

LICENSE AGREEMENT FOR USE OF THE FEARNLEY PROCTER NS-1™ LOGO AND/OR TRADEMARK

ADDENDUM 5

Additional Restrictions for use of the Logo and Trademark in company web sites.

This Addendum, along with other addenda, is an integral part of the attached license agreement and should not be treated otherwise. Any restrictions of use for the LOGO and the TRADEMARK should be considered in addition to, and not in replacement of, any restrictions in the main agreement. Guidance notes that are given are to assist the licensee in complying with the license. The licensee should note that the licensor reserves the right to reject any use of the Logo or the Trademark for any reason.

The licensee needs to take the utmost care when using the internet to promote the APPROVED under the Fearnley Procter NS-1 Approval system.

It is an excellent medium for promotion as a single use of the logo or trademark within a header or footer will appear on every page.

This is also one of its problems because unless the logo and the reference, or the trademark and the reference, are used together it may appear to the viewer/user that the whole website, the company and all its products and services, are Fearnley Procter NS-1™ Approved – which is rarely the case. Care should be taken to prevent any accidental or perceived endorsement of non-approved facilities, services, processes, designs or products.

Below is some guidance as to how the Fearnley Procter NS-1™ logo and trademark can be used on a company's web pages.

Logo Size

The minimum height for the logo is 100px.

Print Size

The minimum font size for the Reference is 9pt.

The minimum font size for the Trademark is 12pt.

Certificates of Approval

Whenever a Fearnley Procter NS-1™ logo or a Trademark is used it should have a link to the relevant certificate of approval. This certificate can be located either on the company's website or via a link to the certificate held on the Fearnley Procter Group website. The link address is provided at the time of the execution of the license. The only exception to this is when the Trademark is used as part of a navigation system within the website.

Headers and Footers

If the licensee wishes to use the logo as part of a header, footer or any other repeated area of the web site, then they need to make sure that the reference for that logo is also clearly displayed whenever the logo is present. The reference should be displayed either immediately below the logo or if placed in another location it should be associated via the use of matching asterisks. Multiple uses for one APPROVED may be used with one logo but each different

APPROVED must have its own logo, even if the approvals are at the same level. Care must be taken to prevent non-approved company products or services from mistakenly appearing to carry any form of Fearnley Procter NS-1TM approval.

Navigation

The logo is not really suitable for use as part of any form of navigation. The trademark on the other hand may be used. However it must be used in full as 'Fearnley Procter NS-1TM' and it can have the extension 'Approved' or 'Approvals' if required.

Provided that it is not being used to promote or suggest the promotion of an APPROVED; of a licensee facility; or of a licensee product or service, it does not require the presence of the reference.

It should only be used to link to:

- A list of APPROVED
- Certificates of Approval
- Details of the approval system as supplied by the licensor on request.

Body Copy

Only the Trademark should be used in the body copy. If the trademark is used the logo must also be present somewhere within the website but not necessarily on the same page. When the trademark is used the reference must be present either immediately to its right, parentheses are allowed, or via an associated asterisk to another part of the page, banner, header or footer, open and viewable at the same time.

Specific Pages

Where the APPROVED has specific pages, or parts of pages, within the website, the logo should be used. It must be fully referenced. The trademark may also be used at the same time as the logo and if using associated asterisks then one reference is sufficient to cover both appearances.

Advertisements

All advertisements must follow the restrictions as laid down in the license agreement.

Abbreviated Advertisements

For the purposes of this addendum an advertisement whose area is less than 10% of the viewable area of any page can be classified as an 'Abbreviated Advertisement'.

Either the Logo or the Trademark may be used on their own within an abbreviated advertisement. An asterisk should be used to identify the reference that applies to the logo or the trademark and that reference must be viewable whenever the abbreviated advertisement is present but not necessarily as part of the advertisement.

Backgrounds

Particular attention must be taken to the background on which the logo is being used. It must not clash with the Logo and the logo must also be clearly visible.

Reduced Web page designs for Smart-phone, mobile phone or tablet

It remains the licensee's responsibility that any part of the web site that can be viewed using these or similar electronic devices, complies fully with the license agreement and this addendum. Any such use will not be considered an 'Abbreviated Advertisement'.

Prohibited Items

The following use(s) of the logo and/or the trademark, together or separately are prohibited:

- No special effects should be applied to the logo such as fading in or out; spinning; vanishing, flashing etc.
- Apart from the Fearnley Procter Group website, or their own certificate page, the logo may not be used as a link to any other part of the website, web page, web tool or another web site.
- As part of any purchasing system or on any purchasing pages.