

Spartan Logo Guidelines

The logos and trademarks owned by Spartan Bioscience Inc. ("Spartan") are part of our brand identity and expanding base of intellectual property. Spartan permits accredited press agencies and journalists to make use of the logos and trademarks provided on the Spartan website provided the said accredited press agencies and journalists adhere to and follow the legal restrictions as described below.

Guidelines for Press Agencies and Journalists concerning Spartan's Logos and Trademarks

The trademarks and logos on this page may be used only by accredited press agencies and journalists who are publishing articles specific to the products and services offered by Spartan Bioscience Inc. Any use of Spartan's artwork outside of the guidelines is strictly prohibited.

Spartan reserves the right to prohibit the use or continued use of any of their trademarks and/or logos should they not approve of the articles in which Spartan's trademarks and/or logos are present.

Guidelines for the use of Spartan Logos

1. The logos may only be used in close proximity to, or in obvious connection with, a published article or broadcast news story about Spartan Bioscience Inc. or a specific Spartan product or service.
2. The logos may not be copied, distributed or used apart from the article or broadcast commentary about the company or the applicable product or service.
3. The logos must be used as provided by Spartan without changes or alterations, including, but not limited to, changes in the colour, proportion, or design, or removal of any words, artwork, or trademark symbols. The logos may not be animated, morphed, or otherwise distorted in perspective or appearance.
4. Some logos may be comprised of both text and graphics. Such logos should be displayed in their entirety comprising both text and graphics. Deletion of any text that is surrounding such logos is not permitted.
5. The logo must stand alone and may not be combined with any other object, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols.
6. The relationships between the elements of the Logo are fixed, and must not be altered in any way. The complete Logo must always be shown and not obscured, altered or cropped in any way. Only the authorized electronic artwork provided may be used.
7. Product or service vendors, such as independent hardware vendors, independent software vendors, independent service providers, application service providers, resellers and original equipment manufacturers, are not permitted to use these logos. Logos that appear on the Multimedia web page on Spartan's website are for the sole and exclusive use of accredited press agencies and journalists.

GUIDELINES AND RESTRICTIONS FOR USING TRADEMARKS IN TEXT

1. **PLEASE USE OUR TRADEMARKS PROPERLY.** Any and all references to Spartan's trademarks must include:
 - 1.1. Using the registered trademark or trademark symbol ("®" or "TM") at the upper right corner or baseline immediately following the trademark. *Examples:* "Spartan®", or "Spartan™". This symbol should be used at every mention.
 - 1.2. Using the correct generic name or descriptor immediately after first mention of the trademark in text. *Examples:* Spartan™ real – time PCR analysis device, Spartan DX™.
 - 1.3. Where applicable, including the following notice on materials referencing the trademarks: *Example:* "Spartan, Spartan DX and their respective logos are either trademarks or registered trademarks or of Spartan Bioscience Inc. in Canada and/or other countries."
2. **PRODUCT NAMES.** Do not combine Spartan trademarks or portions of Spartan product names with any other company, product or service names. For example, do not say; "XYZ's Spartan DX utility program takes advantage of the Spartan DX on-demand capabilities..."
3. **DO NOT COMBINE THE TRADEMARK WITH AN IMPROPER GENERIC NAME.** For example, the Spartan DX trademark identifies the Spartan real-time PCR analysis device. PCR kits and reagents designed to run on the Spartan DX are not "Spartan DX applications" or "Spartan applications".