below) with such authorized distributor or authorized seller or other licensee pursuant to which 2Ring authorizes use of the 2Ring Trademarks. For the purposes of the Guidelines, "**2Ring Trademarks**" shall mean all registered or unregistered trademarks and service marks, such as, but not limited to, words, names, symbols, devices, slogans, logos, or any combination of these, owned by 2Ring or its affiliates, including, but not limited to, the trademarks listed below in Section 7 of these Guidelines (the "**2Ring Trademark List**"). If any terms or conditions of these Guidelines conflict, or are otherwise inconsistent, with any written agreement you have entered into with 2Ring granting you an express trademark license ("**Trademark License Agreement**"), the terms of the Trademark License Agreement will control solely with respect to the subject matter therein. These Guidelines may be updated at any time by 2Ring in its sole discretion and shall be effective as of the date posted on www.2Ring.com/LegalNotices.

2Ring Trademarks are owned by 2 Ring, spol. s.r.o. and licensed by its affiliates. As such, 2Ring intends to take all appropriate measures to preserve the strength of and retain their rights in the 2Ring Trademarks. By using any 2Ring Trademark, in whole or in part, you acknowledge that that 2Ring Trademark is a valuable intellectual property asset of 2Ring and its affiliates and you will not interfere with their rights in that 2Ring Trademark including, but not limited to, challenging 2Ring's use, registration of, or application to register any such 2Ring Trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any 2Ring Trademark. You agree that the goodwill derived from using any part of a 2Ring Trademark exclusively inures to the benefit and belongs to 2Ring and its affiliates. Except for the limited right to use as expressly permitted under any applicable Trademark License Agreement you have entered into with 2Ring, no other rights of any kind are granted with respect to 2Ring Trademarks, by implication or otherwise. If you have any questions about the Guidelines, please direct them to 2Ring at legal@2Ring.com, with the subject line: "2Ring Trademark Usage Guidelines."

1. Restrictions on Use of 2Ring Trademarks

- 1.1. Use of 2Ring Trademarks as Company, Product, Service, or Domain Name.** You may not use or register in any jurisdiction, whether foreign or domestic, any 2Ring Trademark, or any alteration or portion thereof, as all or part of your company, product, or service name in a manner that is likely to create confusion as to 2Ring's sponsorship, affiliation, or endorsement of your, or any third party's, company, product, or service, or that may dilute the 2Ring Trademark. Similarly, you may not use or register in any jurisdiction, whether foreign or domestic, a domain name that incorporates any 2Ring Trademark, or any alteration or portion thereof, in bad faith or in a manner that is likely to create confusion as to 2Ring's sponsorship, affiliation or endorsement of your company, product, or service.
- 1.2. Use of 2Ring Trademarks in False or Misleading Advertising.** You may not advertise 2Ring, 2Ring's products, services, or 2Ring Trademarks, in a false or misleading manner or in violation of any applicable federal, state, local or foreign law.
- 1.3. Use of 2Ring Trademarks in Obscene or Offensive Material.** You may not use any 2Ring Trademark on or in connection with any defamatory, scandalous, pornographic, or other objectionable materials of any sort, as determined by 2Ring in its sole discretion.

- 1.4. Disparaging Use of 2Ring Trademarks.** You may not use 2Ring Trademarks to disparage 2Ring or 2Ring's products or services, or in a manner that, in 2Ring's sole judgment, may diminish or otherwise damage the reputation of 2Ring or the goodwill in the 2Ring Trademarks.
- 1.5. Variations, Takeoffs, or Abbreviations.** You may not use any variation of any 2Ring Trademark for any purpose. In addition, you may not use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of any 2Ring Trademark for any purpose. The 2Ring Trademark List provides the proper spelling and capitalization for each 2Ring Trademark.
- 1.6. Use of Slogans and Taglines.** You may not use or imitate any 2Ring slogan or tagline without 2Ring's prior written consent on a case-by-case basis.
- 2. Authorized Use of 2Ring Trademarks.** You may not use any 2Ring Trademark except pursuant to a Trademark License Agreement.
- 3. Proper Usage Of 2Ring Trademarks**

