

# Trademark Usage Guidelines

[Updated on December 23, 2020]

Mujin values deeply its trademarks, logos and brands. To preserve and protect these trademarks, logos and brands, it is essential that they are used properly. Please follow these guidelines and our **Brand Style Guide** and help us protect Mujin's trademarks, logos and brands.

These guidelines apply to Mujin employees, customers, partners, licensees, outside suppliers and vendors, and other third parties. If you are a licensee of a Mujin trademark or logo, your license agreement may provide particular usage guidelines different than provided here. If so, please follow the specific guidelines in your agreement. If you are a licensee but have not been provided with special guidelines for usage of Mujin trademark or logo, then these guidelines apply to your usage of Mujin trademark and logos.

You may reference Mujin's products and services using the Mujin trademarks and logos, so long as such references are (1) truthful, fair and not misleading, and (2) comply with these guidelines, which may be modified from time to time by Mujin in its sole discretion. Mujin prohibits any unauthorized use by third parties of Mujin trademarks and logos that could cause anyone wrongly to believe that their products or services are offered, endorsed, or sponsored by Mujin or any of its subsidiaries.

If you have any questions about the guidelines, please direct them to [ip@mujin.co.jp](mailto:ip@mujin.co.jp).

## List of Mujin Trademarks

The following is an illustrative, non-exhaustive list of logos and trademarks owned and/or used by Mujin. Because this list of logos and trademarks and their status could change over time, including as we add new products and services, please review this section in these guidelines periodically. Please note the absence of a product or service name or logo from the list below does not constitute a waiver of Mujin's trademark or other intellectual property rights in that name or logo.

| Mark  | Type of Mark |
|---|--------------|
|  | Logo         |
|  | Logo         |
| Mujin   | Word Mark    |
| 牧今科技  | Word Mark    |
| 牧今  | Word Mark    |
| MujinController   | Word Mark    |
| MujinRobot  | Word Mark    |
| MujinMI   | Word Mark    |

## Rules for Usage of Mujin Trademarks

Trademarks can lose their distinctiveness even if they are registered if they are used improperly. When using Mujin trademarks, please ensure to follow the rules explained below:

## Use Mujin Trademarks as Adjectives

Mujin word marks are to be used as adjectives. As such they should be followed by the generic term they modify, such as "software" or "product." Never use a Mujin word mark as a noun, a verb, or in the possessive form. Think of Escalator, Corn Flakes, Yo-Yo. Each of these well-known product names was once a famous trademark with rights exclusively owned by a company. Due to misuse of the marks, however, they are merely generic product names in some jurisdictions with no accompanying trademark rights. Please help us protect the "Mujin" brand.

Examples:

| <b>CORRECT</b>  | <b>INCORRECT</b>  |
|---|---|
| With Mujin® teachless technology, picking can be automatically started regardless of the loading condition and product. | Mujin® your warehouse with high technology.<br>Mujin's® technology. |

## Distinguish Mujin Trademarks from Surrounding Text

When a Mujin trademark is used in a non-stylized form, such as in the body text of an advertisement, it should be set apart and distinguished from the other words in the text. In order to do this, the Mujin trademark may be rendered in boldface type, italics, capital letters, underscored, or set in quotation marks.



Examples:

| <b>CORRECT</b>  | <b>INCORRECT</b>   |
|---|--|
| Mujin Inc. created the "MujinController," which plays a central part in the company's high-value automation system solutions. | Mujin Inc. created the mujin controller, which plays a central part in the company's high-value automation system solutions. |

## Do not Alter or Distort the Appearance of Mujin Trademarks

Do not vary the appearance of Mujin trademarks by abbreviating them, incorporating them into acronyms, changing their spellings, or using improper capitalization. When using Mujin logos, please ensure to use them exactly as they appear in our Mujin **Brand Style Guide**. Do not alter or distort their appearance in any way, for example, by adding your own design elements or changing the font, colors, size, sharpness or clarity.

Examples:

| CORRECT   | INCORRECT  |
|---|--|
| Mujin   | MJ   |
|  |  |

## Use the Proper Trademark Symbol

When used in Japan, China or many of the European states, you do not need to affix any trademark symbols (i.e., ®,™) to a Mujin trademark. Rather, some countries like Japan and China prohibit affixing ® to a mark that has not been registered in those countries. Please do not use any trademark symbols if the mark would be used in these countries. When in doubt, please contact [ip@mujin.co.jp](mailto:ip@mujin.co.jp).

When used in other countries, such as the US, a Mujin Trademark should appear with the proper trademark symbol. In such cases, the appropriate symbol must be used with the first or most prominent appearance of the Mujin trademark in headlines and the first time the Mujin trademark appears in body text. This appropriate symbol also should be used on each subsequent page if the topic is different or if the pages can be separated and distributed independently. In electronic materials, use the designation at least once per web page in which the mark is used. Placing the designation in any static representation that is repeated on every page is also a good idea.

## Use the Proper Trademark Attribution Statement

All marketing collateral, advertisements, product packaging, web pages, manuals, and studies that include Mujin trademarks must include the proper trademark attribution statement crediting ownership of the Mujin trademarks to Mujin, Inc. Typically, the attribution statement is displayed at the end of the material, in the footer of the document, or on the back of the package. Use the following format for the trademark attribution statement:

\_\_\_\_\_ are trademarks or registered trademarks of Mujin, Inc. or its affiliates.

## **Mujin as a Trade Name**

"Mujin " functions not only as a trademark and service mark identifying goods and services offered by Mujin, Inc., but also as a trade name or company name referring to Mujin, Inc. Trade names are nouns, and therefore, should not be followed by a generic descriptor and may be used in the possessive form. When used as a trade name, "Mujin" should not be followed by a trademark symbol. Within documents, the first reference to the trade or company name should be "Mujin, Inc." "Mujin" can be used for subsequent references.

## **Misuse of Mujin Trademarks by Others**

If you learn of any uses of any logos, icons, or images that are confusingly similar to the Mujin Trademarks, please notify us at [ip@mujin.co.jp](mailto:ip@mujin.co.jp). Similarly, if you become aware of any use of a Mujin trademark that violates any of the rules described above, including failure to identify Mujin trademarks as belonging to Mujin, please notify us at [ip@mujin.co.jp](mailto:ip@mujin.co.jp). If possible, please provide a copy of the article or other medium in which the trademark violation appeared.