

Tridium Reseller Agreement

Trademark Guidelines - Distributor

Form of Marks. The Tridium Marks are licensed to Reseller pursuant to the terms set forth in the Reseller Agreement of which this Exhibit B is a part. Tridium shall provide Reseller with a copy of such Marks in appropriate digital or camera-ready format. Tridium may alter, modify or change its Marks at its sole discretion at any time. At no time may Reseller or its Authorized Reseller Partners change or modify any Tridium Mark.

Tridium Marks License. Reseller may use the Tridium Marks in connection with building automation systems, energy systems, security systems and other products or systems sold, installed or advertised by it solely in accordance with Section 3 of the Reseller Agreement.

Guidelines for Logo Placement Within Printed or Electronic Materials.

The following guidelines must be followed on all **Promotional Materials** and all other written materials, building or truck signage, or trade show displays used by Reseller. In no event shall Reseller and/or its Authorized Tridium Partners distribute any such materials in connection with the Licensed Materials or any products incorporating the Niagara Framework, or any component of it, without adhering to the guidelines below:

Printed **Promotional Materials** for system components enabled by the Niagara Framework that compose any part of the total control system must feature the Powered by Niagara logo on the same page in which the first reference to Niagara Framework technology appears and on the front page or cover of such materials, except in the case of press releases or any other printed materials in which no other logo is used, and in which use of the logo is not practical. In addition, all Promotional Materials, including, without limitation press releases, must also mention, in the body of the text, that the product or system is based upon, or includes components of, the Niagara Framework, or the Niagara^{AX} Framework, as the case may be.

In **Promotional Materials** that acknowledge BACnet®, LonWorks®, and/or Modbus® names or marks, the Powered by Niagara mark must receive equal treatment in a similar manner.

Color Promotional Materials must feature a full color version of the Powered by Niagara logo. Black-and-white Promotional Materials may use the black-and-white version of the logo

Appropriate trademark/service mark descriptive information must be displayed within all **Promotional Materials** in any form for products or systems that include the Niagara Framework as follows: “[insert name(s) of mark(s)] is(are) a registered trademark of Tridium, Inc.” For example:

“Vykon” and the logos used herein including such mark are registered trademarks of Tridium, “Niagara Framework” and the logos used herein including such mark are trademarks of Tridium.

Trademark information must be displayed in a bold typeface of 10-point size or larger, but not larger than any Reseller trademark if the Reseller trademark information is smaller than 10 font. In no cases, however, shall the Reseller trademark information be of a smaller font than generally customary in the industry for printed material of similar nature, text font size, and style. Further, this information must be displayed in the same area that Reseller trademark or registered mark descriptive references appear.

The Powered by Niagara logo must appear within all **Promotional Materials** for products or systems that incorporate all or any part of the Niagara Framework as the control system operating infrastructure.

Logo placement on **Promotional Materials** other than web pages and other forms of electronic promotions must be at least 32mm (width).

In the case of oversized **advertisements**, the Powered by Niagara logo must be one column wide based on a five column layout.

Color **Promotional Materials** must feature a full color version of the powered by Niagara logo. Black-and-white ads may use the black-and-white version of the logo. All reproduction guidelines provided by Tridium must be met.

Logo placement on **web pages and other forms of electronic promotions** must be at least one-fifth the screen width, or one-inch in size (width), whichever is smaller. There must be a minimum of ¼ inch clear space surrounding the border of the logo, or 30 percent of the height of the “N” in Niagara, whichever is greater, unencumbered by other graphics or copy. Logo may be shown within the lower border area of the page. The lower or outer edge of the logo must always maintain at least ½ inch clear space from the edge of the page.

The Powered by Niagara logo must be positioned over a contrasting background.

All logos and text required under the above guidelines must appear as stand-alone items within the Promotional Materials. Photographs, diagrams or other depictions of any Tridium product(s) bearing the Powered by Niagara logo, or any other text required by the above guidelines, will not satisfy any of such requirements.

Guidelines for Logo Placement on Products.

The following guidelines are to be followed on all systems implemented or installed by Reseller using all or any part of the Niagara Framework. In no event shall Reseller and/or its Authorized Reseller Partners distribute any product or system incorporating all or any part of the Niagara Framework without adhering to the guidelines below:

Hardware Products: If the Niagara Framework is embedded into hardware components within a control system installation, those hardware components must contain the Powered by Niagara logo. In the case of products bearing the Reseller logo, the Niagara logo must have at least ¼-inch of clear space maintained, or 30 percent of the height of the “N” in Niagara, whichever is greater, between the outer edge borders of two logos.

A 1.5 inch logo size (width) is preferred; however, if space is limited, logo placement on product must be at least one inch in size (width) or 30 percent of the size of the OEM logo, whichever is greater. There must be a minimum of ¼-inch clear space surrounding the border of the logo, or 30 percent of the height of the “N” in Niagara, whichever is greater, unencumbered by other graphics or copy.

Software Products: The Powered by Niagara logo must appear on the home page display for any system comprised of components enabled by Niagara Framework.

Logo placement on software products must be at least one-fifth the screen width, or one-inch in size (width), whichever is smaller. There must be a minimum of ¼ inch clear space surrounding the border of the logo, or 30 percent of the height of the “N” in Niagara, whichever is greater, unencumbered by other graphics or copy

If you have specific questions pertaining to any Tridium Mark, please contact Tridium Marketing at: (804) 747-4771.

BACnet, ASHRAE, LonWorks and Modbus are the trademarks of their respective owners.