

## Guidelines for Proper Use of Swarovski® Trademarks For Purchasers of Swarovski® Branded Crystals

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Dear Swarovski Customer,

Thank you for your purchase of Swarovski® Branded Crystals. We congratulate you on your choice and would like to provide practical guidance on the proper use of the Swarovski trademarks in your marketing communications to your customers.

Swarovski is the premium brand for the finest crystal embellishments since 1895. It is recognized for its innovative excellence and its collaborations with top-class designers and brands in the fashion, jewelry, accessories, interior design, and lighting industries across the globe.

Available in a myriad colors, effects, shapes and sizes, crystals from Swarovski offer designers a fabulous palette of inspiration and are produced according to the innovative, lead-free\* Advanced Crystal standard. Born out of a passion for detail and high-precision cutting, these precious ingredients impart refined glamour to everything they embellish.

Accordingly, we ask that you follow the Guidelines in your use of the Swarovski trademark in all of your marketing communications. These Guidelines cover:

- **Application of the Guidelines:** To whom, when, and under what circumstances do these Guidelines apply?
- **Basic Guidelines:** Guidelines for all uses of the Swarovski trademark by all Swarovski direct and indirect customers.
- **Additional Guidelines for Ingredient Customers:** Guidance for use of the Swarovski trademark as an ingredient brand by customers who incorporate Swarovski® Branded Crystals into their own finished or semi-finished products, or resellers of such products.
- **Additional Guidelines for Reseller Customers:** Guidance for use of the Swarovski trademark by reseller customers who purchase Swarovski® Branded Crystals for further distribution and resale.

Swarovski takes seriously any misuse of its trademarks. We monitor use of our trademarks in the marketplace as a necessary step to protect the value and image of the Swarovski brand for all Swarovski stakeholders, including you, our customers. We ask for your support in maintaining the value and image of the Swarovski brand by following these Guidelines.

Please check back with these Guidelines from time to time, as we will periodically update them.

### Questions & Contacts

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If you have any questions about the proper use of Swarovski brands and trademarks, or about any Swarovski branding program, please contact:

Swarovski Professional Branding: [sp.branding@swarovski.com](mailto:sp.branding@swarovski.com)

\*Crystal glass and all other materials containing 0.009% lead or less.

## **Application of these Guidelines**

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These Guidelines apply to uses of Swarovski® trademarks by all purchasers of Swarovski® Branded loose crystals and forward-integrated products. This includes direct and indirect purchasers (those who are not buying directly from Swarovski but via reseller) and those who purchase for resale as well as those who purchase for use as an ingredient in their own finished products.

These Guidelines apply to all uses of the Swarovski trademark, whether in advertising, on the web, in marketing materials, or on packaging.

Where a purchaser of Swarovski® Branded Crystals has entered into other agreements with Swarovski, such as purchase, sale, branding, logo, or license agreements, and where such other agreement(s) conflict with these Guidelines, then such other agreement(s) will take precedence over these Guidelines in the case of any conflicting terms.

## **Basic Guidelines**

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Following are the Basic Guidelines in summary. For additional details and examples regarding each Guideline, click on the Guideline:

1. Use the Swarovski® trademark solely in reference to Swarovski® Branded Crystals
2. Ensure that your crystals are 100% Swarovski® Branded products.
3. Make no use of any Swarovski logo unless you have signed a written logo agreement or unless otherwise provided in these Guidelines.
4. Properly use the Swarovski trademark solely as a text reference in body copy.
5. Properly use the Swarovski trademark as an adjective.
6. Acknowledge the Swarovski trademark using proper trademark symbols and legends.
7. Use the Swarovski company name as a noun, without trademark symbols.
8. Maintain the integrity of the Swarovski name and brand.
  - Do not modify or abbreviate the Swarovski name or brand.
  - Do not incorporate the Swarovski name or brand, or any recognizable element thereof, into your own or other brands, logos, trademarks or company names.
  - Do not use the Swarovski name and brand, or any recognizable element thereof, in internet domain names, online account names, social media user names, email addresses, or other online identifiers.
  - Do not use the Swarovski trademark as a generic product reference or as a category name in reference to products other than Swarovski® Branded products.
9. Do not use Swarovski copyrighted materials, promotional or point of sale materials, or any Swarovski “look & feel” unless expressly authorized by Swarovski in writing.
10. Ensure that your own resellers and marketing partners follow these Guidelines in the marketing and promotion of Swarovski® Branded Crystals, and of your own products containing Swarovski® Branded Crystals.

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**1. Use the Swarovski® trademark solely in reference to Swarovski® Branded Crystals**

The Swarovski brand represents specific set of premium crystals marketed by Swarovski under the Swarovski brand, and its use may not be extended to any other goods or services. Use of the Swarovski trademark in reference to products bearing other brands, including other brands produced or marketed by Swarovski, would be misleading to customers and consumers, as well as damaging to the Swarovski brand.

Specifically, the Swarovski brand must not be used in reference to products that are produced and marketed by other companies, or that are marketed by Swarovski under a brand other than the Swarovski brand. Nor should it be used in reference to finished and semi-finished goods that incorporate less than 100% Swarovski® Branded Crystals.

Any use of the Swarovski trademark in these contexts could be misleading to customers and consumers and could potentially subject you to liability for trademark infringement, false advertising, and unfair competition.

