



Advanced Communications Hardware

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## Memorandum

To: Market Central, Inc Employees, Customers and Licensees

Date: August, 2008

Re: Guidelines for Usage of Market Central, Inc Trademarks and Logos

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The Market Central, Inc. trademarks are vital assets of our company. Our trademarks identify the source of the products we manufacture and sell. All of our trademarks and logos are, and shall at all times remain, our sole and exclusive property. The proper use of our trademarks is essential, as it enables us to defend our trademarks and to prosecute infringement actions; and it eliminates the possibility that our trademarks will become generic, or unintentionally abandoned. Therefore, we require that our employees, customers, licensees and authorized third parties use our trademarks only in accordance with these guidelines. If you are a licensee, you are required to abide by the specific provisions in your agreement governing use of our trademarks; or if no specific guidelines are provided in our agreement, please follow these guidelines. If you are an unlicensed third party, you are required to obtain our prior written authorization to use any of our trademarks or logos. You may not download any of our trademarks or logos from our website without our prior written authorization and your agreement to be bound by these usage guidelines.

### GUIDELINES

- You must always provide public notice of both our registered and unregistered trademarks. For our registered marks, use the symbol ®. For our unregistered marks, use the symbol ™. Our registered trademarks are presently MARKET CENTRAL®, SECURESWITCH®, SWITCHMASTER®, DATA DEADBOLT®, SECUREPOWER®, RELIABILITY AT THE EDGE® and SECURITY AT THE EDGE®. Our unregistered trademarks are presently HPM SENTRY™, THE SMARTEST SOLUTIONS WHEN FAILURE IS NOT AN OPTION™ and PLUG 'N' PROTECT™. We may acquire additional registered and unregistered trademarks in the future.
- Always use our trademark as an adjective to modify a generic noun...never as a noun or a verb. For example, "the SECURESWITCH® fiber-optic A/B/C/ switch" is correct. It is incorrect to say "fiber-optic A/B/C switches by SECURESWITCH®", or "SECURESWITCH® your network." Also, our trademarks cannot be modified, hyphenated, made possessive, pluralized or abbreviated.



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- **Always use our trademarks distinctively, so that they are set apart from the surrounding text. Our trademarks must be CAPITALIZED, underlined, *italicized*, placed in “quotes” or bolded.**
- **The above guidelines also control the use our logos, to the extent applicable. In addition, Market Central, Inc will supply licensees and authorized users with graphic samples for use in reproducing our logos. These graphic samples allow us to control the proper usage of our logos, and they are the only method by which our logos can be used. Our samples may not be altered or revised. We require that you obtain our prior written approval of all proofs before you use any of our logos.**
- **The use of our trademarks and logos in advertising may not be misleading, libelous, obscene or otherwise offensive or in poor taste, and may not be used in violation of any applicable law or regulation, or in a manner which infringes on the rights of any party. Our trademarks may not be used in the name of any other product, technology or service.**
- **Market Central, Inc reserves the right to revise these Guidelines from time to time without prior notice; and users will be bound to comply with any such revisions immediately upon receipt or upon posting of revised Guidelines on our website.**

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The above Guidelines are mandatory; and no employee or any other party is authorized to waive compliance with them. If you have any questions about these Guidelines, or require any further guidance regarding the proper use of our trademarks or logos, or would like us to consider providing our permission for any use, please contact us at [info@secureswitch.com](mailto:info@secureswitch.com), or at (412) 494-2800.

We appreciate your cooperation.