



# Trademark Usage Policy

Last Revised: December 14, 2018

## I. PURPOSE

The purpose of this policy is to ensure that those who are authorized to use our trademarks use them properly. This site is not to be construed as granting or otherwise transferring to anyone any license or right to use any of our trademarks for any purpose.

Unauthorized use of our trademarks, or trademarks that are confusingly similar to our trademarks, constitutes an infringement of our trademark rights. If you are uncertain as to whether you are authorized to use any of our trademarks, please call us at **1-800-348-0424**.

## II. WHAT IS A TRADEMARK?

A trademark can be, among other things, a word, logo, slogan or color applied to an article. A trademark is used in association with goods or services to distinguish those goods or services from those originating from another source. A trademark is also sometimes referred to as a brand name.

## III. OUR TRADEMARKS

Our word trademarks include: AUTOLITH®, INTRAMYST®, IEHL®, NORTECH®, NEBULAE™, FLOW-ASSIST®, INTRAMYST™, NTI™ and NORTHGATE®.

Our design trademarks include:



This list may be up-dated by us from time to time.

## IV. PROPER USE OF OUR TRADEMARKS

If you are authorized to use our trademarks, you must comply with the rules set out below. These rules apply to the use of our trademarks in advertisements, press releases, letters, memorandums, e-mails, trade show materials, marketing materials, articles, web pages, and any other materials regardless of the form.

**A. RULES**

**1. Any reference to our products or services by their associated trademarks MUST be truthful, fair and not misleading.**

**2. NEVER use our trademarks to describe a product or service other than a product or service originating from us.**

For example, the NEBULAE® I trademark should only be used to describe our insufflators. Use of our trademarks to promote or otherwise describe a competitor's products or services, is not authorized and constitutes trademark infringement.

**3. NEVER use our trademarks as a noun or verb.**

Our trademarks must always be used as adjectives.

Improper Usage Please ship to us five Nebulaes.

Proper Usage: Please ship to us five **NEBULAE™** I fluid management systems.

**4. NEVER use our trademarks in any manner that suggests they are your, or another person's, trademarks.**

Do not combine or incorporate our trademarks as part of any other trademarks, trade names, or company names.

**5. Our trademarks should always be set apart from other text.**

The first letter of our trademarks must always be capitalized. The entire trademark should either be capitalized or bolded and/or italicized to set it apart from the surrounding text.

Improper Usage: We have been using the autolith® lithotripter for many years.

Proper Usage: We have been using the **AUTOLITH®** lithotripter for many years.

**6. The appropriate trademark symbol ® or ™ should be inserted immediately at the end of our trademark.**

The trademark symbol should be used in conjunction with an attribution notice as set out in paragraph 8 below. The ® symbol should only be used if the trademark is registered in the jurisdiction where you intend to use the trademark. If it is not registered, you should use the ™ symbol.

Please call us at **1-800-348-0424** if you do not know which trademark symbol you should be using.

**7. Trademarks that incorporate a design must be reproduced in the same manner as depicted on our products and/or advertisements.**

If you require assistance on how to properly reproduce the design (i.e. font size, color etc...) please call us at **1-800-348-0424**.

**8. A proper attribution notice should be used for our trademarks.**

You should include a notice (i.e. footnote) where our trademarks appear indicating that they are “trademarks or registered trademarks of Northgate Technologies, Inc.”.

Please call us at **1-800-348-0424** if you require assistance with attribution notices.

We reserve the right to make changes to the above Rules from time to time and to impose additional rules / requirements by written agreement or otherwise.

If you are a distributor, your agreement with us may impose additional rules and requirements.

All contents Copyright © 1999,2013,2018 Northgate Technologies, Inc. All Rights Reserved.

™/® trademarks or registered trademarks of Northgate Technologies, Inc. [webmaster@northgate-tech.com](mailto:webmaster@northgate-tech.com)