LOGO LICENSING GUIDELINES

Preamble:

    ET Edge, under Times Strategic Solutions Ltd., (**"TSSL"**), a subsidiary of Times Group is in the business of conducting conferences, seminars, exhibitions, Trainings, events, content marketing, etc., on ground/ online platform. These guidelines shall be applicable to the Clients, who avail the specific logo licensing rights.

Purpose:

    It is important to regulate and ensure appropriate usage of our Logo. Proper use of logo by following these usage guidelines, protects the value of our Logo & trademark. These guidelines provide information about how & where the Client may use the Logo.

Definitions:

For the purpose of these guidelines:

a. **"Logo"** refers to the name, mark & logo owned by TSSL & its group companies, where TSSL has allowed usage of the same to the Client through a written Agreement. The licensing rights is given only for the logo, which is specifically being identified in the Agreement.

b. **"Client"** shall mean the entity, who has executed an Agreement with TSSL, where the Agreement, expressly includes licensing right for usage of its Logo.

c. **"Agreement"** shall mean any instrument (eg. Application Form, Purchase Order, Release Order, etc.) executed between TSSL & Client (by itself or through its authorised agency), through which the Client has derived licensing right for the use of Logo.

d. **"Tenure"** shall mean the specific period, as mentioned in the Agreement, for which TSSL has granted licensing rights to the Client, for the usage of Logo.

Guidelines:

Logo licensing right of the Client, shall be subject to below Guidelines:

a. This Logo licensing right is non-exclusive, non-transferable, revocable, restricted, limited and non-sub-licensable granted by TSSL to Client.

b. Colour is one of the most effective elements for ensuring a clear and consistent presentation of a logo and is essential to maintain a strong brand. Hence, the Logo should never be reproduced in any colour other than those provided by TSSL to the Client.

c. In cases, where full colour reproduction is not permissible, the Logo may be reproduced in black and white only, but not in any other colour.

d. Logo should be clearly and prominently displayed and may not be altered or reconfigured in any manner.

e.   Logo has been created as an element of art, hence, it cannot be modified or recreated by using a similar typeface and may only be used as provided, without alteration.

f.   Logos need to be seen in their entirety and should not be covered or layered with other marks or graphic elements.

g.   Stylized or cartoon images or parody deigns of the Logo is strictly prohibited.

h.   Original Logo layout/ orientation should not be tampered or modified.

i.   Logo should always be placed with margins of 15% of its size.

j.   Logo should not be combined with any other mark, hyphenated, abbreviated or displayed in parts.

k.   Logo should not be used as a part of your domain name, product name nor shall be incorporated in the Client's logo and design.

l.   Usage of Logo shall be effective from Agreement Date and is allowed only for such Tenure, as specifically mentioned in the Agreement, executed between TSSL & Client (or through Agency of Client). Any usage of the Logo, beyond such Tenure, shall be termed as illegal/ unauthorised usage and the Client shall be liable for damages and such other legal remedy as TSSL deems fit and proper.

m.   Usage of Logo in absence of a specific written Agreement, is strictly prohibited and warrants for damages and such legal action, as deemed fit by TSSL.

n.   Logo may not be used in any manner, that suggests or implies TSSL endorses the product, services, political views, or religious organizations or beliefs.

o.   Logo shall not be used in any advertisement/ promotion in any manner to give impression of Client being presented with some ranking or any award being conferred upon the Client by TSSL.

p.   All the advertisement of the Client containing the Logo, shall be used strictly in compliance with the ASCI guidelines, Consumer protection law or any other laws, as applicable and as amended from time to time.

q.   Each advertisement/ promotion by Client, containing the Logo, shall necessarily carry a disclaimer, as informed by TSSL, while sharing Recognition Certificate to the Client.

r.   Logo shall not be used along with or in connection with any other logo or name or band of tobacco/ alcohol/ drug/ gambling/ inherently dangerous products or any other goods or services including but not limited to advertisement prohibited by Government or judiciary or any other authority.

s.   TSSL has all the right to instruct the Client to discontinue usage of Logo along with any goods or services, where in sole opinion of TSSL, will hamper its brand or undermines its goodwill, if such usage continues. In the event, Client continues such usage, despite an intimation from TSSL, the same shall be construed as illegal/ unauthorised usage and shall be liable for damages and such other legal remedy as TSSL deems fit and proper.

t.   Any use of Logo without written authorization or post withdrawal of authorisation, may be considered "counterfeit" and subject to all available legal remedies, including damages.

u.   Do not attempt to claim or assert any ownership rights in the Logo and shall not attempt to register the Logo as a trademark, trade name, domain name, or "doing business as" name, in combination with your own trademark.

v.   Do not create or attempt to register the 'Logo' or 'similar' or 'deceptively similar' or 'confusingly similar' trademark of the Logo.

w.   Any use of or reference to our Logos/ trademarks that is inconsistent with these guidelines, is prohibited.

x.   This Guidelines shall be applicable on the Client, immediately on Client commences using the Logo.

y.   Notwithstanding any terms, contrary contained in any other Agreement/ document executed between TSSL & the Client or its Agencies, the terms of this Logo licensing guidelines shall prevail.

TSSL may update this policy from time to time, which shall be applicable on the Client from the date of its update and, hence the Client is expected to keep itself updated with such changes.

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