

# DwyerOmega Trademark Policy

Dwyer Instruments, LLC (“Dwyer”), Omega Engineering, Inc. (“Omega”), Miljoco-Weiss, LLC (“Miljoco-Weiss”), Universal Flow Monitors, Inc. (“UFM”) and Automation Components, Inc. (“ACI”) (herein collectively referred to as “DwyerOmega”) are affiliated entities who each own trademarks which are valuable company assets that help us distinguish DwyerOmega products and services from those of our competitors. Proper use of the DwyerOmega Marks is important and we are serious about protecting our reputation and brand identity. To help us achieve this goal, you must follow the terms of this Policy to help protect the strength of our trademarks and our brand identity.

**Trademark Basics.** A trademark is a word, name, symbol or device (or a combination thereof) that identifies the goods or services of a person or company and distinguishes them from the goods and services of others. A non-comprehensive list of DwyerOmega’s Marks is available at <https://www.omega.com/en-us/help> (the “DwyerOmega Marks”). The DwyerOmega Marks also include other Dwyer, Omega, Miljoco-Weiss, ACI and UFM graphics, logos, designs, number designations, page headers, button icons, scripts, and trademarks and service names. The DwyerOmega Marks are the registered and unregistered trademarks, service marks and trade dress of Dwyer, Omega, Miljoco-Weiss, ACI and UFM in the U.S. and/or other countries.

**Use of the DwyerOmega Marks.** In order to protect the DwyerOmega Marks, you must do the following:

1. Do not incorporate the DwyerOmega Marks or any other confusingly similar marks into your product names, website names, or trademarks.
2. Do not incorporate the DwyerOmega Marks or any other confusingly similar marks into any domain names or other online assets/monikers/properties, including social media usernames, handles, and account names.
3. Always use the DwyerOmega Marks consistently and in their exact form. Do not alter or modify the DwyerOmega Marks, including adding other terms or logos to the DwyerOmega Marks to create new words or logos.
4. Do not use or display the DwyerOmega Marks in a way that implies an inaccurate relationship or affiliation with, sponsorship, or endorsement by Dwyer, Omega, Miljoco-Weiss, ACI and/or UFM.
5. Do not use any trademarks, service marks, trade dress, designs or logos that are confusingly similar to the DwyerOmega Marks or the look and feel of the Dwyer, Omega, Miljoco-Weiss, ACI and/or UFM website.
6. Always use the DwyerOmega Marks as adjectives, rather than nouns or verbs. A trademark or service mark should always be followed by a generic product or service descriptor.
7. Always distinguish the DwyerOmega Marks from surrounding text by capitalizing, italicizing, or using a different font for the trademark.
8. Always follow your use of the DwyerOmega Marks with the <sup>TM</sup> or <sup>®</sup> in superscript.

Any unauthorized use of the DwyerOmega Marks or of marks that are confusingly similar to DwyerOmega Marks may be considered trademark infringement.

**Domain Names and Other Digital Properties.** You may NOT use domain names or other online assets and monikers, including social media usernames, handles, and account names, that incorporate the DwyerOmega Marks or are likely to otherwise cause confusion (together, “DwyerOmega Digital Properties”). Additionally, use of any DwyerOmega Digital Properties to redirect potential customers to other websites is prohibited. If you are currently using any such Digital Properties in a manner not

authorized by this Policy, you must immediately terminate such use. When terminating any unauthorized use of Digital Properties, you must either immediately transfer such unauthorized Digital Properties to either Dwyer, Omega, Miljoco-Weiss, ACI or UFM, or, with Dwyer, Omega, Miljoco-Weiss, ACI or UFM's prior authorization, otherwise take the necessary steps to prevent use of the unauthorized Digital Properties by any other party.

For purposes of clarification regarding use of Digital Properties, you may use the DwyerOmega Marks as part of third level of your company domain name so long as such is not likely to cause confusion. However, you may never use the DwyerOmega Marks in top level or second level domain names or in social media personalized URLs. Examples are as follows:

Acceptable third level use:	yourcompanyname.com/magnehelic_gauges
Unacceptable second level use:	magnehelicproducts.com dwyer-yourcompanyname.com
Unacceptable top level use	gauges.magnehelic
Unacceptable social media use:	facebook.com/magnehelic twitter.com/magnehelic

**Trademark Notice.** Many of the DwyerOmega Marks are registered in the U.S. and abroad. When referring to DwyerOmega Marks, the “™” or “®” notice symbols should be used properly. The appropriate symbol is placed immediately after the trademark in superscript font (e.g., ™ or ®). If the specific notice symbols are not capable of being displayed, then using the symbols in parenthetical form is also acceptable (e.g., (TM) or (R)). A non-comprehensive list of Dwyer's trademarks is available at: <https://www.omega.com/en-us/help>.

**DwyerOmega Company Name Use.** The Dwyer, Omega, Miljoco-Weiss, ACI and UFM mark is not only a trademark used to identify our goods and services, it also serves as the respective company names. When using the Dwyer, Omega, Miljoco-Weiss, ACI and UFM name as a reference to the company, Dwyer, Omega, Miljoco-Weiss, ACI and UFM may be used as a noun and no “®” symbol is needed. For example, in a press release, the following use would be proper: “Today, Dwyer announced a new line of pressure gauges.”

**Most Prominent Uses.** A trademark notice symbol is required for all prominent uses of the mark (e.g., titles of documents, headlines, labels, packaging, marketing collateral, signage, website promotion, brochures, data sheets, press releases, advertising, etc.) except where space or style criteria prevent compliance with this requirement.

**First Use in Text.** A trademark notice symbol is required on the first use of the mark in any text or body copy, even though the symbol may have already been used in the headline or other prominent use.

**All Logos.** Trademark notice symbols are required for all DwyerOmega's logos. Original logo artwork should be obtained directly from DwyerOmega. If the original artwork provided by DwyerOmega does not contain a trademark notice symbol, then one is not required.