

Trademark Usage Guidelines and Agreement

Rev: 03.10.2018

1. Scope

Aquion, Inc. owns several trademarks (brand names, logo's), that are mostly protected by international registrations and that are considered important and valuable assets of Aquion, Inc. These trademarks and their approved colors are key elements for establishing and maintaining the identity of all Aquion, Inc. brands. They need to be used appropriately and consistently across all applications (printed, on-screen,...).

By signing this agreement, Beneficiary:

- agrees that the usage of the trademarks identified in this agreement is at the sole discretion of Aquion, Inc.;
- agrees that the trademarks identified in this agreement are and remain at all time, the sole property of Aquion, Inc.;
- explicitly refrains from the right to apply for registration on his own name, of any of the trademarks identified in this agreement, nor will he assist any third party in doing so;
- explicitly refrains from the right to use, in whole or in part, any content of any of the marketing materials (leaflets, posters,...) that Aquion, Inc. makes available for it's different product lines and that contain any of the trademarks identified in this agreement, without prior approval by Aquion, Inc.;
- explicitly refrains from the right to incorporate any of the trademarks identified in this agreement into his own product names, service names, trademarks, logos, or company names, and may not adopt marks or logos that are confusingly similar to any of the trademarks identified in this agreement;
- commits to use the trademarks identified in this agreement, as they are supplied to him by Aquion in any of the following digital formats: jpg, ai, eps.
- commits to follow the guidelines identified in this agreement.

By signing this agreement, Aquion, Inc. grants to Beneficiary the right to use the following trademarks (brand names and logos):

- Globe & erie water treatment
- Globe & 伊润 (Yī Rùn)
- Globe
- IQsoft
- Softena
- Slimline
- Maxima
- Sentencia
- H₂Optimo
- Proflow

2. Usage guidelines

- 2.1. Beneficiary may only use the trademarks identified in this agreement for commercial publicity purposes (websites, leaflets, advertisements), as reference to products manufactured and sold to Beneficiary by Aquion, Inc.; in case of doubt, Beneficiary must submit the project for prior approval by Aquion, Inc.
- 2.2. Beneficiary may only use each of the trademarks identified in this agreement as reference to the specific product range as indicated by Aquion, Inc.
- 2.3. It is vital that the logos retain their intended shapes, forms and colors. Therefore, it is imperative that no one attempts to convert, modify or recreate the logos under any circumstances.
- 2.4. No graphics, letters, words or any other visual element may be added to and/or deleted from the trademarks identified in this agreement.

3. Termination

Aquion, Inc. may, at its sole discretion, terminate this Agreement immediately. In the event of such termination, Beneficiary shall immediately and without further notice:

- cease using any trademarks (brand names and logos) identified in this agreement;
- destroy all signs, advertising materials, forms and other materials that contain or refer to any trademarks (brand names and logos) identified in this agreement.

Beneficiary

Company:

Name:

Title:

Aquion, Inc.

Name: Nick Govaert

Title: General Manager



Signature :








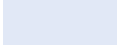
Signature :

Date:

Date: 26-07-2016



Globe + erie water treatment logo:

Brand Name	Logo	Color Specifications		
<p>Globe + erie water treatment</p>		 CMYK 94-81-0-0	 CMYK 70-35-0-0	 CMYK 50-30-0-0
		 CMYK 64-9-100-0	 CMYK 45-5-80-0	 CMYK 30-0-50-0
		 CMYK 10-5-0-0		

USER GUIDE FOR OUR LOGO:

- **.ai format:** Illustrator format, vector based, no quality loss when blown up for use on big banners etc. Not visible and useable for everybody. Typically used by professional designers and production personnel.
- **.pdf format:** ideal for preview, can also be used by professional design personnel to convert back to vector format.
- **.jpg format:** high resolution picture which can be used for many different forms of communication. The primary disadvantage of this type of file is loss of quality as the image is increased in size. Pay particular attention to this to ensure this problem is avoided.
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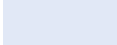
Globe + Yi Run logo:

Brand Name	Logo	Color Specifications		
Globe + Yi Run		 CMYK 94-81-0-0	 CMYK 70-35-0-0	 CMYK 50-30-0-0
		 CMYK 64-9-100-0	 CMYK 45-5-80-0	 CMYK 30-0-50-0
		 CMYK 10-5-0-0		

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Globe logo:

Brand Name	Logo	Color Specifications		
Globe		 CMYK 94-81-0-0	 CMYK 70-35-0-0	 CMYK 50-30-0-0
		 CMYK 64-9-100-0	 CMYK 45-5-80-0	 CMYK 30-0-50-0
		 CMYK 10-5-0-0		

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IQsoft logo:

Brand Name	Logo	Color Specifications		
IQsoft		 CMYK 0-0-0-70	 Light blue: CMYK 90-0-0-0	 Wave from 50-0-0-0
		 Wave to 85-47-1-0		

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Softena logo:

Brand Name	Logo	Color Specifications		
Softena		 CMYK 100-75-0-0	 CMYK 100-0-0-0	

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Slimline logo:

Brand Name	Logo	Color Specifications		
Slimline		 CMYK 69-7-0-0 Used in percentages: 100% 85% fill 60% fill 45% fill 30% fill	 Reflex Blue C CMYK 100-73-0-2	

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Maxima logo:

Brand Name	Logo	Color Specifications		
Maxima		 CMYK 73-0-100-0	 CMYK 60-9-0-0	 CMYK 100-76-12-68

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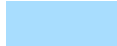

Sentencia logo:

Brand Name	Logo	Color Specifications		
Sentencia		 CMYK 30-3-0-3	 CMYK 100-10-0-10	 CMYK 59-100-0-32

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Ultra logo:

Brand Name	Logo	Color Specifications		
Ultra		 CMYK 41-2-0-0	 CMYK 100-64-0-60	

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H₂Optimo logo:

Brand Name	Logo	Color Specifications		
Optimo		 CMYK 70-0-0-40	 CMYK 35-0-0-20	

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Proflow logo:

Brand Name	Logo	Color Specifications		
Proflow		 CMYK 0-0-0-100	 Degrading color from CMYK 8-1-0-13	Degrading color to CMYK 0-0-0-0

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Multimix logo:

Brand Name	Logo	Color Specifications		
Multimix		 CMYK 0-0-0-100	 Reflex Blue C CMYK 100-73-0-2	

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NO-nitrate logo:

Brand Name	Logo	Color Specifications		
NO-nitrate		 CMYK 0-0-0-100	 Reflex Blue C CMYK 100-73-0-2	

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pHneutralizer logo:

Brand Name	Logo	Color Specifications		
pHneutralizer		 CMYK 0-0-0-100	 CMYK 86-70-0-0	

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Portasoft logo:

Brand Name	Logo	Color Specifications		
Portasoft		 CMYK 0-0-0-60	 CMYK 100-40-0-0	

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