

*Promotional Rules of Use of Standard Process' Intellectual Property,
Products, and Written Materials*

Standard Process wants to encourage Standard Process Customers to accurately promote Standard Process, its brands, and its products. These Promotional Rules of Use of Standard Process' Intellectual Property, Products, and Written Materials ("Promotional Rules of Use") are meant to protect the value of the Standard Process products' brands to Standard Process and to Standard Process' Customers. These Promotional Rules of Use apply to all advertising and promotional media, including, but not limited to, both print and electronic media. Compliance with these Promotional Rules of Use is a mandatory condition of the Standard Process Resale Policy.

- a. **You may not imply, suggest, or state that you are a Standard Process sales representative or distributor.** General information about Standard Process which accurately reflects Standard Process' business practices, beliefs, and methodologies can only be referred to by linking to the Standard Process website or by obtaining written permission from Standard Process to reproduce materials.
- b. **Standard Process literature and promotional materials are copyright protected and may be reproduced only in the form provided to you by Standard Process.** You may not modify or excerpt such literature or materials in any manner, or reproduce such materials only in part.
- c. **All trademarks of Standard Process need to be properly identified with the applicable ® mark (registered) or ™ mark (non-registered) and must appear in the form used by Standard Process, including any and all changes of which you are notified by Standard Process.**
- d. **You need to provide a disclaimer in marketing materials/website** stating that your particular business is not endorsed or sponsored by Standard Process and that the content of your marketing material/website does not necessarily express the opinion of Standard Process. The following example may be used as a disclaimer:

While we carry Standard Process products, neither **[fill in your name]** nor any third party associated with, related to, or linked to **[fill in your name]**'s business or website is in any way affiliated with Standard Process Inc.® Standard Process expressly disclaims any responsibility for, and makes no representations or warranties regarding, any statement, information, materials, or content found on or included in **[fill in your name]**'s marketing materials/website, or any third party marketing materials/websites related to, associated with or linked to **[fill in your name]**'s business or website. Standard Process products are dietary supplements and not intended to diagnose, treat, cure, or prevent any disease.

- e. **You are not allowed to use the letters "sp", the word "standard" or the words "standard process" or any other Standard Process trademark, brand or product name as part of a**

URL (Universal Resource Locator) or file/title name, or as a part of the your name or trade identity.

If you are found in violation of any of these Promotional Rules of Use, you will have thirty (30) days after written notification by Standard Process to comply. Failure to comply within thirty (30) days will result in immediate Account termination and/or further legal action. Standard Process reserves the right to sell to whomever it chooses.

Standard Process agrees to send written notification regarding any change in policy in these Rules of Use to all Customers and agrees to provide a 30-day period after such notice is given for Customers to make necessary changes to comply with such changes. Standard Process reserves the right to modify these Promotional Rules of Use at any time.

Please report all violators or abusers of these Rules of Use, or any of Standard Process' policies, to your sales representative/distributor or the Standard Process corporate headquarters at 800-848-5061.