



LOGO AND MARKETING MATERIALS RELEASE FORM

To complete this release, sign and return via e-mail (marketing@broadwayequipment.com) or fax (612-529-0028).

Any use of the Auto Butler® logo and related marketing materials must have this release on file; please note the following requirements of usage:

- The Auto Butler® logo is a specially designed and distinctive graphic image. No modifications to its style, proportions, scale, or letterforms are permitted. Any alteration to the logo weakens its impact and value. It must be used in its original form;
- The Auto Butler® logo must NOT be displayed rotated, outlined, as a decorative device, obscured by an overprint, or on a background, which has texture, pattern or gradation;
- The Auto Butler® logo should not be used as a design element of any other unapproved logo or trademark;
- The Auto Butler® logo may not be used to indicate or imply that Auto Butler, Inc. endorses, sponsors, or associates with any activity, event, opinion, belief, web site, company, product, service, or merchandise without express, written permission signed by a member of the Auto Butler, Inc. management team;
- The Auto Butler® logo has been created in specific sizes to achieve quality reproduction. The logo provided has been sized for use in documents or presentations. If smaller or larger sizes are required, contact Auto Butler, Inc. management at 612-529-3345;
- The individual(s), company or organization to whom permission is granted under this Agreement, acknowledge that the Auto Butler® logo is protected by trademark, service mark and other rights belonging to Auto Butler, Inc. and that all goodwill and rights accruing from the use of the mark shall be to the benefit of Auto Butler, Inc.
- Permission to use the Auto Butler® logo is granted, with the approval of this request, to the assigned individual(s), company, or organization ONLY. Permission can NOT be reassigned to a third party without written permission signed by a member of the Auto Butler management team;
- This agreement includes all previous versions of the Auto Butler® logo;
- Misuse of Auto Butler® logo and materials will be considered a violation of this agreement and a deceptive trade practice, subject to federal and state laws governed by the Federal Trade Commission Act (15 U.S.C. §§ 41-58);
- All marketing materials provided by Auto Butler, Inc and its subsidiaries remain the property of Auto Butler, Inc and may be used with Auto Butler, Inc's permission and within their specifications.

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For PANTONE, CMYK or RGB reproduction:

Auto Butler red:
PMS 186 C
C:13 M:100 Y:90 K:4
R:205 G:32 B:48

If applicable, please describe what the Auto Butler logo will be used for:

**This signed agreement is to be sent via fax to 612-529-0028
or emailed to marketing@broadwayequipment.com.**

Management will sign and return to user for file.

This agreement must be reviewed regularly to meet our quality ISO standards.

***If this logo needs to be sent to a third party company, i.e. a design firm, a separate form needs to be signed by the third party company.*

I approve these terms & conditions:

Print name: _____

Signature: _____ Date: _____

Company name: _____

Position within Company: _____

Email address to receive logo: _____

FOR OFFICE USE

Concur: _____ Date: _____

Auto Butler Program Manager