

## **Trademark Policy**

Dwyer Instruments, Inc.'s trademarks are valuable company assets that help us distinguish Dwyer products and services from those of our competitors. Proper use of the Dwyer Marks is important and we are serious about protecting our reputation and brand identity. To help us achieve this goal, you must follow the terms of this Policy to help protect the strength of our trademarks and our brand identity.

### **Trademark Basics**

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 non-comprehensive list of Dwyer Marks is available at:

[http://www.dwyer-inst.com/PDF\\_files/TrademarkAcknowledgements.pdf](http://www.dwyer-inst.com/PDF_files/TrademarkAcknowledgements.pdf) (the "Dwyer Marks")

The Dwyer Marks also include other Dwyer graphics, logos, designs, number designations, page headers, button icons, scripts, and trademarks and service names. The Dwyer Marks are the registered trademarks, trade name, or trade dress of Dwyer Instruments, Inc. in the U.S. and/or other countries.

### **Use of the Dwyer Marks**

In order to protect the Dwyer Marks, you must do the following:

- Do not incorporate the Dwyer Marks or any other confusingly similar marks into your product names, website names, or trademarks.
- Do not incorporate the Dwyer Marks or any other confusingly similar marks into any domain names or other online assets/monikers/properties, including social media usernames, handles, and account names.
- Always use the Dwyer Marks consistently and in their exact form. Do not alter or modify the Dwyer Marks, including adding other terms or logos to the Dwyer Marks to create new words or logos.
- Do not use or display the Dwyer Marks in a way that implies an inaccurate relationship or affiliation with, sponsorship, or endorsement by Dwyer Instruments, Inc.
- Do not use any trademarks, service marks, trade dress, designs or logos that are confusingly similar to the Dwyer Marks or the look and feel of the Dwyer website.
- Always use the Dwyer Marks as adjectives, rather than nouns or verbs. A trademark or service mark should always be followed by a generic product or service descriptor.
- Always distinguish the Dwyer Marks from surrounding text by capitalizing, italicizing, or using a different font for the trademark.
- Always follow your use of the Dwyer Marks with the <sup>™</sup> or ® in superscript.

Any unauthorized use of the Dwyer Marks or of marks that are confusingly similar to Dwyer Marks may be considered trademark infringement.

### **Domain Names and Other Digital Properties**

You may NOT use domain names or other online assets and monikers, including social media usernames, handles, and account names, that incorporate the Dwyer Marks or are likely to otherwise cause confusion (together, “Dwyer Digital Properties”). Additionally, use of any Dwyer Digital Properties to redirect potential customers to other websites is prohibited. If you are currently using any such Digital Properties in a manner not authorized by this Policy, you must immediately terminate such use. When terminating any unauthorized use of Digital Properties, you must either immediately transfer such unauthorized Digital Properties to Dwyer or, with Dwyer’s prior authorization, otherwise take the necessary steps to prevent use of the unauthorized Digital Properties by any other party. For purposes of clarification regarding use of Digital Properties, you may use the Dwyer Marks as part of third level of your company domain name so long as such is not likely to cause confusion. However, you may never use the Dwyer Marks in top level or second level domain names or in social media personalized URLs. Examples are as follows:

- Acceptable third level use:
  - yourcompanyname.com/magnehelic\_gauges
- Unacceptable second level use:
  - magnehelicproducts.com
  - dwyer-yourcompanyname.com
- Unacceptable top level use:
  - gauges.magnehelic
- Unacceptable social media use:
  - facebook.com/magnehelic
  - twitter.com/Magnehelic

### **Trademark Notice**

Many of the Dwyer Marks are registered in the U.S. and abroad. When referring to Dwyer Marks, the “™” or “®” notice symbols should be used properly. The appropriate symbol is placed immediately after the trademark in superscript font (e.g., ™ or ®). If the specific notice symbols are not capable of being displayed, it is acceptable to use the symbols in parenthetical (e.g., (TM) or (R)). A non-comprehensive list of Dwyer’s trademarks is available at:

[http://www.dwyer-inst.com/PDF\\_files/TrademarkAcknowledgements.pdf](http://www.dwyer-inst.com/PDF_files/TrademarkAcknowledgements.pdf).

### **Dwyer Company Name Use**

The Dwyer name is not only a trademark used to identify our goods and services; it also serves as our company name. When using the Dwyer name as a reference to the company, Dwyer may be used as a noun and no “®” symbol is needed. For example, in a press release, the following use would be proper: “Today, Dwyer announced a new line of pressure gauges.” Please use the full company name, Dwyer Instruments, Inc., when used for the first time in your publication.

### **Most Prominent Uses**

A trademark notice symbol is required for all prominent uses of the mark (e.g., titles of documents, headlines, labels, packaging, marketing collateral, signage, website promotion, brochures, data sheets, press releases, advertising, etc.) except where space or style criteria prevent compliance with this requirement.

**First Use in Text**

A trademark notice symbol is required on the first use of the mark in any text or body copy, even though the symbol may have already been used in the headline or other prominent use.

**All Logos**

Trademark notice symbols are required for all Dwyer's logos. Original logo artwork should be obtained directly from Dwyer. If the original artwork provided by Dwyer does not contain a trademark notice symbol, then one is not required.

**Policy Authorization:**

Mark Fisher, President



Affective: February 9, 2012

Revised: March 4, 2021

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