

External Trademark Usage Guidelines

These guidelines are to be used by any customer, partner or other third parties wishing to utilize any of Steelscape's trademarks. Steelscape's trademarks may only be used pursuant to the guidelines contained herein. Any use that falls outside of the expectations outlined below is strictly prohibited.

1. **Acceptable Uses:** A customer, partner or third party may use any of Steelscape's trademarks listed below for the purposes of marketing products and/or services to prospective customers so long as the trademark references Steelscape as the registered owner.
2. **Unacceptable Uses:** A customer, partner or third party may not use any of Steelscape's trademarks in such a manner that implies that any non-Steelscape materials, including but not limited to goods, services, Web sites or publications, are endorsed, sponsored, licensed by or affiliated with Steelscape. The trademarks may not be displayed as a primary or prominent feature on any materials that do not originate from Steelscape.
3. **Customer, Partner, or Third Party Company Logos:** Customers, partners and third parties should display their own company logo or product more prominently than any Steelscape trademark on all materials. Do not incorporate Steelscape trademarks into your own product names, service names, trademarks or logos. Do not adopt marks or logos that are confusingly similar to Steelscape trademarks.
4. **Review:** Pursuant to Steelscape's Co-Op Advertising Policy, Steelscape reserves the right to review samples of finished materials belonging to a customer, partner or third party containing any Steelscape trademarks **prior to** print and/or distribution.
5. **Use trademark notices:** Trademark rights are acquired by the proper and continuous use of a trademark. A trademark that has not been registered with the United States Patent and Trademark Office may be marked with "TM". A trademark that has been registered with the USPTO should be marked with ®.
6. **Do not modify trademarks:** This means do not shorten, abbreviate, conjugate, or otherwise modify a Steelscape trademark. Trademarks should not become plural or possessive.
7. **Do not combine trademarks:** Because trademarks are intended to designate source, they should not be combined with the trademarks or products names of other sources.
8. **Most Prominent Uses:** A trademark symbol is required for all prominent uses of the mark, except where space or style criteria prevent compliance with this requirement.

9. **First use in text:** When using the same trademark repeatedly in a piece, the following rules apply: (a) at the first reference, the full product name should be used, along with its full descriptor and the appropriate trademark symbols; (b) after the first appearance, the trademark should appear with its noun descriptor as often as possible (at least 50% of the time), but the trademark symbol is not required. It is always acceptable to continue using ® or TM after the trademarks throughout the document.
10. **Trademark Credit Line:** All Web pages, manuals, advertisements, promotional and marketing materials should include a variation of the trademark credit line included below. The credit line may appear anywhere on the collateral, but typically is displayed on a copyright page or at the end of a document or Web page. “[Trademark]® is a registered trademark of Steelscape, LLC”. (Exception: “ZINCALUME® is a registered trademark of BlueScope Steel Ltd.”)
11. **Other Methods of Marking:** If it is not possible or desirable to utilize a ® or ™, an asterisk or other such symbol may be placed next to the trademark, directing a reader to a footnote indicating that “[Trademark]® is a registered trademark of Steelscape, LLC”. (Exception: “ZINCALUME® is a registered trademark of BlueScope Steel Ltd.”)

Listing of Proper Steelscape Trademarks:

- Design Solutions™
- ReziBond®
- Spectrascape®
- Steelscape®
- Steelscape Prints®
- Steelscape Textures™
- TruzGuard™
- TruZaics®
- TruZinc®
- Vintage®
- XtraScape®