



Terms of Usage for advertising with the Vorwerk word mark and/ or figurative mark

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Hamelner Teppichwerke GmbH & Co. KG, Kuhlmannstrasse 11, 31785 Hameln, Germany (referred to in the following as “Hamelner Teppichwerke”) produces high-quality merchandise with which a correspondingly high-quality brand image is associated. The point is to protect and cultivate this high-quality image. This high-quality image must be preserved and developed. In order to achieve this common goal, the advertiser must comply with the following conditions.

I. In General

1. Vorwerk SE & Co KG, with its registered office in Wuppertal, Mühlenweg 17-37, Germany registered in the Commercial Register of the Local Court of Wuppertal under HRA 14658 is the exclusive owner of the “Vorwerk” (“Vorwerk brand”) word mark and figurative mark (also called Vorwerk logo) registered internationally for a variety of products and services (e.g. carpets, sized area rugs, carpet tiles and installation systems).

2. Usage of the “Vorwerk” word mark or figurative mark requires that the Terms of Usage have been accepted by the party advertising and are being complied with in their respective version. The authorisation for usage ends automatically in the event of non-compliance with or violation of these Terms of Usage without any further notice from Hamelner Teppichwerke or Vorwerk SE & Co. KG is required.

3. These Terms apply to all printed and electronic depictions of the Vorwerk word mark or figurative mark, for example due to materials for communication, commercial and consumer advertising, poster/placard advertising and pieces on exhibition at trade fairs, expositions and events, advertising on vehicles, internet websites or online shops.

4. The Vorwerk brand stands for particularly high-quality products in the premium segment, both technically and aesthetically. If the Vorwerk word mark or figurative mark is utilised, attention must therefore always be paid that this image is being cultivated and nurtured.

Expressly not permitted is thus any usage of the Vorwerk word mark or figurative mark in conjunction with crossed-out pricing or at online commercial trade centres with a flea-market image, for example on eBay or other forms of auction platforms, along with the vociferous extolling of goods and/or other inappropriate product presentations. The freedom of the party advertising with regard to pricing remains unaffected thereby.

II. Usage

1. To the extent that the party advertising sells and distributes products from Vorwerk Teppichwerke at an online shop operated by the party themself, there too attention is to be paid to a high-quality presentation of the merchandise. If an online shop is being provided, a stationary, physical sales facility must be operated at the same time. The stationary sales



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facility must be designed in an aesthetically appealing manner. Warehouse sales, for example, are not desired. Finally, a minimum turnover amounting to 50 % in proportion to online turnover should be generated at the stationary sales facility.

2. The Vorwerk word mark and/or figurative mark may be used solely in conjunction with advertising for Vorwerk quality products and services from the areas of wall-to-wall carpet, sized area rugs, carpet tiles and installation systems or systems for laying. In no case whatsoever may products be labelled with the Vorwerk word mark or figurative mark by any other party on its own, nor may the Vorwerk word mark or figurative mark be used to conduct advertising for products from other parties.

3. The Vorwerk figurative mark may be used solely based on files, artwork masters and/or printing templates made available by Hamelner Teppichwerke. The passing on thereof to third parties is permitted solely when the third party has been commissioned by the customer with the creation of a presentation document for advertising or an internet presentation scenario.

III. Deception

1. When using the Vorwerk figurative mark in all print and electronic media, the names of third-party firms must be placed at a distance from the Vorwerk brand.

2. The depiction of the Vorwerk figurative mark must always have the following footnote attached:

„Vorwerk trademark licensed by Vorwerk Group, Wuppertal.“

3. The Vorwerk figurative mark may be utilised solely and precisely in the form stipulated by Hamelner Teppichwerke in these Terms of Usage. The Vorwerk figurative mark may also not be altered or supplemented by visual effects such as cast shadows or light effects.

4. Never combine the Vorwerk word mark and/or figurative mark with any other term, and never utilise the Vorwerk word mark and/or figurative mark in close connection with headings, words, brands or other trade names for commercial business or designations for other companies.

5. Do not use the Vorwerk word mark and/or figurative mark on business cards, letterheads, invoices or other business documents. This also applies to the use of the Vorwerk word mark and/or figurative mark in in cross-branching media, e.g. telephone books, vendor & supplier directories and internet portals.

6. The Vorwerk word mark shall not be emphasised, accented or highlighted in continuous



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copy. In other words, it shall not be set in quotation marks or written in upper-case letters, italics or bold lettering.

7. Always use the correct generic terminology. The Vorwerk word mark may not be utilised as a noun or synonym. After having mentioned the brand in continuous copy, the appropriate accompanying generic terminology must be used. Permissible generic terms are carpet, broadloom carpet, wall-to-wall carpet, sized area rugs, carpet tiles and installation systems or systems for laying.

8. Do not use the word Vorwerk or the Vorwerk word mark as a plural, together with hyphenation or in the possessive form, for example "Vorwerk's service".

9. Never integrate the word Vorwerk or the Vorwerk word mark into a domain name, an e-mail address, metatags, AdWords, an internet address or a website.

10. Vorwerk figurative mark may be graphically depicted exclusively as follows:

a) Size

In advertisements and on accompanying backup material, the Vorwerk figurative mark may not be depicted smaller than 20 x 8 mm.

b) Colour

The Vorwerk figurative mark must be depicted in green:

Pantone 355C

or

CMYK 98/0/95/0

c) Spacing

Fundamentally, the Vorwerk figurative mark stands alone. The minimum spacing to other design elements must amount to at least half of the brand's total height (measured from the upper edge of the upper arc to the lower edge of the lower arc). This minimum spacing is added on to all sides of the logo.

d) Background

The Vorwerk figurative mark is always placed on a white background.

It may also be placed on deep green (Pantone 5535 C or CMYK 66/0/57/82) or silver (Pantone 877 C or CMYK 0/0/0/35). Placement of the Vorwerk figurative mark on uneven or coloured backgrounds is not permitted.



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e) Alignment

The Vorwerk figurative mark shall always be displayed in a horizontal position. The Vorwerk figurative mark may not be tilted or rotated.

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