



CUBE Notice of Logo Usage

Cube Content Governance Limited (“CUBE”) grant to the undersigned company (“You/Your”) permission to use the CUBE logo for Your own marketing and promotion of Cube in accordance with agreed partner terms with Cube.

This permission is coterminous with the governing agreement between Cube Content Governance Limited and You which explicitly incorporates this notice. By using the CUBE logo, You accept the terms herein.

CUBE is pleased to grant You permission to use the CUBE logo (“**Mark**”) in connection with Your own marketing and promotion of Cube by a Cube partner in accordance with agreed partner terms with Cube under the conditions specified in this letter, Attachment 1, Guiding Principles for Use of the CUBE Logo, and Attachment 2 CUBE Logo which are incorporated into this letter by reference.

The Mark will be presented in the form shown in graphic files which will be provided to You by CUBE will use best efforts to provide Your CUBE marketing contact with a mockup of all marketing materials on which the Mark is to be used for approval prior to such use, and ensure the Mark is presented correctly. All ownership rights in the Mark belong exclusively to CUBE. You will have no ownership rights in the Mark and will acquire no ownership rights in the Mark as a result of Your performance or breach of this permission letter. All use of the Mark, or variations thereon, will inure solely to the benefit of CUBE.

You agree: (a) not to take any action which will interfere with any of CUBE’s rights in and to the Mark; (b) not to challenge CUBE’s right, title or interest in and to the Mark or the benefits therefrom; (c) not to make any claim or take any action adverse to CUBE’s ownership of the Mark; (d) not to register or apply for registrations, anywhere, for the Mark or any other mark which is similar to the Mark or which incorporates the Mark; and (e) not to use any mark, anywhere, which is confusingly similar to the Mark.

Except for promotional purposes as stipulated, You agree that You will not use the Mark in any way that says or suggests that CUBE has endorsed, certified, approved or warranted Your products or services, Your web site, or anything else, including the quality, reliability, or performance of any of the foregoing. You agree not to use the Mark on any portion of any web site that is the same or similar in appearance, layout or design to the appearance, layout or design of any portion of CUBE’s web site.

You may not, either directly or indirectly, sublicense, assign, or in any way encumber the Mark or assign this permission letter. Any attempt to do so will be void.

CUBE may terminate Your rights under this agreement on three (3) days written notice to You for cause if You breach any terms of this letter, or if You engage in tarnishment of the Mark, dilution of the Mark, or other conduct detrimental to CUBE’s interest in the Mark. CUBE may terminate Your rights under this agreement on thirty (30) days written notice to You without cause in CUBE’s sole discretion. In the event that the rights granted to You under this agreement are terminated, You will have three (3) days after the date of termination to remove the Mark from Your web site and all other materials in Your possession. You will forthwith provide CUBE with written confirmation, signed by an executive of Your company, that such actions have been taken.

This letter sets forth the entire agreement between You and CUBE and supersedes any and all prior agreements or understandings between You and CUBE pertaining to permission granted herein to use the Mark by CUBE to You. This letter may not be amended or modified, in whole or in part, except by a written instrument duly executed by You and CUBE. This letter will be governed and construed in accordance with the laws of England and Wales without regard to or application of the conflicts of laws principles.

ATTACHMENT 1
to CUBE Notice of Logo Usage
Guiding Principles for Use of the CUBE Logo

In the event of an inconsistency between the guidance in this document or any other document regarding use of the CUBE logo, this document prevails.

Guiding Principles

- Do not create Your own version of the CUBE logo.
- Always include trademark attribution on the page where the logo is being used or in the legal attribution segment of the publication.

Attribution statement:

CUBE and the CUBE logo are trademarks of Cube Content Governance Global Limited

- Except as noted herein, do not change the size, color or proportion of the artwork provided.
- Do not use the logo within the structure of a sentence, within a title, or in conjunction with another company's logo.

Acceptable option:

Set the letters (CUBE) as text in these cases.

- Always allow a "safe space" around the logotype that is equal to or greater than the height of the logo in use.
- Do not place the logo on active backgrounds that may reduce legibility.
- The CUBE logo, if used as a linking device on the Internet must always link to www.cube.global
- The CUBE logo should not be used in any manner that might suggest CUBE is the owner of the any event website or product. For instance, our logo may not be incorporated into a name or imagery.
- The CUBE logo should always be clearly identified as, or associated with text that communicates our role or contribution. For instance, when used it should be near a paragraph or statement about CUBE and our contribution OR when used with multiple logos we should be identified collectively as such. For instance, "event sponsors".
- CUBE's logo should not be subordinate to or dominant over, those of the other equivalent sponsors. For instance, they should all be equally important with no individual logo dominating the others. We ask for "equal visual weight" not equal size, since the size colour and shape of different trademarks will impact their prominence.



ATTACHMENT 2
to CUBE Notice of Logo Usage
CUBE Logo

