



Nature's Frequencies

TRADEMARK POLICY

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TRADEMARK & TRADE NAME DEFINITIONS

A "Trademark" is defined herein as a brand name and may include any word, name, symbol, device, or any combination, used or intended to be used, to identify and distinguish the goods of one seller or provider from the goods of others. A "Trade Name" is any individual name, surname, or firm name used to identify a business, vocation or occupation.

TRADEMARK & TRADE NAME OWNERSHIP

Nature's Frequencies owns a variety of trademarks and trade names in connection with its business, including, but not limited to, the Nature's Frequencies Name and any other names that have been adopted by the Company in connection with its business and brand, including, but not limited to, Nature's Frequencies.

These trademarks and trade names are the exclusive proprietary property of Nature's Frequencies. As such, these marks are of great value to the Company. For that reason, Nature's Frequencies safeguards, protects and defends the proprietary rights of its trademarks and trade names by restricting where and how they can be used and displayed, as well as who is authorized to use and display them, to ensure their protected names will not be lost or compromised by unauthorized use.

Therefore, Nature's Frequencies Independent Partners are granted limited restricted authorization to use the Company trademarks and trade names, within the terms set forth in the Policies & Procedures Manual and the Independent Partner Agreements exclusively for the purpose of conducting their Nature's Frequencies business. This limited authorization in no way implies or transfers any ownership or claim to those trademarks or trade names.

If an Independent Partner is in violation of any Company trademark policy, they are required to cease immediately and take corrective action to avoid disciplinary action which may include legal action. If any third party is in violation of any Company trademark policy, they are required to cease immediately and take corrective action to avoid legal action.

NATURE'S FREQUENCIES TRADEMARK POLICY

Nature's Frequencies Logo

Nature's Frequencies prohibits the use of its Company logo in advertising and marketing promotions not provided by the Company. This includes the embedding of the logo or any other Company image on another image.

Nature's Frequencies provides a separate logo exclusively for Independent Partners with the "Brand Partner," "Preferred Partner" or "Non-Profit Partner" title embedded in the logo design to clearly identify them as Independent Partners. This is the only version of the logo approved for use by Independent Partners.

Trademarks & Stationary

Nature's Frequencies Independent Partners are prohibited from creating or using the Nature's Frequencies name on any printed materials such as letterhead, envelopes, labels, business cards or literature. Only items produced and provided by the Company may include the name "Nature's Frequencies."

Trademarks & Identification

Nature's Frequencies Independent Partners are prohibited from using terms such as "Home Office," "Headquarters," "Corporate," "Owner" or any other misleading term or phrase that implies they are the official Company or Corporate headquarters in any verbal or written communication or on any social media network, blog, website or literature.

Trademarks & Telephone

Nature's Frequencies Independent Partners are prohibited from using the name "Nature's Frequencies" or "Nature's Frequencies Corporate" in answering the telephone, creating a voice message or using an answering service, to avoid giving the impression the caller has reached Nature's Frequencies' corporate office.

However, Independent Partners are authorized and required to identify themselves by using these approved phrases: "Nature's Frequencies Brand Partner" or "Nature's Frequencies Preferred Partner" or "Nature's Frequencies Non-Profit Partner." They may also add the word "Independent" in the title after "Nature's Frequencies" to identify their independent status.

NATURE'S FREQUENCIES TRADEMARK POLICY

Trademarks & Directory Listings

Nature's Frequencies Independent Partners are prohibited from using the name "Nature's Frequencies" or "Nature's Frequencies Corporate" in any directory listing, either in print or online, to avoid giving the impression that they are accessing or contacting the Nature's Frequencies' corporate office.

However, Independent Partners are permitted to be listed in directories as long as they identify themselves with the required titles such as: "Nature's Frequencies Brand Partner" or "Nature's Frequencies Preferred Partner" or "Nature's Frequencies Non-Profit Partner." They may also add the word "Independent" in the title after "Nature's Frequencies" to further identify their independent status.

