Trademark Guidelines for Teach2code usage in the Benelux region by TJM Supplies B.V.

"Proper Usage of Teach2Code Trademarks and Logos by Teach2Code dealers within the Benelux region"

Teach2Code is a registered brand by TJM Supplies B.V..

These Guidelines describe the use and reproduction of all Teach2Code trademarks usage in the Benelux region. Teach2Code Authorized Dealers and others with permission may use Teach2Code trademarks and logos strictly in accordance with these Guidelines set out by TJM Supplies B.V. who's role is; Benelux exclusive importer of Teach2Code products.
Use of Teach2Code trademarks and logos other than in accordance with these Guidelines is a violation of Teach2Code rights and is strictly prohibited. TJM Supplies B.V. reserves the right to revise these Guidelines from time to time, without notice.

1. Importance of the Teach2Code name:

The Teach2Code corporate name, Teach2Code logos, and other Teach2Code trademarks and service marks (collectively, the "Teach2Code Marks") are among the most critical elements of the Teach2Code identity and convey many aspects of our business. The Teach2Code Marks are widely recognized, positive industry symbols, and can be a very effective way to highlight your commitment to high-quality products.

Teach2Code sells a variety of educational programming kits & relative educational robotics accessory products. Strong brand names help to create stronger customer commitment. When talking about Teach2Code Products, it is important to do so in a consistent manner and to associate the product name to the Teach2Code brand to reinforce brand identity.

The Teach2Code Marks are available for use by Authorized Dealers in the Benelux region as permitted in their agreement(s) with TJM Supplies B.V., and on a case-by-case basis as approved in advance by TJM Supplies B.V. This document provides the basic style guidelines to ensure consistency.

2. Request for use:

Teach2Code Authorized Dealers wishing to use the Teach2Code Marks other than as permitted in their agreement(s) with TJM Supplies B.V. and others interested in using Teach2Code Marks for appropriate marketing and educational purposes should submit the "Request to Use Teach2Code Trademarks" to TJM Supplies B.V. All requests for use of Teach2Code Marks will be reviewed on a case-by-case basis. TJM Supplies B.V. will also review actual usage of the Teach2Code Marks on a case-by-case basis. Please get in contact with your dedicated contactperson within TJM Supplies B.V. Or contact: info@tjmsupplies.nl by email.

3. Teach2Code logos:

The Teach2Code Marks that are graphic logos ("Teach2Code Logos") are the visual representations of the organization, and represent Teach2Code and its standards in a unique way to customers and to the public. As symbols, the Teach2Code Logos are a prime vehicle for establishing presence and identity.

Where you permissively use both your own unique company identifier(s) or graphic style along with Teach2Code Logos, your business identity must be presented in the dominant style, always larger than the Teach2Code Logos. In addition, the Teach2Code Logos must be separated from and presented as a separate and distinct element from any other mark or information.

Only use Teach2Code Logos obtained from Teach2Code; do not re-design Teach2Code Logos. You can obtain Teach2Code Logos from www.teach2code.nl which are official Teach2Code websites.

4. Proper usage of Teach2Code trademarks and logos:

Unless you have express, prior written permission from TJM Supplies B.V.:

Do not use Teach2Code Marks as all or part of a product name or in or on any product, packaging, labels, advertisements, press releases, marketing materials, domain names, web pages, trade show materials, or any other materials. The word "Teach2Code", or an appropriate Teach2Code mark may be used as part of a webpage address that points to the underlying Teach2Code-branded product, provided such usage otherwise complies with these guidelines.

Example:

Correct usage:

http://www.educationalrobotshop.nl/teach2code

(provided this page contains Teach2Code kits, and dealer is authorized to advertise such robots)

Incorrect usage:

http://www.educationalteach2codekits.nl (uses "Teach2Code" as part of the domain name, which is not permitted)

Do not use Teach2Code Marks in any manner that might be understood to suggest an association with or sponsorship by Teach2Code, nor an endorsement (express or implied) by Teach2Code of any product, service, or entity. However, Teach2Code Marks may be used as part of a truthful statement that a company is an "Authorized Teach2Code Dealer."

Example:

Correct: Educational Robot Shop – the online store for Teach2Code kits

Incorrect: Educational Teach2Code Shop online store (directly link "Teach2Code" to an entity)

Do not attempt to claim trademark rights in any Teach2Code Mark by using or registering a Teach2Code Mark as all or any part of a product or service name, trademark, service mark, logo, trade name, or "doing business as" name (d/b/a).

Do not use Teach2Code Marks in any fashion that could result in a likelihood of confusion between Teach2Code goods and services and the goods and services of any other entity.

Always use Teach2Code Marks consistently and distinctively, distinguishing our marks from other words in the text in some way. This distinction includes capitalizing all letters in the trademark, using initial caps or initial caps with quotation marks, using italics, boldface, underline, color, and use of the ® or ™ symbols, as appropriate (see below). Do not abbreviate trademarks or use only a portion of a mark.

Do not refer to a product as being "Teach2Code compatible," or "Teach2Code-Authorized," except with prior written permission from TJM Supplies B.V.

Trademarks are adjectives, and must only be used as such, e.g., a Teach2Code brand robot. Teach2Code Marks should never be used as nouns or verbs, nor should marks be pluralized or used in the possessive form.

Example:

Correct:

Teach2Code educational kit come in a variety of options.

Incorrect:

Teach2Code come in a variety of educational kit options.

5. Use of ®, ™ and proprietary notices:

Trademarks and Registered Trademarks - Many of the Teach2Code Marks are registered. Use the ® the ™ symbols in accordance with instructions from TJM Supplies B.V.

Symbols On Printed or Electronic Material - Always use the ® or ™ symbol (as appropriate) with the first and the most prominent appearance of a Teach2Code Mark in a particular piece of printed or electronic material. If this is done, it is not necessary to use the symbol with subsequent appearances of the Teach2Code Mark in the same piece of material.

Symbols On Web Sites and Web Pages - Always use the ® or ™ symbol (as appropriate) on the first and most prominent appearance of a Teach2Code Mark on a web site home page, each top level web site page, and on all web site pages that are externally linked.

Proprietary Notices - Each document or other piece of material (e.g., marketing materials, advertisements, brochures, and web site pages) and products (or their packaging, containers or labels) that permissively use a Teach2Code Mark should contain a legal line in the following form:

Example:
"Teach2Code®" is a registered trademark of TJM Supplies B.V.

Contact details:

Benelux exclusive Teach2Code® distributor:
TJM Supplies B.V.
Zompstraat 8
8102HX Raalte
The Netherlands
www.tjmsupplies.nl
www.teach2code.nl