



Profire Energy, Inc. Policy on Trademarks

The purpose of this document is to outline the policy of Profire Energy, Inc. ("Profire") regarding the use of its trademarks.

Profire worked hard to become one of the most respected names within the Burner Management System industry. Our products are the highest of quality and our customers can purchase and install our product with confidence. The purpose of this policy is to protect our trademarks and company name from being associated with inferior product or undesirable relationships. We understand that our customers and distributors may want to include our trademarks on marketing materials, however, no use of our trademarks are to be used without prior written consent.

The following is a policy of what is and what is not considered acceptable use of Profire trademarks. If it is found that you are using Profire trademarks in any way that is not in accordance with this policy, Profire may require you to cease all use of any Profire Trademarks (as defined below) regardless of the uses allowed in this policy.

General Goal

In general we want our trademarks to be used in a manner which helps to advertise the sale and distribution of any Profire products. It is our goal that these trademarks will be used to give confidence in the product being sold and reassure the customer is receiving a product of highest quality.

Our Trademarks

Profire currently maintains a portfolio of trademarks. These trademarks include logos, words and slogans, and colors (collectively, the "Profire Trademarks"). All of the Profire Trademarks are the exclusive property of Profire and subject to this policy. Please refer to the "Trademarks" link on our website for a list of Profire Trademarks. This list is not exhaustive and is subject to change. If a mark is not found on the list, it may still be considered a Profire Trademark.

Certain activities may constitute infringement or dilution of a Profire Trademark and are considered a violation of this policy. Participating in any of the following activities is a violation of this Trademark Policy. Prohibited activities include but are not limited to:

- Using any Profire Trademark without the prior written approval of Profire
- Using any Profire Trademark as part of any domain name, email address, blog /weblog/discussion forum title, or as part of any uniform resource locator, including without limitation, as part of any secondary domain name.
- Using any Profire Trademark as part of any corporate, trade, business, or other entity name.

- Using any Profire Trademark as part of any composite trademark or composite service mark, that is, in close association or in combination with any trademark(s) and/or service mark(s) owned or held by your company, Profire, or any third party.

How to Properly Use Trademarks

The following are basic guidelines for using Profire Trademarks.

- On any website, flier, or general solicitation the Profire Trademark should not be more prevalent than your name or the name of your company. This is to limit the confusion of the origin of the marketing materials.
- Profire Trademarks should never be altered or abbreviated. When printing or posting materials, the logos should be in either black and white, or firebrick red (#b00f39) and gray (#818286). There are no other colors used in any of the Profire trademarks.
- When discussing Profire products, the word “Profire” should be given distinctive graphic treatment wherever possible. The name should be set apart from other text by using bold, italic, allcaps, or another type of emphasized or underlined font.
- On any documentation, marketing materials, or postings where the “Profire” word or logo trademark is used, the following disclaimer must be attached: “Profire” and the Profire logo are trademarks of Profire Energy, Inc., used by <insert your company name> with permission from Profire Energy, Inc.

Notes

If you have any questions regarding the use of Profire trademarks please contact our Utah office at 1-801-796-5127.