

I. MicroBioLogics, Inc. Corporate Logo Guidelines



As a general rule, third parties *may not* use the MicroBioLogics Corporate Logo ("Logo") without written consent from MicroBioLogics, Inc. Any entity with written consent must *always* use the Logo in pursuance to these guidelines to identify MicroBioLogics, Inc., or MicroBioLogics products or services. Any use that falls outside of these specifications is strictly prohibited without written consent from MicroBioLogics, Inc.

MicroBioLogics® is a registered trademark of MicroBioLogics, Inc. St. Cloud, MN.

Please direct your questions or requests for material approvals by contacting the Marketing Department at marketing@mbi2000.com.

The following guidelines must be followed for all use of the Logo:

1. The Logo may not be used in any manner that might imply that any non-MicroBioLogics materials, including but not limited to goods, services, websites, or publications are sponsored, endorsed, licensed by, or affiliated with MicroBioLogics, Inc.
2. The Logo may not be displayed as a primary or prominent feature on any non-MicroBioLogics materials. Companies using the Logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.
3. The Logo may not be imitated or used as a design feature in any manner.
4. The Logo may not be used in a manner that would disparage MicroBioLogics, Inc., its products or services.
5. The Logo must be used as provided by MicroBioLogics, Inc. with no changes, including but not limited to changes in the color, proportion, design, removal of any words, artwork, or trademark symbols. The Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
6. The Logo must only appear in a horizontal position.
7. 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.
8. The Logo must not be incorporated or used in any manner as part of, or in close proximity to another company's name,

product or service name, logo, trade dress, design, slogan, or other trademarks. The Logo must never appear with any other symbol or icon; contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo without written consent from MicroBioLogics, Inc.

9. Non-MicroBioLogics materials should not mimic any MicroBioLogics advertising, product packaging, or website design.

MicroBioLogics, Inc. reserves the right in its sole discretion to terminate or modify permission to display the Logo, and may request that third parties modify or cease any use of the Logo that, in sole judgment of MicroBioLogics, does not comply with these guidelines, or might otherwise impair rights of MicroBioLogics in the Logo. MicroBioLogics, Inc. further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

II. General MicroBioLogics, Inc. Trademark Guidelines

The name MicroBioLogics is synonymous with high-quality microorganism preparation products and services.

MicroBioLogics, Inc. trademarks are extremely valuable because they represent the standards of excellence and consistent quality associated with MicroBioLogics, Inc. This page contains detailed information about how to reference MicroBioLogics, Inc. trademarks in different scenarios.

Please follow these guidelines when making reference to brand products, including but not limited to: LYFO DISK®, KWIK-STIK™, KWIK-STIK™ Plus, EZ-COMP™, EZ-CFU™, EZ-CFU™ One Step, EZ-FPC™, EZ-PEC™, Epower™, KWIK-QC™ Slides, and EZ-SPORE™.

Authorized distributors may reference the applicable MicroBioLogics brand in marketing materials and in documentation provided they follow the guidelines outlined on this page and in accordance with the Distributor Agreement.

A. Referencing MicroBioLogics, Inc. Trademarks in Text

These guidelines cover the use of the MicroBioLogics trademarks in text.

1. Properly Identify MicroBioLogics Brand Products

- **LYFO DISK®**
- **KWIK-STIK™**
- **KWIK-STIK™ Plus**
- **EZ-COMP™**
- **EZ-CFU™**

- **EZ-CFU™ One Step**
- **EZ-FPC™**
- **EZ-PEC™**
- **Epower™**
- **KWIK-QC™ Slides**
- **LabElite™**
- **EZ-SPORE™**

2. Set the MicroBioLogics, Inc. Trademarks Apart From Other Words or Nouns it Modifies

The common way to do this is to capitalize the product name and use the appropriate trademark symbol and appropriate descriptor. You may also underline, italicize, or bold the brand name. Examples:

Correct: To purchase the *EZ-CFU™ One Step*, contact our sales department at ...

Incorrect: To purchase the Ez-cfu One Step, contact our sales department at ...

B. Use Trademark Notices

Include an attribution of ownership of the product trademark within the credit notice section of your documentation or advertisement. Follow this format:

- *"EZ-CFU™ One Step is a trademark of MicroBioLogics, Inc. in the United States and other countries."*
- *"MicroBioLogics® is a registered trademark of MicroBioLogics, Inc. St. Cloud, MN."*

1. Distinguish MicroBioLogics, Inc. and its Trademarks from Other Companies and Associations

MicroBioLogics, Inc. and its trademarks must not be incorporated or used in any manner as part of, or in close proximity to another company's name, product or service name, logo, trade dress, design, slogan, or other trademarks. They must never appear with any other symbol or icon; contained within a box, circle, or other shape that suggests co-branding. Any suggestion of association made in print or verbally is strictly prohibited. MicroBioLogics, Inc. further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

Correct: *KWIK-STIK™* is available in over 500 different strains.

Incorrect: *KWIK-STIK™ (ATCC)* is available in over 500 different strains.

2. Do Not Shorten, Abbreviate, or Create Acronyms Out of MicroBioLogics or its Trademarks

Correct: MicroBioLogics, Inc. is a leading producer of lyophilized microorganisms...

Incorrect: MBL is a leading producer of lyophilized microorganisms...

3. Do Not Use the MicroBioLogics Trademarks in the Possessive or Plural Form

MicroBioLogics, Inc. trademarks should never be used in the possessive or plural form, but should be used as a proper adjective followed by an appropriate descriptor.

Correct: The KWIK-STIK™ package is a self-contained unit.

Incorrect: KWIK-STIK's package is a self-contained unit.

C. Endorsement or Sponsorship

Do not use MicroBioLogics, Inc. or its Trademarks in any manner that expresses or implies MicroBioLogics' affiliation, sponsorship, endorsement, certification, or approval. Do not use the MicroBioLogics trademarks in such a manner that it appears MicroBioLogics, Inc. is legally associated with your company. Display your company name more prominently than MicroBioLogics, Inc. and its trademarks on all materials.

D. Merchandise Items

Do not manufacture, sell, or give away merchandise items such as T-shirts, mugs etc. bearing MicroBioLogics, Inc. logos or any of its brands without written permission from MicroBioLogics, Inc.

III. Listing of Specific Products that are ATCC Licensed Derivative™

The ATCC Licensed Derivative™ Emblem, the ATCC Licensed Derivative word mark, and the ATCC catalog marks are trademarks of ATCC® and must be used according to document cGMP DOC.896 "[Specifications for using the ATCC Licensed Derivative™ Emblem and Catalog Marks](#)". All references to these ATCC trademarks must be approved by MicroBioLogics, Inc.



PMS #185 (Red) #072 (Blue)
CMYK Red - C0, M91, Y76, K0
Blue – C100, M79, Y0, K0



50% Black (Circles)
100% Black (Text)



White

To request these logos electronically, please contact the Marketing Department at marketing@mbi2000.com.