 - 3.1. Protection.** Proper usage of 2Ring Trademarks is important for their continued protection. Proper usage aids consumers who depend upon 2Ring's products and services and helps prevent 2Ring Trademarks from losing their distinctiveness and becoming generic.
 - 3.2. Non-stylized Use.** When a 2Ring Trademark is used in a non-stylized form, such as in the body text of an advertisement, it should be set apart and distinguished from the other words in the text. In order to do this, the 2Ring Trademark may be rendered in **boldface type**, *italics*, CAPITAL LETTERS, underscored, or "set in quotations marks".
 - 3.3. Use of Trademark as an Adjective.** Trademarks are adjectives and should be followed by the generic term they modify, such as "product." Never use any 2Ring Trademark as a noun, a verb, or in the plural or possessive form. For example:

 - i. Correct Usage: 2Ring® products provide the utmost and advanced solutions for unified communications.
 - ii. Incorrect Usage: 2Ring® provides the utmost and advanced solutions for unified communications.
 - 3.4. Proper Trademark Symbol.** Each reference to a 2Ring Trademark should appear with the proper trademark symbol, as listed on the 2Ring Trademark List. In the text of advertisements, brochures, or any other written materials, the appropriate symbol (™ or ®) must be used with the first or most prominent appearance of the 2Ring Trademark in headlines and the first time the 2Ring Trademark appears in body text. The appropriate symbol also should be used on each subsequent page if the topic is different or if the pages can be separated and distributed independently. If the materials, product packaging, or web page includes a properly licensed 2Ring Trademark which already includes the appropriate trademark symbol, it is not necessary to include a trademark symbol after the word "2Ring" in the text in that material, product packaging, or web page.
 - 3.5. Proper Trademark Attribution Statement.** All marketing collateral, advertisements, product packaging, web pages, and manuals that include 2Ring Trademarks must include the proper trademark attribution. Typically, the attribution statement is displayed at the end of the material, in the footer of the document, or on the back of the package. The correct trademark attribution statement is:

- i. For Registered Trademarks: “[insert applicable 2Ring Trademark(s)] [is/are] [a] registered trademark[s] of 2Ring or its affiliate in the U.S. and other countries.”
- ii. For Unregistered Trademarks: “[insert applicable 2Ring Trademark(s)] [is/are] [a] trademark[s] of 2Ring or its affiliate in the U.S. and other countries.”

4. 2Ring as a Trade Name. "2Ring" functions not only as a trademark identifying goods offered by 2Ring, but also as a trade name or company name referring to 2Ring America, Inc. Trade names are nouns and should not be followed by a generic descriptor and may be used in the possessive form. When used as a trade name, "2Ring," should not be followed by a trademark symbol. Within documents, the first reference to the trade or company name should be "2Ring America, Inc." and "2Ring" should be used for subsequent references.

5. 2Ring Trademark Logos

5.1. General. If you are authorized to use any 2Ring Trademark in accordance with Section 2.1 above specifically in logo format (each such 2Ring Trademark, a “**2Ring Trademark Logo**”), your use must comply with the additional guidelines set forth in this Section 5.

5.2. Use Only the Approved Master Artwork. Each 2Ring Trademark Logo is a single, standalone piece of artwork. When reproducing any 2Ring Trademark Logo, use only the master artwork provided by 2Ring. Do not alter or distort the appearance of the 2Ring Trademark Logo in anyway, for example, by adding your own design elements or colors or changing the font. The 2Ring Trademark Logo must always be well produced, clearly visible, and legible.

5.3. Minimum Clear Space. You must provide a minimum clear space around the 2Ring Trademark Logo and you must not impede upon the clear space with any other graphic elements, words, charts, or other depictions.

5.4. Decorative Use. Use of any 2Ring Trademark Logo for purely decorative purposes in any marketing collateral, packaging, or web site is prohibited without the prior written permission of 2Ring on a case-by-case basis.

6. Misuse of 2Ring Trademarks. In the event you discover: (a) any use of a 2Ring Trademark that violates any of the terms of these Guidelines, including any attribution rule, or (b) any logos, icons, or images that are confusingly similar to any of the 2Ring Trademarks, please immediately notify 2Ring by sending an e-mail to legal@2Ring.com, with the subject line: “2Ring Trademark Misuse”, and include a copy or description of the material in which the trademark violation appeared.

7. 2Ring Trademark List. The following 2Ring Trademarks are owned by 2Ring or its affiliates:
2Ring® 2RING®

2:RING®

2:RING®

