

Appendix II Our Marketing Standards

As an independent, Certified Facilitator/Consultant of persolog[®], your marketing materials must position you as an independent Facilitator/Consultant, not as a persolog[®] employee.

- Do not claim to be an associate, employee, or agent of persolog[®].
- Do not combine your name with the persolog[®] name.
- Always use the DISC Certified Facilitator/Consultant logo in all marketing material and on web sites. (Please check the Facilitator/Consultant web site to download this logo.)
- Your web site domain name should reflect your company identity, not that of persolog[®]. You may not use persolog[®] marks, including company name and product names, as part of your domain name.
- You may not use or reference DISG-Training, or Geier Learning, on your web site, in Meta tags, or in search engine submissions.
- You must register web site domain names that include persolog[®] products with persolog[®] by calling Facilitator/Consultant Support.
- Position persolog[®] DISC products independently from competitive DISC products. You may not include DISC products from other vendors and/or publishers on the same marketing materials, and/or web sites that include persolog[®] DISC products.
- You may not provide a link, or additional information, about other DISC products from the same web site that includes persolog[®] DISC products.
- Unlike product content, marketing copy from persolog's[®] web site, catalogue, e-brochures, and other marketing materials is copyright-free, and may be incorporated into your own materials, provided you properly reference persolog[®].
- Product images for printed marketing materials are available from persolog[®] by requesting product photos from rights@persolog.com.
- Product images for your web site are available on persolog's[®] web site.

Appendix III Copyright and Trademark Guidelines

As stated in your Trainer and Facilitator Agreement, all persolog® products and all content thereof, including but not limited to profiles, facilitator kits, audiotapes, videos and DVDs, books, software, and other electronic products, is copyrighted material. Without express written permission from persolog GmbH, you must **never** copy, modify, reproduce, translate, or tailor products, in any written, visual, or audio form, or by any means, electronic or mechanical.

Any such activity constitutes an infringement of persolog's® copyrights, trademarks, or proprietary rights and may result in legal action, financial penalties, and/or termination of your Certified Facilitator/Consultant ship.

Trademark Guidelines

You are granted a non-exclusive, limited right to display persolog GmbH trademarks and logos for purposes of marketing products under the terms of the Trainer and Facilitator Agreement. Your use of these trademarks and logos is governed by persolog's® trademark guidelines, set forth below.

- Always use the complete product name (e.g., *Personality Factor Profile*®, not Personal Profile).
- Always include the correct trademark designation (®, TM). If the product name appears several times on a page, you must use the trademark designation the first time it appears on the page. Please check the Facilitator/Consultant web site or price lists for the proper designations.
- You must include a visible, printed notice identifying persolog GmbH as the trademark holder on all materials using logos and/or product names. This notice should appear on the bottom of any page displaying or mentioning persolog® products.

Examples:

- “*persolog*” is a registered trademark of persolog GmbH.
- “*DISG*” is a registered trademark of persolog GmbH.
- “*Job Perception Inventory*” is a trademark of Geier Learning.
- Always clearly identify our instruments as persolog GmbH products.
- Never display a product logo without its corresponding product name.
- Never combine persolog GmbH logos and product names with unrelated products and/or programs.

Never register a domain name using persolog® or Geier Learning trademarks. As stated in your Trainer and Facilitator Agreement, you may not use the persolog® trade name, trademarks, or logos in advertising that would suggest or imply that you are employed by, or are an agent of, persolog GmbH.