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- 2. <u>Guidelines for Use of the Licensed Marks</u>. Any use of the Licensed Marks shall be limited to true and correct copies of the specific "Approved Forms of SNORKEL Logos" as shown SNORKEL's logo repository, including, without limitation, the same relative relationship of the dimensions (top, bottom, and sides), content (wording), color scheme and font style of each original Licensed Mark as specifically set forth thereon. Logo Users shall comply with the SNORKEL Brand Guidelines, which may be modified by SNORKEL from time to time without any notice.

3. Permitted Uses of the Licensed Marks.

- A. <u>Websites</u>. All Logo Users shall be permitted to use or display all Licensed Marks from SNORKEL's logo repository on their website(s) that are owned and operated by such Logo Users solely for the purposes of linking to the SNORKEL website (<u>www.snorkellifts.com</u>), or as a brand presence on the Logo User's website(s).
- B. <u>Business Related Materials</u>. Logo Users shall also be permitted to use the Licensed Logos, respectively, for business stationary, business cards, promotional/marketing advertisements, and other similar items, solely for purposes of indicating their affiliation or status with SNORKEL.
- C. <u>Disclaimer</u>. It is further acknowledged and agreed that although SNORKEL has granted Logo User the right/permission to use the Licensed Marks, it should in no way imply, indicate or otherwise suggest that SNORKEL has approved of, sponsored, endorsed, or is otherwise responsible for any other content, message, opinion, images, videos, etc. or their form of any of Logo User's business related materials and/or website.

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- 5. <u>Revocation of Rights</u>. SNORKEL expressly reserves the right to revoke the limited License granted herein and to request that any Logo User cease and desist from any and all uses of the Licensed Marks for any reason whatsoever, including but not limited any breaches or violations of SNORKELS Logo Terms, Terms of Use Agreement or Privacy Policy. If Logo User has any questions or concerns, they may contact a SNORKEL Marketing Department at +1 (702) 727-4929 or email marketing@snorkellifts.com.