



ESPAÑOL

POR FAVOR LEA CON CUIDADO LOS TÉRMINOS Y CONDICIONES CONTENIDOS EN ESTE DOCUMENTO EN INGLÉS YA QUE CUALQUIER USO DE NUESTRAS MARCA CONSTITUYE ACEPTACIÓN A LAS NUESTRA REGLAS. ¿NECESITA UN TRADUCTOR? ¡CONTACTANOS ANTES QUE UTILIZAR NUESTRAS MARCA!

ITALIANO

PER FAVORE LEGGI CON ATTENZIONE I TERMINI E CONDIZIONI CONTENUTI IN QUESTO DOCUMENTO IN INGLESE PERCHÉ L'USO DEI NOSTRI MARCHI COSTITUISCE ACCETTAZIONE IMPLICITA DELLE NOSTRE REGOLE. SERVE UN TRADUTTORE? CONTATTACI PRIMA DI USARE I NOSTRI MARCHI!

Trademark Protection

THIS DOCUMENT WILL GUIDE YOU ON HOW TO USE THE MAXPHO LOGO, THE TRADEMARK “MAXPHO” AND THE SLOGAN “TAKE IT TO THE MAX” (HERETO “**THE TRADEMARKS**”).

USER MAY NOT MODIFY, PUBLISH, TRANSMIT, PARTICIPATE IN THE TRANSFER OR SALE, CREATE DERIVATIVE WORKS, OR IN ANY WAY EXPLOIT ANY OF THE TRADEMARKS, IN WHOLE OR IN PART. USER MAY DOWNLOAD THE TRADEMARKED MATERIAL FOR PERSONAL USE ONLY. EXCEPT AS OTHERWISE EXPRESSLY PERMITTED UNDER COPYRIGHT LAW, NO COPYING, REDISTRIBUTION, RETRANSMISSION, PUBLICATION OR COMMERCIAL EXPLOITATION OF THE TRADEMARKS WILL BE PERMITTED WITHOUT THE EXPRESS PERMISSION OF MAXPHO INC. IN THE EVENT OF ANY PERMITTED COPYING, REDISTRIBUTION OR PUBLICATION OF THE TRADEMARKS, NO CHANGES IN OR DELETION OF AUTHOR ATTRIBUTION, TRADEMARK LEGEND OR COPYRIGHT NOTICE SHALL BE MADE. USER ACKNOWLEDGES THAT IT DOES NOT ACQUIRE ANY OWNERSHIP RIGHTS BY DOWNLOADING THE TRADEMARKS.

Table of contents:

COUNTRIES COVERED BY THE REGISTRATION	2
GUIDELINES ON USE OF MAXPHO WORD	2
GUIDANCE ON USE OF MAXPHO LOGO	2
Blue logo	3
Four-color printing	3

Digital use	3
White logo	4
Four-color printing	4
Digital use	4
Spacing and distance	5
FAILURE TO COMPLY WITH THIS GUIDELINE	5

COUNTRIES COVERED BY THE REGISTRATION

"Maxpho" is a trademark registered in the following countries:

- In the **European Union** (including Austria, Belgium, the Netherlands, Luxembourg, Bulgaria, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom) with registration number 009725821 of February 10, 2011 for classes 009, 035 and 042 and owned by Maxpho S.r.l., headquartered at via Copernico 38, 20125 Milan, Italy
 - In the **United States of America** with registration number 87076253 of June 18, 2016 for classes 035 and 042 and owned by Maxpho Inc., headquartered at 2345 Route 52 Hopewell Junction (NY) 12533 USA.

"Take it to the Max" is a registered slogan in the following countries:

- In the **United States of America** with registration number 87174507 of September 17, 2016 for classes 042 and owned by Maxpho Inc., headquartered at 2345 Route 52 Hopewell Junction (NY) 12533 USA

It is forbidden to use The Trademarks without the prior consent of Maxpho Inc. or Maxpho S.r.l.

GUIDELINES ON USE OF MAXPHO WORD

If you have permission to use The Trademarks, you should follow these points below:

1. The trademark "Maxpho" must be written with capital letters, spaces and letters only in the manner indicated here: "Maxpho" or "MAXPHO". Any other method of writing is prohibited (i.e. "MaxPho", "max pho" etc ... are strictly prohibited).
2. Right after the trademark, the user must indicate the symbol "®" when referring to the EU market, and must indicate the "™" symbol if you are referring to the United States or other areas covered by intellectual property.
3. The colors allowed are the ones specified below in "GUIDANCE OF USE OF MAXPHO LOGO".
4. Before printing/publishing the trademark, you should send the draft to the Maxpho office who will issue the permit for the press.
5. We do not allow free resizing on the two axes or logo sprains.
6. The minimum size allowed online is 56px (for the total base).

GUIDANCE ON USE OF MAXPHO LOGO

When using the "Maxpho" logo, you should use the following indications of colors, size and proportions.

Blue logo



Four-color printing

- "M" symbol
 - blue: C=87 M=63 Y=0 K=0
 - grey: C=18 M=18 Y=0 K=0
- ® or "TM" symbol > blue: C=87 M=63 Y=0 K=0
- "Maxpho" word > blue: C=87 M=63 Y=0 K=0
- Only white background

Digital use

- "M" symbol
 - blue: #0066CC
 - grey: #CCCCFF
- ® or "TM" symbol > blue: #0066CC
- "Maxpho" word > blue: #0066CC
- Only white background

White logo



Four-color printing

- “M” symbol
 - white: C=0 M=0 Y=0 K=0
 - light blue: C=40 M=101 Y=177 K=0
- ® or “TM” symbol > white: C=0 M=0 Y=0 K=0
- “Maxpho” word > white: C=0 M=0 Y=0 K=0
- Only blue background (C=87 M=63 Y=0 K=0)

Digital use

- “M” symbol
 - white: #FFFFFF
 - light blue: #ABD0D7
- ® or “TM” symbol > white: #FFFFFF
- “Maxpho” word > white: #FFFFFF
- Only blue background (#0066CC)

Spacing and distance

The logo must have a clean background. The background color must be as specified above. Similar colors are not accepted.

The logo should have a 10px margin on each side.

FAILURE TO COMPLY WITH THIS GUIDELINE

If you do not follow the trademark protection rules, you lose the right to use the trademark.

1. Maxpho also has the right to ask for compensation for reputational damage.
2. The invalidity of one or more sections of this Agreement do not lead to the invalidity or ineffectiveness of other provisions of this document. In such circumstances, the parties shall negotiate in good faith to replace the invalid article.
3. This document, and any dispute arising out of or in connection with this document, shall be governed as to all matters, including but not limited to the validity, construction and performance of this document, by and under the laws of the State of New York, United States of America, without giving effect to conflicts of law principles thereof and excluding the U.N. Convention on the International Sale of Goods.