



Trademark Guidelines for BlackVue usage in the Benelux region by TJM Supplies B.V.

"Proper Usage of BlackVue Trademarks and Logos by BlackVue dealers within the Benelux region"

BlackVue is a registered brand by Pittasoft Co., Ltd.

These Guidelines describe the use and reproduction of all BlackVue trademarks usage in the Benelux region. BlackVue Authorized Dealers and others with permission may use BlackVue trademarks and logos strictly in accordance with these Guidelines set out by TJM Supplies B.V. who's role is; Benelux exclusive importer of BlackVue products.

Use of BlackVue trademarks and logos other than in accordance with these Guidelines is a violation of BlackVue rights and is strictly prohibited. TJM Supplies B.V. reserves the right to revise these Guidelines from time to time, without notice.

1. Importance of the BlackVue name:

The BlackVue corporate name, BlackVue logos, and other BlackVue trademarks and service marks (collectively, the "BlackVue Marks") are among the most critical elements of the BlackVue identity and convey many aspects of our business. The BlackVue Marks are widely recognized, positive industry symbols, and can be a very effective way to highlight your commitment to high-quality products.

BlackVue sells a variety of dashcam & relative dashcam accessory products. Strong brand names help to create stronger customer commitment. When talking about BlackVue Products, it is important to do so in a consistent manner and to associate the product name to the BlackVue brand to reinforce brand identity.

The BlackVue Marks are available for use by Authorized Dealers in the Benelux region as permitted in their agreement(s) with TJM Supplies B.V., and on a case-by-case basis as approved in advance by TJM Supplies B.V. This document provides the basic style guidelines to ensure consistency.

2. Request for use:

BlackVue Authorized Dealers wishing to use the BlackVue Marks other than as permitted in their agreement(s) with TJM Supplies B.V. and others interested in using BlackVue Marks for appropriate marketing and educational purposes should submit the "Request to Use BlackVue Trademarks" to TJM Supplies B.V. All requests for use of BlackVue Marks will be reviewed on a case-by-case basis. TJM Supplies B.V. will also review actual usage of the BlackVue Marks on a case-by-case basis. Please get in contact with your dedicated contactperson within TJM Supplies B.V. Or contact: info@tjmsupplies.nl by email.

3. BlackVue logos:

The BlackVue Marks that are graphic logos ("BlackVue Logos") are the visual representations of the organization, and represent BlackVue and its standards in a unique way to customers and to the public. As symbols, the BlackVue Logos are a prime vehicle for establishing presence and identity.

Where you permissively use both your own unique company identifier(s) or graphic style along with BlackVue Logos, your business identity must be presented in the dominant style, always larger than the BlackVue Logos. In addition, the BlackVue Logos must be separated from and presented as a separate and distinct element from any other mark or information.

Only use BlackVue Logos obtained from BlackVue; do not re-design BlackVue Logos. You can obtain BlackVue Logos from either www.blackvue-nederland.nl or www.blackvue.com which are official BlackVue websites.



4. Proper usage of BlackVue trademarks and logos:

Unless you have express, prior written permission from TJM Supplies B.V:

Do not use BlackVue Marks as all or part of a product name or in or on any product, packaging, labels, advertisements, press releases, marketing materials, domain names, web pages, trade show materials, or any other materials. The word "BlackVue", or an appropriate BlackVue mark may be used as part of a webpage address that points to the underlying BlackVue-branded product, provided such usage otherwise complies with these guidelines.

Example:

Correct usage:

<http://www.kevinsdashcamshop.nl/blackvue>

(provided this page contains BlackVue® dashcams, and dealer is authorized to advertise such dashcams)

Incorrect usage:

<http://www.kevinsBlackVuedashcams.nl> (uses "BlackVue" as part of the domain name, which is not permitted)

Do not use BlackVue Marks in any manner that might be understood to suggest an association with or sponsorship by BlackVue, nor an endorsement (express or implied) by BlackVue of any product, service, or entity. However, BlackVue Marks may be used as part of a truthful statement that a company is an "Authorized BlackVue Dealer."

Example:

Correct: Kevin's Dashcam Shop – the online store for BlackVue® dashcams

Incorrect: Kevin's BlackVue® dashcam online store (directly link "BlackVue" to an entity)

Do not attempt to claim trademark rights in any BlackVue Mark by using or registering a BlackVue Mark as all or any part of a product or service name, trademark, service mark, logo, trade name, or "doing business as" name (d/b/a).

Do not use BlackVue Marks in any fashion that could result in a likelihood of confusion between BlackVue goods and services and the goods and services of any other entity.

Always use BlackVue Marks consistently and distinctively, distinguishing our marks from other words in the text in some way. This distinction includes capitalizing all letters in the trademark, using initial caps or initial caps with quotation marks, using italics, boldface, underline, color, and use of the ® or ™ symbols, as appropriate (see below). Do not abbreviate trademarks or use only a portion of a mark.

Do not refer to a product as being "BlackVue compatible," or "BlackVue-Authorized," except with prior written permission from TJM Supplies B.V.

Trademarks are adjectives, and must only be used as such, e.g., a BlackVue brand dashcam. BlackVue Marks should never be used as nouns or verbs, nor should marks be pluralized or used in the possessive form.

Example:

Correct:

BlackVue® dashcams come in a variety of feature options.

Incorrect:

BlackVue® come in a variety of feature options.



5. Use of ®, ™ and proprietary notices:

Trademarks and Registered Trademarks - Many of the BlackVue Marks are registered. Use the ® the ™ symbols in accordance with instructions from TJM Supplies B.V.

Symbols On Printed or Electronic Material - Always use the ® or ™ symbol (as appropriate) with the first and the most prominent appearance of a BlackVue Mark in a particular piece of printed or electronic material. If this is done, it is not necessary to use the symbol with subsequent appearances of the BlackVue Mark in the same piece of material.

Symbols On Web Sites and Web Pages - Always use the ® or ™ symbol (as appropriate) on the first and most prominent appearance of a BlackVue Mark on a web site home page, each top level web site page, and on all web site pages that are externally linked.

Proprietary Notices - Each document or other piece of material (e.g., marketing materials, advertisements, brochures, and web site pages) and products (or their packaging, containers or labels) that permissively use a BlackVue Mark should contain a legal line in the following form:

Example:

"BlackVue®" is a registered trademark of Pittasoft Co. Ltd.

Contact details:

Benelux exclusive BlackVue® importer:

TJM Supplies B.V.
Zompstraat 8
8102HX Raalte
The Netherlands
www.tjmsupplies.nl
www.blackvue-nederland.nl

BlackVue manufacturer:

Pittasoft Co., Ltd.
A-7th floor, 131, Gasan digital 1-ro
Geumcheon-gu, Seoul
153-718, Republic of Korea
www.blackvue.com