MASPEX

GUIDELINES FOR CONTRACTORS

ON THE USE OF INTELLECTUAL PROPERTY

October 2021

INTELLECTUAL PROPERTY IS IMPORTANT TO US

Within the Maspex Group, we attach great importance to **PROTECTING OUR INTELLECTUAL PROPERTY**. That is why, we want the Partners, to whom we entrust it, to **know, understand and apply the principles that guide us.**

We remind you that all materials provided by the Maspex Group are protected by intellectual property rights, in particular copyright and industrial property rights.

These guidelines are **BINDING**. It means that all Contractors **SHALL** use the intellectual property of the Maspex Group in a manner consistent with the guidelines.

The guidelines may be periodically **UPDATED**. The current version is available here: https://maspex.com/en/for-business/ .

THESE GUIDELINES

APPLY TO ACTIVITIES CONDUCTED:

TRADITIONALLY (OFFLINE)

ON THE INTERNET (ONLINE)

REGARDLESS OF WHERE IT IS UNDERTAKEN:

IN POLAND

ABROAD

MASPEX

CHECK LIST

LET'S RESPECT THE RULES

Materials provided by the Maspex Group should be used with respect to:

- mandatory provisions of law,
- good manners,
- rules of social intercourse,
- fair competition.

LET'S STICK TO THE LIMITS

Materials should be used only to the extent to which the Maspex Group has given its CONSENT (in writing / electronically) and only for the PURPOSES resulting from the COOPERATION.

LET'S NOT INTERFERE

Materials can only be used in the form, colors and resolutions in which they were received from the Maspex Group.

RIGHTS REGISTRATION

ONLY MASPEX GROUP CAN TAKE STEPS TO REGISTER RIGHTS

This means that Contractor CANNOT, either alone or with the participation of intermediaries, take steps to:

- registration (or claiming rights in any other way) of trademarks, any other trade names, signs similar to them, or graphics provided by the Maspex Group,

- registration of trademarks as an Internet domain name.

PRESENTATION OF CONTENT

WE SHOULD CARE ABOUT REPUTATION, GOOD NAME AND RIGHT PRESENTATION OF CONTENT

Please use the materials with care for GOOD NAME and REPUTATION of the Maspex Group and individual brands and products.
Materials may not be placed adjacent to the following content or characters:

- controversial,
- illegal,
- carrying a negative message,
- those that may deteriorate the reputation of the Maspex Group's trademarks and image.

Also, do not place materials in a way that suggests that such content or marks, as mentioned above, are part of the Maspex Group trademark.

PROTECTION OF RIGHTS AND COOPERATION

ACCEPTANCE

prior to the publication of any content prepared by Contractors (regardless of its form) that contains the intellectual property of the Maspex Group, we may require it to be SUBMITTED for prior ACCEPTANCE.

INDICATION

in the course of cooperation, we may require Contractors to clearly MARK that a given trademark is registered and indicate the manner in which it should be marked.

CORRECTIVE ACTION

if we detect **IRREGULARITIES**, in particular the use of the Maspex Group's intellectual property in a manner inconsistent with these **GUIDELINES**, we will require **EXPLANATIONS** and **CORRECTIVE ACTION**. If it is justified and necessary, we may terminate the cooperation with the Contractor who committed the infringement and use any legal remedies we are entitled to.

MASPEX

MASPEX PHOTO SERVICE

IN CASE OF DOWNLOADING MATERIALS FROM THE PHOTO MASPEX SERVICE LOCATED AT:

https://photo.maspex.com/

the provisions of the regulations of this service are binding.

END OF COOPERATION

WITHIN A MAXIMUM OF 30 DAYS FROM THE END OF COOPERATION

we ask and expect from the Concractors to:

- **RETURN** all marketing materials using the intellectual property of the Maspex Group or withdraw them from the market and destroy them (at the Maspex Group's discretion),
- **DELETE** materials from their website, or delete websites if they have been dedicated to the Maspex Group products, as well as extinction of Internet domains and deletion of social media profiles or content contained therein (if they apply to Maspex Group products).

THANK YOU FOR YOUR UNDERSTANDING

MASPEX GROUP
CHOPINA 10 STREET
34-100 WADOWICE

+48 33 870 84 96