

Third-Party Trademark Usage

Trademark Usage for Partners and Other Third Parties

ESG IN SPORTS™ partners and other third parties can mention the names of ESG IN SPORTS™ offerings when describing their compatibility with their own programs or applications. But they cannot include the name " ESG IN SPORTS™ ," a logo of ESG IN SPORTS™ , a trademark of ESG IN SPORTS™ , the name of an ESG IN SPORTS™ offering or similar variations into their own names.

When referring to product compatibility, the partner must make a clear distinction between their products or services and those of ESG IN SPORTS™ . The name of their offering and the name of the ESG IN SPORTS™ offering must be clearly distinguishable from one another either visually (font size, color, type, or weight) or in wording. This can be done in a variety of ways in running text and in headlines, signs, or other materials.

In addition, the partner company name should be mentioned in connection with the product name when possible.

Compatibility References Within Running Text

In text sentences, you may use phrases such as the following to refer to your offering's compatibility with ESG IN SPORTS™ software:

- "for use with..."
- "designed for use with..."
- "runs on..."
- "compatible with..."

However, you must take care to use them appropriately, as demonstrated in the following examples.

Examples:

< Your company name> <your product name> is designed for use with ESG IN SPORTS™ ® Awards®.

< Your company name> <your product name> is compatible with SAP®Awards®.

Do not use any grammatical construction that implies the ESG IN SPORTS™ trademark or ESG IN SPORTS™ offering name is part of your offering's name.

Correct:

< Your company name> <your product name> provides extended functionality for users of ESG IN SPORTS™ ® Consultancy service.

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Incorrect:

< Your company name> <your product name> for ESG IN SPORTS™ ® Consultancy Services provides extended functionality.

The above example is unacceptable because the reader could interpret your product name to be "<Your product name> for ESG IN SPORTS™ Consultancy Services." Change any such construction to clearly separate and distinguish your offering name from the ESG IN SPORTS™ trademark.

Compatibility References Within Headlines, Signage, Packaging, Labels, and Other Materials

It is particularly important to avoid making your product name appear to include an ESG IN SPORTS™ trademark or an ESG IN SPORTS™ offering name when the reference is in a title or headline, trade show signage, product packaging, or any other material.

Within headlines, signage, and other materials, you may use phrases such as the following to refer to your offering's compatibility with ESG IN SPORTS™ software:

- "for..."
- "for use with..."
- "designed for use with..."
- "runs on..."
- "compatible with..."

However, you must always clearly visually differentiate your product name from the compatibility reference to an ESG IN SPORTS™ offering.

Example:

< Your company name> <your product name> for ESG IN SPORTS™ ®
Business Suite

Incorrect:

< Your company name> <your product name> for ESG IN SPORTS™ ®
Business Suite

< Your company name> <your product name> for Use with ESG IN
SPORTS™ ® Assistance

To correct this, use a type size for the ESG IN SPORTS™ offering name that is noticeably smaller than the type size for your offering name. Or use a different font or a different style, such as italics, for the ESG IN SPORTS™ name.

Correct:

< Your company name> <your product name> for ESG IN SPORTS™ ®
Business Suite

< Your company name> <your product name> *for Use with ESG IN
SPORTS™ ® Assistance*

The above examples are acceptable because your product name and the compatibility references "for ESG IN SPORTS™ ® Business Suite" and "for Use with ESG IN SPORTS™ ® Consultancy services are visually set apart.

Another option would be to place your product name in the title and to show the compatibility reference as a subtitle in a different type size, font, or style.

Self-Test for Avoiding Unacceptable Practices

Consider the following questions to determine if a particular product or service name, compatibility reference, marketing communication, or packaging may pose a problem to ESG IN SPORTS™ and its trademarks:

- Does your product or service name include an ESG IN SPORTS™ trademark or an ESG IN SPORTS™ offering name or similar variations of these?
- Do you use an ESG IN SPORTS™ trademark or an ESG IN SPORTS™ offering name in a way that gives the impression that

the ESG IN SPORTS™ trademark or ESG IN SPORTS™ offering name is part of your product or service name?

- Do you use just the term "for ESG IN SPORTS™ " to refer to product compatibility?
- Does your offering name, or the usage in question, lead anyone to believe your offering is developed, endorsed, or authorized by ESG IN SPORTS™ ?
- Does your communication material show any logos of ESG IN SPORTS™ (or variations of them) other than your permitted ESG IN SPORTS™ Partner logo, your permitted ESG IN SPORTS™ Certified Integration logo, or your permitted "Powered by ESG IN SPORTS™ " endorsement logo?

If the answer to any of these questions is "Yes," then you should change your product or service name, the compatibility reference, your marketing communication, or packaging to reflect proper usage.

Using the Phrase "Powered by"

Only use the phrase "powered by" in the "Powered by ESG IN SPORTS™ " context. Do not use "powered by" to describe compatibility with other ESG IN SPORTS™ offerings.

Incorrect:

< Your company name> <your product name> is powered by ESG IN SPORTS™ ® Business Suite.

If you have questions regarding trademarks and/or logo usage, please contact admin@esginsports.com.