



SINGING ROCK Trademark Usage Policy

The following Trademark Usage Policy will show you the proper use of SINGING ROCK Ltd.'s trademarks.

A. Purpose

SINGING ROCK Ltd. is one of the leading manufacturers of the climbing equipment for sport and professional purposes. SINGING ROCK Ltd. has adopted this Trademark Usage Policy to maintain the integrity of the SINGING ROCK trademarks.

To protect our consumers, SINGING ROCK works are to assure that SINGING ROCK's trademarks identify SINGING ROCK as the source of SINGING ROCK's high-quality products and services. For this reason, SINGING ROCK prohibits the use of its trademarks in a manner that could confuse or mislead the public. Prohibited uses include the development, adoption, or registration of names, logos, trademarks, symbols, phrases, brands, domain names or other business, product or service identifier that could be confused with any of SINGING ROCK's trademarks.

SINGING ROCK's trademarks may be used for journalistic purposes, to refer to SINGING ROCK or SINGING ROCK's products and services, or other non-commercial purposes as long as this Trademark Usage Policy is strictly followed. Any commercial use of the SINGING ROCK trademarks must be specifically granted by SINGING ROCK through a written agreement.

SINGING ROCK may replace, update or modify our trademarks or this Trademark Usage Policy at any time. Please check our Web site frequently for changes. We appreciate your cooperation.

B. General Principles

SINGING ROCK requests that you observe the following principles when using our trademarks:

Maintain the Integrity of Our Trademarks. Any use of the SINGING ROCK trademarks must not disparage SINGING ROCK or its trademarks, products or services.

Clearly Identify Sponsorship or Endorsement. Use of the SINGING ROCK trademarks must not mislead the public as to an organization's affiliation with SINGING ROCK or SINGING ROCK's sponsorship or endorsement of a company and/or products or services.

SINGING ROCK s.r.o.

With the registered office at Poniklá 317, 514 01 Poniklá • Czech Republic
entered into the Companies register held by the Regional Court in Hradec Králové, Section C, Insert 36256
tel.: +420 481 585 007 • fax: +420 481 540 040 • e-mail: info@singingrock.com • www.singingrock.com
ID: 03741044 • VAT no.: CZ03741044



Apply the Trademark and Service Mark Symbols Correctly. Always use the registered trademark and service mark symbol "®" when referring to our registered trademarks (e.g. SINGING ROCK®). You must apply the symbols consistent with these Policy instructions, in every copy of communication, document, packaging or other material in which our mark appears, regardless of the medium. Check SINGING ROCK logo manual for exceptions and further information.

Connect our Trademarks with SINGING ROCK, Ltd. Always provide the following notice at least once within each copy of the communication, document, packaging or other material referencing any SINGING ROCK mark:

[Identify mark(s) used] [is a trademark/are trademarks] of SINGING ROCK, Ltd. For example: SINGING ROCK® is a trademark of SINGING ROCK, Ltd.

Keep SINGING ROCK's Trademarks Clear, Separate and Distinct. The SINGING ROCK trademarks must be used separately from other logos, trademarks or service trademarks, and may not be used as part of the name for any other organization or its products or services. No one, not even a contracted partner of SINGING ROCK, may use a name for itself, its products or services that incorporates, or is confusingly similar to, any SINGING ROCK mark. Another company's mark can be used in context with a SINGING ROCK mark to indicate a relationship between SINGING ROCK's products and services and those of the other company.

C. Specific Guidelines

The SINGING ROCK Logo Guidelines, available for download [here](#), should assist you with basic questions regarding the use and appearance of the SINGING ROCK trademarks. Please contact us directly for any specific questions or to set up a licensing agreement.

Do not use another company's trademark to show endorsement, approval or an association with that company without its written approval.

D. Questions

SINGING ROCK tries to make its trademark policy as clear and comprehensive as possible. If you're considering a use of a SINGING ROCK trademark, and you're unsure whether that use would run afoul of SINGING ROCK's guidelines, feel free to contact us and ask. Please keep in mind that SINGING ROCK receives lots and lots of similar questions, so please review all available documentation before contacting us.

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