



Reseller Marketing Policy

EMist has been building a brand of strong recognition and a high-perceived value since 2014. To ensure our products' brand and equity and to support a healthy resell channel, we maintain integrity through our brand and intellectual property.

Effective March 1, 2019, EMist requires adherence to our marketing policy on all products manufactured, distributed or sold by EMist or any of its supply chain partners ("Resellers"), divisions, affiliates or related entities. This policy shall only be adjusted by EMist, at its sole discretion.

Promotional Literature

EMist agrees to furnish, in English, as available via the Emist.com website, descriptive literature, advertising materials, technical manuals and sales promotional materials concerning EMist products as EMist may, from time to time, have available for such purposes. Resellers shall have the right to translate such materials into the languages of their approved/agreed upon Territory at its own expense.

Additional information regarding the EMist brand can be found in the EMist Brand Guide available in the reseller toolkit at Emist.com.

EMist shall retain ownership of all proprietary rights, including, intellectual property rights to the translated versions of the materials. Resellers will be solely responsible for the accuracy of the translations and will provide EMist with a copy of each translated work. As/if needed, resellers shall promptly revise (at reseller's expense) the materials upon notice from EMist.

Use of Trademarks

Resellers shall not be permitted to print, post or otherwise use letterhead, calling cards, literature, signage or other representations in the name of EMist (or any of its affiliates) or to represent itself as EMist (or any of its affiliates) or make commitments on behalf of EMist (or any of its affiliates) without the express, written permission of EMist. Resellers expressly agree that no license to use EMist (or any of its affiliates' trademarks, trade names, service marks or logos (collectively, the "EMist Trademarks") is granted by this policy.

Resellers may, however, indicate in its advertising and marketing materials that it is a reseller for EMist and may, as necessary, incidentally use the EMist Trademarks in its sales/marketing efforts. Upon request by EMist, resellers will place proper trademark, copyright and patent notices in its advertisements, promotional brochures and other marketing materials for EMist products. EMist reserves the right to review reseller's marketing and sales materials prior to their publication or use. No rights shall inure to reseller as a result of any such use or reference, and all such rights, including goodwill shall inure to the benefit of and be vested in EMist.