

Truck Accessories Group, LLC Copyright and Trademark Usage Guidelines

Copyright Usage Guidelines

Use of Truck Accessories Group's proprietary copyrighted material is strictly prohibited without prior approval from TAG. Such materials include, but are not limited to, content and text displayed on TAG's websites, or other documentation, photographs, diagrams, videos, images, and sound clips.

Trademark Usage Guidelines

These guidelines are for authorized distributors, dealers, and resellers authorized to use TAG's trademarks (the "Trademark(s)"). TAG grants only such authorized users a limited, non-exclusive, revocable license to use the Trademarks solely for the purpose of promoting the sale of TAG products. TAG may revoke this license at any time by sending notice at which time the user must immediately cease using all Trademarks. Any use of the Trademarks that is inconsistent with these guidelines will be cause for immediate revocation of this limited license.

TAG may amend these guidelines from time to time as it deems necessary. All authorized users should consult this page www.Truckgroup.com/Guidelines from time-to-time for any updates

- I. Authorized Use
 - A. Use of the Trademarks must be limited to the manner prescribed by any TAG brand guidelines promulgated from time to time. Current brand/logo usage guidelines can be accessed through the www.Truckgroup.com/Guidelines listed above.
 - B. Use of the Trademark must be for the purpose of truthfully advising customers that the user sells authorized, genuine/non-counterfeit TAG products
 - C. Always use the Trademark as an adjective, not a noun. The Trademark should be used as an adjective, followed by the common or generic noun for the product or service. For example, "Use "LEER® Latitude™" for best performance," not "Use "LEER®" for best performance."
 - D. The Trademark should appear in initial capital letters or all caps.
 - E. The use of the Trademark must not be detrimental to the integrity, reputation, or goodwill of the brand or of TAG.
 - F. The use of the Trademark on a website or in advertising/promotional materials must be smaller than the use of the user's own name and logo or surrounding names and logos.
 - G. The Trademark or photos of TAG product packaging bearing a Trademark may be used, provided that such use is in connection with the sale of that TAG product, such product is authorized and genuine/non-counterfeit, and instructions for purchase are available in close proximity to where the Trademark appears.
 - H. All Trademark use must make it clear that TAG is the source of the product offering, and that you are independent from TAG. All Trademark use should be secondary to and significantly less prevalent than the authorized reseller's or distributor's own branding and logos, and limited to what is necessary to promote TAG's products and not the user's own products or services generally.

I. Trademark use should include proper trademark marking (see below for examples). When the Trademark is used repeatedly in a document, marking should be used at least on the first use of the Trademark and on each separate page or section.

J. All permissible uses of the Trademarks must be accompanied by a trademark ownership statement. The following language is appropriate:

“LEER® is a trademark of Truck Accessories Group in the United States and/or other countries, and is used for reference purposes only.” This can be used as a footnote to display ads, posters, fliers and digital onscreen advertising

K. Examples of permissible uses of Trademarks, if the statements are truthful, include

*We are an independent reseller of LEER® Latitude™

*We offer a wide selection of LEER® Truck Caps and Tonneaus.

*Our technicians use only genuine LEER® products.

II. Unauthorized Use

A. Do NOT alter the Trademarks from their original form, for example, the addition of hyphens or spaces to a word mark, creation of unauthorized acronyms, or alteration of any stylized or design format is unauthorized, e.g., “L.E.E.R.” or “leer”.

B. Do NOT use the Trademarks as part of your company name or product name, e.g., “Barry’s LEER® Truck Caps”.

C. Do NOT use the Trademark in a plural or possessive form. For example, “LEER® Truck Caps and Tonneaus” are ...,” not LEER’s® Truck Caps and Tonneaus are” TAG’s full corporate names can be used in possessive form, e.g., Truck Accessory Group’s.

D. Do NOT use any Trademark as your domain name or part of your domain name.

E. Do NOT use any Trademark or variation thereof as a “favicon” or web browser or shortcut icon, including but not limited to any favicon used by TAG.

F. Do NOT copy the overall look and feel of a TAG website or promotional materials.

G. Do NOT use any Trademark in the title of an internet search listing result unless the user is an authorized reseller/distributor and clicking on that search result directs a customer to a page that sells the referenced genuine TAG truck accessory products.

H. Do NOT use any Trademark in a manner that states or implies that you or your company are affiliated with TAG or its affiliates, or that your products or services are approved or sponsored by TAG.

I. Do NOT use the Trademark in connection with any third-party mark, logo, design, or name in a manner that could cause confusion among consumers as to the association of the parties or their products or services.

J. Do NOT use any of the Trademarks in a manner that would disparage TAG, its affiliates, or any of their products or services.