

## FOX NEWS MARKS AND BRAND GUIDELINES

- Station cannot use any Fox News trademarks and logos (individually and collectively, “Marks”) as the main logo for the Station.
- Fox News Marks are for use solely during the term of period of any agreements and in accordance and compliance with these guidelines.
- Station must procure the Marks from Fox News and Station shall only use the most up-to-date version of the Marks. Fox News reserves the right to withdrawn any Mark from use by Station.
- Fox News Marks may not be used in any manner that expresses or might imply Fox News’s affiliation, sponsorship, endorsement, or approval, nor in a manner that violates any agreement nor in a manner not authorized by Fox News.
- Station will not use Fox News Marks in a manner that might suggest co-branding or otherwise create potential confusion as to source or sponsorship of Station’s products, services, advertising, materials, or other like, or confusion as to ownership of the Fox News Marks or the Service. Station may not use the Fox News Marks in any manner that suggests that Station products or services are Fox News products or services.
- “Fox News,” “FOX Weather,” “Fox News International,” “Fox Business International,” “Fox Business,” “Fox News Media,” “Fox News Radio,” “Fox News Audio”, the Fox News Marks or any other service, website, application, programming, and staff/talent names may not be included in any non-Fox News trade name, business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademark.
- Station will not use Fox News Mark in a disparaging manner nor in a manner which, in Fox News’s discretion, may diminish or otherwise damage or tarnish Fox News’s goodwill in the Marks.
- Station acknowledges that all rights to the Marks are the exclusive property of Fox News and its corporate affiliated companies, and all goodwill generated through Station’s permitted and authorized use of the Marks will inure to the benefit of Fox News. Station will not take any action that is in conflict with Fox News’s or Fox News corporate affiliated companies’s rights in, or ownership of, the Marks.
- Station will not register Fox News Marks, or an altered or derivative version thereof, as or as part of a name, trade name, product name, or service name.
- Station may use Fox News Marks only if provided by Fox News and only as sourced directly from Fox News. Except for size subject to the restrictions herein, Fox News Marks may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.
- Fox News Marks may not be combined with any other symbols, including words, logos, icons, graphics, photos, slogans, numbers, or other design elements.
- Fox News Marks may not be imitated or used as a design feature in any materials or goods.
- The integrity of all elements of Fox News Marks must be maintained, for example, the type and trademark notations must be readable; in no event may Fox News Marks appear so small that these conditions are not met.
- Station will maintain the materials that include the Fox News Marks at a level that meets or exceeds standards of quality and performance generally accepted in the industry, and that is at least commensurate with the quality of other company marks made available to Station for uses similar to those permitted under this Agreement.
- Upon notice from Fox News, Station will promptly and fully correct and remedy any deficiencies in its use of the Fox News Marks.