

Trademark Use Guidelines

Summary

Honeywell's trademarks are of great importance in helping the company compete in the highly competitive industries in which its marks appear. Honeywell's legal rights in the marks can be defended only if they are consistently used correctly in all forms of media. Therefore, it is critical that Customer familiarizes itself and abide by the following rules of trademark use.

Trademark Usage Guidelines

1. All initial use (and material changes to such use) of Honeywell's trademarks and logos by Customer must be approved in advance and in writing (including via email) by Honeywell to ensure proper trademark use.
2. Trademarks must be used as adjectives, not nouns in advertising and promotional materials. Always follow the mark with the common generic (dictionary name) for the product.
3. Always distinguish a trademark from surrounding text. Methods of distinguishing a mark include printing it in CAPITALS, *italicized text*, using **bold-face text**, Initial Capitalization or by putting the mark in "quotation marks".
4. Never use Honeywell's trademarks as a verb.
5. Never use Honeywell's trademarks in plural form.
6. Do not hyphenate or dissect Honeywell's trademarks.
7. Do not combine Honeywell's trademarks with other trademarks or other words to form new trademarks.
8. Logos must never be altered and must be reproduced from the Honeywell supplied logo sheets or diskettes. Each representation of Honeywell's trademarks should be consistent, undistorted, and clear. The mark(s) should not be used in a size that is smaller than the smallest version of the logo contained in the Honeywell supplied logo sheets.
9. Honeywell logos must appear in exactly the same spatial relationship as set forth in the Honeywell guidelines. Where particular inks are designated for use by their PMS ("Pantone Matching System") numbers, all art must conform to the guidelines. You may not alter the artwork in any way.
10. If requested by Honeywell, the trademark symbol, "TM", must appear with any of Honeywell's trademarks that are unregistered, and the ® symbol must appear with Honeywell's trademarks that are registered.
11. If requested by Honeywell, the following legend should appear wherever a Honeywell trademark is displayed:
"The _____ trademark(s) is/are trademarks of Honeywell International Inc. and are used under license."
12. From time to time during the term of this Agreement, Honeywell may modify the written guidelines for the size, typeface, colors and other graphic characteristics of Honeywell's trademarks, which upon delivery to Customer shall be deemed to be incorporate into these use guidelines.
13. Use of Honeywell's trademarks must not be in violation of any United States federal or state laws, municipal ordinances or administrative agency regulations, or the laws, rules and regulations or any other country.
14. Customer may make NO representation or warranty regarding Honeywell, its products or makes.
15. Customer must abide by all guidelines on Honeywell's Brand Management site, located at: <https://brand.honeywell.com>.