

## General characteristics

The aim of this document is to determine the correct use of entities and logos of the GB Group and the associated Grégoire Besson, Rabe & Agriway trademarks.

In order to enable their collaborators and economic partners to benefit from their brand notoriety, the GB Group allows them to use some of their brands and logos, but considers that this use should be regulated so as to prevent them being overused and any risk of confusion between the several brands and logos.

## GB Group

- GB Group entity :

GB Group is the entity which brings together the collaborators from the Grégoire Besson, Rabe & Agriway trademarks.

This entity and its logo are solely used by the people of the group who have a support function regarding the brands, factories and the operation of the company: Production, Research and Development, Design Office, Methods, Purchasing, Sales Administration, Human Resources, Marketing, Service, Sales, Quality, Executive Management.

- GB Group logo:

The « GB Group » logo is the institutional signature of the group and its use remains exclusively their's.

It can be used only by the group collaborators within the charter associated with it.

Alone, the logo is used on professional clothes for the group employees and on all internal data medium.

Alone, outside the company, it will be used by the brand support functions: Production, R&D, Design Office, Methods, Purchasing, Sales Administration, Human Resources, Marketing, Service, Executive Management.

As external use, it will be associated with a brand logo.

- A few examples of the GB Group logo as external use:

Stand : only placed beside one or several brand logos and if the stand is managed by a group subsidiary.

Documentation: always associated with a brand logo ahead.

Promotion and advertising: always associated with a brand logo ahead.

- GB Group cannot be used:

By people from outside the group.

Alone on a product promotion support.

Alone on a stand.

Associated with a brand which is not part of the group.

- GB Group is not:

A trademark.

A product.

A legal entity.

## Trademarks

- What are trademarks, what's their purpose ? :

Trademarks are signs used in trade to identify products, services. The brand is the symbol which allows customers to recognise. It enables to differentiate from competition.

A trademark matches a market positioning strategy.

A brand exists through its «brand image». The brand image relies on both objective and subjective criteria: «values», «products», «services», «functioning». All this is consolidated into the various supports creating the charter.

- Grégoire Besson ; Rabe ; Agriway : why several trademarks ?

GB Group is made of 3 major trademarks. The aim is to open up new horizons on the various markets by having different approaches.

## Use of the trademarks

Only the dealers, members and listed into the brand trade system, are allowed to use the word mark. Only possible associated with products or promotion of this brand. All non-member dealers cannot, in any way, use the trademark and logo of this brand without prior authorisation.

- Use of the trademarks and logo:

Trademarks Grégoire Besson, Rabe & Agriway will be named hereunder as BRAND.

- Documentation and point-of-sale advertising:

The use of the logo for trade purpose can be allowed for the following supports:

- institutional documents of the company presenting the brand and/or the affiliation to a brand partnership ;
- sales documents presenting brand products ;
- point-of-sale advertising linked to brand products ;
- next to the trade name and/or customer's corporate name and/or, as the case may be, his brand and/or his logo.
- Internal. The use of the «BRAND» logo on websites is subject to authorisation and specific conditions.
- Trademarks have benefitted from significant investments over the past 25 years (press, internet...), they represent the capital of our company as well as a showcase for our activity. GB Group wants to retain control over all its uses in order to ensure its consistency.
- The rules regarding the use of a BRAND logo:

The «BRAND» logo shall not be distorted during its use.

Logo size: The minimum size of the « BRAND» logo is defined in the charter. An authorisation will be required over 50 cm.

Colours - Pantone and CMYK : The « BRAND» logo has defined colours. It can be used either as a monochrome version black on white background, or with white graphics set on a coloured background. You should refer to the charter.

Logo protection area: For a traditional printing, it is recommended to use a 300 DPI image. For a use on a digital media (such as internet, Word, mail, Powerpoint) 72 DPI can be sufficient. It can be downloaded on [marketing.gb-group.co](http://marketing.gb-group.co).

Applications on a background: The « BRAND» logo should preferably be used on a white or black background. On any other background (colour or picture), make sure the logo remains readable.

- Graphic charter BRAND logos

To ensure a maximum impact of the logo and the GB Group word marks, it is recommended not to display them together with any other logo or brand with the exception of the dealer's corporate name, trade name or customer's logo. However, in case it is not possible to isolate the GB Group trade names and/or logos, do not hesitate to contact the GB Group Marketing department for advice.

- Non-compliance with the charter:

Counterfeiting: any use of a brand or logo, without the approval of its owner is brand counterfeiting. The fact not to respect the charter and the graphic design planned by the owner is also a counterfeit act. In case of counterfeiting, the trademark owner can terminate an agreement, submit a claim for compensation (damages), or also bring a legal action to Criminal Court. Article L716-1 and L335-3 of the French Intellectual Property Code.

Improper use: any use of a brand or logo in order to attract customers and sell them products of another brand, is an improper use of the brand and may constitute an unfair trade practice. In case of improper use or unfair trade trade practice, the owner of the trademark may require compensation (damages), and bring a legal action to Criminal Court. Article L120-1 et seq. of the French Consumer Code.

Any use of a brand or logo that leads customers to believe that someone has special skills (reseller, repairer, parts retailer), may constitute a misleading practice. The owner of the trademark is then entitled to break off the business relations, claim compensation (damages), and bring a legal action to Criminal Court for misleading practice. Article L121-1 of the French Consumer Code. Do not hesitate to contact the GB Group Marketing department for any questions or advice.