Trademarks & E-Mail Addresses

Nature's Frequencies Independent Partners are prohibited from using or registering any of Nature's Frequencies' trademarks, trade names or any derivative thereof, in their e-mail addresses to avoid giving the impression to e-mail recipients that they are the Company. If an Independent Partner has registered an e-mail address in violation of this policy, they are required to cease using the e-mail immediately to avoid disciplinary action.

Trademarks & Domains

Nature's Frequencies Independent Partners are prohibited from using or registering any of Nature's Frequencies' trademarks, trade names or any derivative thereof, for any purpose, including, but not limited to, internet domain names (URL), third party websites or blogs. If an Independent Partner has registered a domain in violation of this policy, they are required to surrender the domain immediately to Nature's Frequencies to avoid disciplinary action.

Trademarks & Social Media

Nature's Frequencies Independent Partners are permitted to use "Nature's Frequencies" in their social media links and page names with the exception of a Facebook Personal Profile which is also against Facebook's Terms of Service.

Independent Partners are required to clearly and prominently identify themselves on all social media accounts as a "Nature's Frequencies Brand Partner" or "Nature's Frequencies Preferred Partner" or "Nature's Frequencies Non-Profit Partner" either in the page link (URL), page name and/or page banner image so it is clear to all visitors that they are not accessing the official corporate social media account.

NATURE'S FREQUENCIES TRADEMARK POLICY

Nature's Frequencies also prohibits Independent Partners from using the Company logo on their social media accounts to avoid misleading prospects into thinking they are accessing the Company account. However, Nature's Frequencies provides a separate logo exclusively for Independent Partners with the "Brand Partner," "Preferred Partner" or "Non-Profit Partner" titles embedded in the logo design to clearly identify them as Independent Partners.

If an Independent Partner is in violation of this policy, they are required to cease immediately and take corrective by adding the required Independent Partner identification as directed and/or changing the name of social media networks, pages, groups, links, etc. or shut them down completely to avoid disciplinary action.

Trademark Use Revocation

Nature's Frequencies reserves the right to revoke permission, at any time for any reason, without obligation or recourse, to use or display advertising and marketing promotions, including, but not limited to, advertisements, marketing promotions, presentations, media sources, social media pages, blogs or websites, that use or display their trademarks, trade names, service marks or other intellectual property.

Independent Partners whose Membership Accounts have been terminated, either voluntarily or involuntarily, for any reason, must discontinue use of all advertisements, marketing promotions, presentations, media sources, social media pages, blogs or websites, that use or display their logos, trademarks, trade names, service marks or other intellectual property even if previously authorized for use.

If a site or reference cannot be removed, Independent Partners must clearly disclose that they are no longer an Independent Partner associated with Nature's Frequencies on any site where they have previously identified themselves as such.

Independent Partners have five (5) business days from the date of Membership Account termination to remove all advertising and marketing promotions, social media sites, blogs or websites and any other references to the Company, its trademarks, trade names or any other intellectual property.

Failure to comply with this revocation and requests for removal and discontinuance may result in fines and legal action to protect the Company and its Brand.

NATURE'S FREQUENCIES TRADEMARK POLICY

Third-Party Trademarks & Copyrights

Nature's Frequencies prohibits Independent Partners from using or referencing the trademarks, trade names, service marks, copyrights or other intellectual property owned by any third party where any reference is also made to Nature's Frequencies without written permission to use that property.

It is the sole responsibility of the Independent Partner to ensure they have received the proper license to use or reference such intellectual property and pay the appropriate license fee if required. All third-party intellectual property must be properly referenced as the property of the third-party, and Independent Partners must adhere to any restrictions and conditions that the owner of the intellectual property places on the use of its property.

**THIS DOCUMENT SERVES AS
THE OFFICIAL TRADEMARK POLICY**

**PLEASE SEE NATURE'S FREQUENCIES
POLICIES & PROCEDURES MANUAL
FOR COMPLETE DETAILS ON ALL
COMPANY POLICIES & PROCEDURES**