



go-e GmbH

Satellitenstraße 1
AT 9560 Feldkirchen

Guidelines for use of the go-e brand

1. go-e brand

The distributor is granted the right to use the trade name „go-e“, product images, product descriptions, logos and images as displayed on the website

<https://go-e.co/pictures-sales-partners/?lang=en>

provided for this purpose, subject to the following conditions for the promotion and sale of the products during the term of this agreement in its advertising, in its printed advertising materials, in its shops (stationary and online) and on its exhibition stands and on its delivery vans:

1.1 The distributor is entitled to use the „go-e“ brand on its official letterhead, but in a less prominent manner than the distributor's logo or commercial style. The go-e brand should never be larger than the distributor's logo. The distributor is not permitted to adopt the pattern or design of go-e's official stationery or any other go-e visual identity elements other than the brand. The brand „go-e“ should not be less prominent and should have the same relative size as the most prominent third party brand on a page.

1.2 In addition, the distributor may state on both its stationery and in advertising and promotional material that it is an „ Authorized Dealer „ for go-e products.

1.3 The distributor may use the „go-e“ brand with the indication „Authorized Dealer“ on its websites to indicate the specific go-e branded products it sells.

1.4 The distributor may provide appropriate and correct links from its website to the appropriate go-e product pages. The go-e websites may not appear as frames or in any other way to create the impression that the go-e content belongs to the reseller. The distributor is not permitted to copy or imitate the style of go-e's websites or their sections on its own website in order to avoid any confusion on the part of Internet users. The distributor must not misrepresent its relationship with go-e's branded products.

1.5 The distributor is not authorized to register or use a domain name or URL containing the name go-e or any other go-e trademark. The distributor is entitled to use the go-e trademark for his marketing activities, but is obliged not to change the appearance of the go-e trademark in any way.

1.6 In addition, the distributor is obliged to ensure that it will not alter, distort, remove, conceal or in any way separate the brands, serial, model and/or type numbers contained on or affixed to go-e's branded products.

1.7 The distributor hereby acknowledges all rights and interests of the registered owner go-e with respect to and in the name go-e and the word and figurative mark „go-e“. It is expressly agreed that through the use and/or marketing of the branded products go-e, which are identified or marked with this name and/or the trademark, the distributor does not acquire any rights to this name and the trademark, and their applications, which are permitted under this agreement, may not be interpreted as use for the benefit of the distributor.

Company data UID: ATU70018303 -

FN: 442 126k - Landesgericht Klagenfurt

Bank details Volksbank Kärnten -

IBAN: AT45 4213 0338 8246 0000 BIC: VBOEATWWKLA

Mail: office@go-e.co

Tel: +43 4276 624 00 10

www.go-e.com

1.8 The distributor shall immediately stop using the go-e trademark after termination of the agreement.

1.9 The distributor acknowledges that the product names used to identify the contractual products are the exclusive property of go-e.

1.10 After termination of this agreement, the distributor shall not use any product names which could be confused with the product names of go-e in terms of sound, writing or terminology.

Place, date

Distributor (name, stamp and signature) – Reseller`s legal entity