

BRAND PROTECTION AND TRADEMARK USAGE POLICY

JANUARY 2026

POLICY NUMBER: TMG-SEC-030

APPROVAL AUTHORITY: BOARD OF DIRECTORS



THE MAZI GROUP

1. PURPOSE

This Brand Protection and Trademark Usage Policy establishes guidelines for protecting and properly using The Mazi Group's brand assets and trademarks. Our brands—The Mazi Group, Mazi Beauty, Glam Switch, On The Go Mists, and Upvendo—represent significant value and must be protected and used consistently to maintain their strength and integrity.

2. SCOPE

This policy applies to:

- All trademarks, logos, and brand assets
- All employees, contractors, and partners
- All uses: marketing, packaging, digital, print
- Internal and external communications
- Third-party use of our marks
- All geographic markets

3. OUR TRADEMARKS

3.1 Corporate Marks

- The Mazi Group (name and logo)
- TMG (abbreviation)

3.2 Brand Marks

- Mazi Beauty (name and logo)
- Glam Switch (name and logo)
- On The Go Mists (name and logo)
- Upvendo (name and logo)

3.3 Product Marks

- Individual product names
- Product line names
- Taglines and slogans

4. PROPER TRADEMARK USAGE

4.1 General Rules

- Use trademarks as adjectives, not nouns or verbs
- Use proper trademark symbols (®, ™)
- Do not alter, abbreviate, or modify marks
- Use consistent spelling and capitalization
- Follow brand guidelines for visual presentation

4.2 Trademark Symbols

- ® for registered trademarks
- ™ for unregistered trademarks
- Use symbol on first or most prominent use
- Not required in every instance

4.3 Examples

Correct usage:

- "Mazi Beauty® skincare products"
- "The Glam Switch™ device"
- "On The Go Mists® sanitizing spray"
- "Upvendo® POS system"

5. BRAND GUIDELINES

5.1 Visual Identity

- Use approved logo files only
- Maintain clear space around logos
- Use approved color palettes
- Follow minimum size requirements
- Do not distort or modify logos

5.2 Brand Voice

- Consistent tone across communications
- Brand-appropriate messaging
- Approved taglines and claims

5.3 Brand Guidelines Documents

- Detailed guidelines available for each brand
- Contact Marketing for current guidelines
- Guidelines updated periodically

6. INTERNAL USE

6.1 Employee Responsibilities

- Use brand assets correctly
- Follow brand guidelines
- Use approved templates
- Obtain approval for new uses

6.2 Approval Process

- Marketing approval for external materials
- Legal approval for trademark licensing
- Brand team approval for new applications

7. THIRD-PARTY USE

7.1 Authorized Use

Third parties may use our marks only with:

- Written permission or license agreement
- Compliance with usage guidelines
- Approval of specific uses

7.2 Partner Guidelines

- Provide brand guidelines to partners
- Review partner use of marks
- Include trademark provisions in contracts
- Monitor partner compliance

7.3 Retail and Distribution

- Authorized retailers may use marks for resale
- Must use approved product images
- Cannot modify packaging or marks
- Cannot imply unauthorized endorsement

8. BRAND PROTECTION

8.1 Monitoring

- Monitor for unauthorized use of marks
- Watch trademark filings
- Monitor online marketplaces
- Track domain registrations
- Monitor social media

8.2 Counterfeits

- Zero tolerance for counterfeit products
- Report suspected counterfeits
- Work with platforms to remove listings
- Pursue legal action when appropriate
- Customs recordation for imports

8.3 Infringement Response

- Assess severity and impact
- Send cease and desist letters
- File takedown notices

- Pursue legal action if necessary
- Document all enforcement actions

8.4 Domain Names

- Register key domain names
- Monitor for infringing domains
- Use UDRP for cybersquatting
- Maintain domain portfolio

9. ONLINE BRAND PROTECTION

9.1 E-commerce

- Authorized seller programs
- MAP (Minimum Advertised Price) policies
- Monitor unauthorized sellers
- Brand registry on major platforms

9.2 Social Media

- Verify official accounts
- Report impersonation accounts
- Monitor brand mentions
- Protect against phishing

9.3 Search and Advertising

- Monitor trademark use in ads
- Enforce trademark policies on ad platforms
- Protect against brand bidding abuse

10. TRADEMARK REGISTRATION

10.1 Registration Strategy

- Register marks in key markets

- File before market entry
- Cover relevant classes of goods/services
- Consider defensive registrations

10.2 Maintenance

- Maintain registrations through renewals
- File required use declarations
- Monitor registration status
- Update registrations as needed

10.3 New Marks

- Conduct clearance searches before adoption
- Legal review of new brand names
- File applications promptly

11. REPORTING CONCERNS

Report brand protection concerns to:

- Suspected counterfeits
- Unauthorized use of marks
- Infringing domain names
- Impersonation accounts
- Brand guideline violations

12. ROLES AND RESPONSIBILITIES

12.1 Legal

- Manage trademark portfolio
- Handle registrations and renewals
- Lead enforcement actions
- Approve trademark licenses

12.2 Marketing

- Maintain brand guidelines
- Approve brand asset usage
- Monitor brand consistency
- Manage brand partnerships

12.3 All Employees

- Use marks correctly
- Follow brand guidelines
- Report infringement concerns

13. RELATED POLICIES

This policy should be read in conjunction with:

- TMG-SEC-013: Intellectual Property Protection Policy
- TMG-SEC-028: Marketing and Advertising Compliance Policy
- TMG-SEC-029: Social Media and Influencer Marketing Policy

14. POLICY REVIEW

This policy shall be:

- Reviewed annually by Legal and Marketing
- Updated for new brands and marks
- Approved by CLO and CMO
- Communicated to relevant teams

15. DEFINITIONS

- **Trademark:** Word, phrase, symbol, or design identifying source of goods or services.
- **Trade Dress:** Visual appearance of product or packaging.
- **Counterfeit:** Unauthorized reproduction of a trademark.
- **Infringement:** Unauthorized use of a trademark likely to cause confusion.
- **UDRP:** Uniform Domain-Name Dispute-Resolution Policy.

For questions about this policy, contact:

Legal Department

marketing@mazigroup.us