

Viseum[®] Branding Policy

The Viseum brand is recognised for its [Disruptive Technology](#) which is the [Internationally Patented](#) configuration of fixed and moving cameras co-located on the same common structure, operating together to provide wide area security for complex and challenging environments. People who see an image of a Viseum camera configuration naturally think of Viseum being the internationally patent protected CCTV brand. Any other brand of this configuration will be seen as a cheap, quality compromised illegal copy generating more business for the Viseum UK Group. We operate a formal Branding Policy which is an integral part of the Viseum business. To avoid disruption to this **it is essential for all publicity outlets to detail this fact when reporting about the Viseum IMC.**



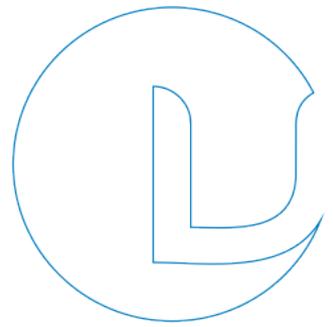
The Viseum Brand

Viseum operates a formal Branding Policy which is an integral element of its business model. This is to ensure that Viseum's Certified Corporate Trading Partners' Product Solution that contain Viseum technology is consistently branded primarily to **show their customers how they are proud of their association with Viseum.** This requirement is also part of Viseum's patent licensing process and this policy document gives more detailed information on meeting those requirements and branding in other situations.

Viseum IMCs have been granted 20 years patent protection

Any non-Viseum branded IMC system will be noticeably inferior and an illegal copy in breach of international law
Patent Portfolio - European EP 1 579 399 | United States of America US 7,952,608 B2





Viseum Logo (and integrated strap-line)

The approved style for the Viseum logo, integrating the strap-lines:



Notes:

- Viseum straplines vary depending on the Viseum groups campaign planning.
- Viseum will make these logos available to its certified partners in any standard digital format requested.

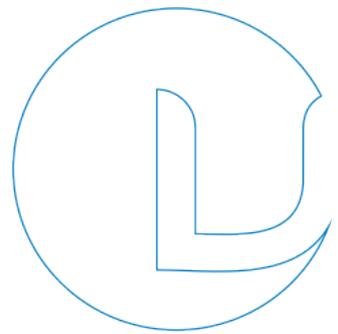
Viseum Certified Trading Partners

Viseum can publish information identifying its certified trading partners. This is achieved with publicity and advertisement with the partner. Companies not so identified as Viseum Certified are not entitled to use or directly associate themselves with the Viseum brand, and Viseum reserves the right to seek appropriate remedies against any such improper use or association.

Subject at all times to this policy, Viseum gives its certified trading partners an implied royalty free licence to use the Viseum[®] brand, trademarks and logos, at their discretion:

- a) to promote products embodying Viseum patented technology, in accordance with this policy and with the Viseum Software Supply Agreement, the Viseum PTZ Camera Array Licence Agreement and the Viseum Reseller and End User Software Licence;
- b) to promote, with Viseum's prior written approval, specific appropriate products which while not embodying the Viseum technology are compatible with or integrate with it.
- c) for Suppliers of hardware that operates integrated with using the Viseum software are required to apply the Viseum[®] logo to the exterior of all such hardware.





Viseum Marketing Material

Viseum's trading partners who produce publicity and marketing material relating to Viseum driven products are required to ensure that all of this material:

- a) Contains the correct registered trademarked Viseum® logo as shown above;
- b) Contains appropriate textual reference to the use of Viseum® patents and software;
- c) Is referred to Viseum for branding approval prior to release.

Viseum Sales Assets (Brochures, Product Solution Data-sheets, Power Point Presentations, Whitepapers)

<http://www.viseum.co.uk/about-us/downloads/>

The content of all these sales assets are regularly improved with better sales messages taken from our most recent customer's feedback. Each of these files original Viseum URL can be embedded (do not copy) into our partners websites.

Websites

Only unique content approved by Viseum can be used by Viseum trading partners. A referral Viseum URL to Viseum's website on the partner own websites must be used. Viseum will include a reciprocal referral and hyperlink on its website when mutual press articles are published with each partner.

To ensure that their customers are aware of the positive relationship between our certified trading partners and us, it is important that wherever appropriate our trading partners combine the power of their websites to raise Viseum brand awareness. They should therefore include on their websites referrals and hyperlinks from other members of their supply chain where this is appropriate.

Viseum makes it a priority to include on its website good brand and marketing information which its partners can use freely to help them and their customers sell and use the Viseum technology.

Viseum YouTube videos

Viseum technology promotional and demonstration videos assets are an essential element for the Viseum sales process. Viseum Certified partners are encouraged to embed (**do not copy**) Viseum's YouTube videos within their own website. There are 2 x YouTube channels with Viseum videos:

- 1) <https://www.youtube.com/user/ViseumSafetyWatch> - The ViseumSafetyWatch channel is regularly updated with new videos and Viseum certified partners will be made aware. It is advised to initially select the videos that have "Narrated" in the description.
- 2) <https://www.youtube.com/user/viseummd>



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Viseum Brand Association and Compatible Products

Third party products which while not embodying the Viseum technology are compatible with or integrate with authentic Viseum-driven products, will be tested and quality approved by Viseum's centre of excellence prior to being marketed and sold alongside any authentic Viseum-driven products. Viseum will then publish information identifying "compatible" third party brands and models of product that meet approved levels of performance and reliability.

In the event of any attempt by a trading partner to use the Viseum brand to market or sell products that have not been approved by Viseum, Viseum reserves the right to seek legal redress, and to terminate with cause any agreement in place.

Companies not identified as approved trading partners are not entitled to use, directly or indirectly associate themselves with the Viseum brand or Viseum Patents. Viseum reserves the right to seek appropriate remedies against any such improper use or association



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