



GUIDELINES FOR USE AND VIOLATIONS OF READYLIFT® TRADEMARKS

As ReadyLIFT's marketing program illustrates, ReadyLIFT® encourages retailers and distribution partners to actively promote the ReadyLIFT® product line. The purpose of these guidelines is to inform you of ReadyLIFT's policy regarding the use of its trademarks.

1. GENERAL RULE

The trademarks, service marks, and trade dress of ReadyLIFT® Suspension Inc. and ReadyLIFT.com also known as ReadyLIFT® are valuable corporate assets. In general, you may not use ReadyLIFT's trademarks, or variations of ReadyLIFT's trademarks, in any manner that is likely to lead the public to believe that your company, your company's products or services are associated with or licensed, authorized or approved by ReadyLIFT®. These Guidelines will assist you in the proper legal use of ReadyLIFT's trademarks. These Guidelines, however, are not exhaustive, and ReadyLIFT® is willing to clarify any of them upon request.

2. TRADEMARKS OWNED BY READYLIFT®

ReadyLIFT® owns numerous trademarks, the most significant being the ReadyLIFT® name and name design. Also, for example, ReadyLIFT® owns registered and/or common-law trademark rights in the names "SST" logos and part numbers used for its products.

3. TRADE DRESS RIGHTS / IMAGES

ReadyLIFT® images of products, vehicles, instructions, marketing material and packaging are intellectual property of ReadyLIFT®. This includes, but is not limited to, videos, flyers, installation articles, application guides. Accordingly, you may not use ReadyLIFT® pictures, vehicles, instructions, marketing materials or packaging as non-specific sales tools for promoting your own goods or services except as provided for in paragraph 6 below.

4. USE OF READYLIFT® TRADEMARKS ON PRODUCTS AND PROMOTIONAL MATERIALS

Without written authorization from ReadyLIFT®, ReadyLIFT's trademarks may not be displayed on any product (e.g., mugs, key chains, accessories), promotional material, P.R. item, directory listing, sign, repair order, letterhead, invoice, business card, clothing, (e.g., T-shirts, hats), website, internet classified advertisement or any other product without expressed written consent from ReadyLIFT®. You may, however,

advertise that you provide ReadyLIFT® products and/or services using ReadyLIFT® products in advertisements as provided in paragraph 6 below.

5. COMPANY NAMES AND DOMAIN NAMES

Without written authorization from ReadyLIFT®, ReadyLIFT's trademarks or variations of ReadyLIFT's trademarks may not be used in your trade name, business name, store name, or corporate name. Also, ReadyLIFT's trademarks or variations of ReadyLIFT's trademarks may not be used in domain names, even with qualifiers or other descriptive terms such as READYLIFTPARTS.COM or READYLIFTDIRECT.COM.

6. FAIR USE

These rules do not mean that all uses of the ReadyLIFT® trademarks and trade dress violate the trademark laws. You may make "fair use" of the ReadyLIFT® trademarks and trade dress under the following circumstances.

a. ReadyLIFT® Trademarks

You may inform the public of your business. In general, a use of a ReadyLIFT® trademark is fair if:

- 1) the trademark is used in the context of a fair and factual statement of what you are selling or offering, (for example, "We sell the ReadyLIFT® line of products"); and
- 2) relative to any accompanying text, the ReadyLIFT®-owned trademark is not highlighted in any manner through the use of larger font, distinctive or differentiated typographical style or script, color, shading, placement or otherwise that would suggest misrepresentation of the ReadyLIFT® trademark. Our general rule of thumb is that the name of a business must be at least four times as large as the ReadyLIFT® trademark.

EXAMPLES:

ACCEPTABLE USAGE

JOHN DOE'S AUTO PARTS

Independent Retailer of ReadyLIFT® Products

Or

Specializing in the ReadyLIFT® Line of Products

UNACCEPTABLE USAGE

READYLIFT JOE'S AUTO PARTS

JOE'S READYLIFT WHOLESALE / DIRECT

b. Images of ReadyLIFT® Products

Under limited circumstances you may also make a "fair use" of images of ReadyLIFT® products in connection with the advertisement of ReadyLIFT® goods or services. The use of images of ReadyLIFT® products, vehicles, instructions, packaging and marketing material is a "fair use" only when the image demonstrates or depicts the actual ReadyLIFT® product being offered by a qualified ReadyLIFT® dealer. Even in this circumstance, the photograph must only be those approved and provided by ReadyLIFT®.

c. Unauthorized Use of Logo Trademarks Not Allowed

IMPORTANT NOTE: THE USE OF THE READYLIFT® OR OTHER OF READYLIFT'S LOGOS OR TRADEMARKS BY AN ENTITY THAT IS NOT A READYLIFT-AUTHORIZED DISTRIBUTOR OR AUTHORIZED PROVIDER OF READYLIFT® PRODUCTS, PARTS OR SERVICES IS NOT "FAIR USE" AND READYLIFT® DOES NOT PROVIDE CONSENT THEREFOR. READYLIFT® TRADEMARKS SHALL NOT BE USED FOR ANY OTHER PURPOSE OTHER THAN TO DEPICT FOR RETAIL SALE THE ACTUAL READYLIFT® PRODUCT BEING SOLD BY AN AUTHORIZED READYLIFT® DEALER.

Trademark Department
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Santa Ana, California
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