



Rightline Gear Trademark & Brand Policy

This policy governs the proper use of the Rightline Gear owned 'rightline gear' and 'fox' trademarks ("Marks") along with their associated Rightline Gear logos. Rightline Gear reserves the right to modify its Trademark & Brand Policy at any time.

Rightline Gear requires the following guidelines to be observed:

1. "Rightline Gear" should be (2) separate capitalized words when used in text form.
2. The Rightline Gear Marks must be used as provided by Rightline Gear with no modifications. Do not remove, distort or alter any element of the Marks, including the changing of any colors.
3. The circle R must remain in all representations of the Rightline Gear Marks. The company has established where the circle R is to be located on each logo.
4. Do not use the Rightline Gear Marks in a way that is likely to cause confusion as to the owner of the Rightline Gear Marks or imply that Rightline Gear is the source of your products or services.
5. Do not incorporate the Rightline Gear Marks into your company names, product or feature names, domain names, trademarks, logos, social media handles, website titles etc.
6. Do not use the Rightline Gear Marks in a way that conveys a common, descriptive, or generic meaning.
7. Do not use the Rightline Gear Marks in a way that implies relationship or affiliation with, sponsorship, or endorsement by Rightline Gear.
8. Do not display the Rightline Gear Marks more prominently than your company, product, or service name on your website page or any non-Rightline Gear materials.
9. Do not use the Rightline Gear Marks in a damaging or derogatory way.
10. Do not use the Rightline Gear Marks in the plural or possessive form.
11. Do not copy Rightline Gear's website design, typefaces, color schemes, graphic designs, product packaging, icons, marketing materials, or imagery.

This Trademark & Brand Policy does not preclude Rightline Gear from becoming a party to a mutually agreed upon written agreement with a Retailer, Reseller, or Distributor. This Rightline Gear Trademark & Brand Policy supersedes and replaces in their entirety all previous Rightline Gear Trademark & Brand Policies.