

POLICY STATEMENT FOR USE OF LITTLE GIANT[®] TRADEMARKS

In order to maintain the value and integrity of Little Giant[®] trademarks, the following is Little Giant's policy as to how its trademarks are to be displayed.

A copy of this Policy should be provided to all Little Giant[®] employees, to Little Giant[®] distributors and to any outside individuals or entities that may use any of the Little Giant trademarks, regardless of the setting in which the trademark is used.

TRADEMARK DISPLAY POLICY

This policy applies to, and should be known by, all employees of Little Giant; any and all purchasers of Little Giant[®] products (including any downstream purchasers); any and all Little Giant[®] affiliates or subsidiaries; and to everyone that displays any Little Giant[®] trademark for any purpose.

The sole purpose of this policy is to protect the integrity and validity of Little Giant's trademarks. Little Giant[®] values its trademarks and appreciates your cooperation and strict compliance with this policy. Each of the following rules should be adhered to at all times, regardless of the setting in which the Little Giant[®] trademark is being used:

1. The registration status of a Little Giant[®] trademark should be denoted the first time that the trademark appears, and again after each and every appearance of the trademark.

If the trademark is federally registered, the symbol ® should be placed as a superscript after the mark each time the mark is displayed. If the Little Giant[®] trademark is not federally registered, the symbol ™ should be placed as a superscript after the mark each time the mark is displayed. If the ® or ™ symbols are not available on your keyboard, typing **(R)** or **(TM)**, as applicable, after the mark will suffice.

2. At least once within each label, brochure, advertisement, etc., attribution of the ownership of the trademark to Little Giant Pump Company[®] should appear. This can be done by inserting a footnote or by adding a page to the end of the document containing the sources of origin of the trademarks used therein. One of the following sentences, as applicable, is considered sufficient attribution: 1) if registered, “XX[®] is a registered trademark of Little Giant Pump Company”; or 2) if not registered, “XX[™] is a trademark of Little Giant Pump Company”.
3. The trademarks of Little Giant[®] should not be used in conjunction with any other non-Little Giant trademarks in any manner that would imply that the trademarks have the same source of origin.

If a mark owned by Little Giant® must be used in conjunction with that of another company, such display should be followed with a footnote denoting the corresponding sources of origin of each trademark.

4. Where it is necessary to use a Little Giant® trademark in an informational manner, the Little Giant® trademark should not be given any more prominence (e.g., enlarged font, bolded letter, distinctive font style) than any other trademark displayed in the document or material.

The reason for this is that, should the Little Giant® trademark be given more prominence, it is possible that people will mistakenly be lead to believe Little Giant® to be the source of origin for the entire product. Generally, prominence given to a Little Giant® trademark is only appropriate on products which contains a substantial component part manufactured by Little Giant® or on a product wholly marketed under the Little Giant® brand.

5. A Little Giant® trademark should not be displayed on any product except those that actually contain Little Giant® component parts or are wholly manufactured or marketed by Little Giant®.
6. It is mandatory that no Little Giant® trademark be used in any manner that will disparage, misrepresent or decrease the value of Little Giant's trademarks.
7. It is mandatory that no Little Giant® trademark be displayed on or with recycled or refurbished products, unless there is also clear indication that the products are recycled or refurbished.
8. It is mandatory that no Little Giant® trademark be abbreviated, hyphenated or otherwise distorted.
9. If uncertain about the proper application of these guidelines as to the proper usage of a Little Giant® trademark, you may call Paul Henderson, Vice President, Little Giant Pump Company®, at 800-624-7264 during normal business hours.