**2. Ensure that your crystals are 100% Swarovski® Branded Crystals.**

The reference to the Swarovski trademark is acceptable only if you have taken reasonable steps to ensure that the crystals that you resell or that you use in your own products are indeed 100% Swarovski® Branded Crystals.

If you are buying directly from Swarovski, it is of course safe to assume that the crystals you have purchased are genuine Swarovski products. However, if you source through other trade channels, you should take all necessary steps to ascertain that the products you have purchased are authentic Swarovski® Branded Crystals. Be aware that there are sellers of counterfeit and mislabeled product. Be wary of your supplier and ask for proof that the products are Swarovski® Branded products and that he or she has sourced the products from Swarovski.

**3. Make no use of any Swarovski® Logo unless you have signed a written logo agreement, or unless otherwise provided in these Guidelines.**

Except as provided otherwise in these Guidelines, use of **any** Swarovski Logo requires that you sign a written logo agreement from Swarovski. Moreover, some logos are available for use and others are not. Use of a Swarovski Logo without a signed logo agreement from Swarovski would be confusing to customers and consumers and could potentially subject you to liability for trademark infringement, false advertising, and unfair competition. If you are interested in using a Swarovski® Logo, please contact Swarovski Professional Marketing at the following email address: [sp.branding@swarovski.com](mailto:sp.branding@swarovski.com)

The Swarovski Ingredient Brand Logo

The use of the “crystals from Swarovski®” Ingredient Brand Logo (pictured below) is reserved to those who have signed a written logo agreement with Swarovski. Make no use of this Logo without a signed logo agreement from Swarovski.



### The Swarovski Reseller Logos

The use of the Swarovski Reseller Logos (pictured below) is reserved to those who have signed a written logo agreement with Swarovski. Make no use of these logos without a signed logo agreement from Swarovski.



### The Swarovski Logotype

The Swarovski logotype (pictured below) may be used only by resellers of genuine unaltered Swarovski® Branded Crystals only in certain limited contexts. Use may not be made by resellers if the Swarovski® Branded Crystals are altered or modified in any way, or are used as ingredients in the purchaser's own finished goods.

SWAROVSKI

Use of the Swarovski logotype pictured here may be made by resellers of genuine unaltered Swarovski® Branded Crystals under the conditions set forth in the Additional Guidelines for Reseller Customers.

### The Swarovski Swan Logos

Make no use of the current or historic Swarovski Swan Logos (pictured below), or any variation thereof, without a written agreement from Swarovski. The Swarovski Swan Logos are reserved exclusively for use in connection with finished and semi-finished goods produced and marketed by Swarovski, including Swarovski jewelry, accessories, eyewear, lighting, figurines, and home décor products. The Swarovski Swan Logos must never be used in connection with Swarovski® Branded loose crystals, or end products made with such products, as any such use would be confusing to customers and consumers and would be misleading as to the source of the goods in question, potentially subjecting you to liability for trademark infringement, false advertising, and unfair competition.



Only Swarovski and its authorized independent retailers may use the Swarovski Swan Logo.

### Other Swarovski Trademarks and Logos

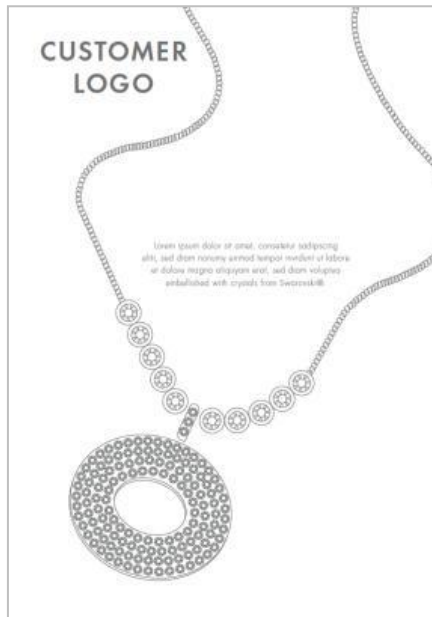
Finally, make no use of any other Swarovski trademarks or logos, including those trademarks previously used for our premium Swarovski crystals product line. The following trademarks (pictured below) are examples of trademarks, which have been retired or are used in connection with other Swarovski product lines, and must not be used in connection with Swarovski® Branded Crystals, as any such use would be confusing to customers and consumers.

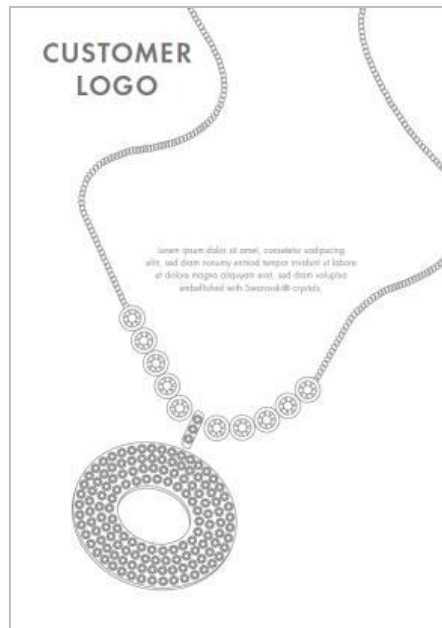


#### **4. Properly use the Swarovski® trademark solely as a text reference in body copy.**

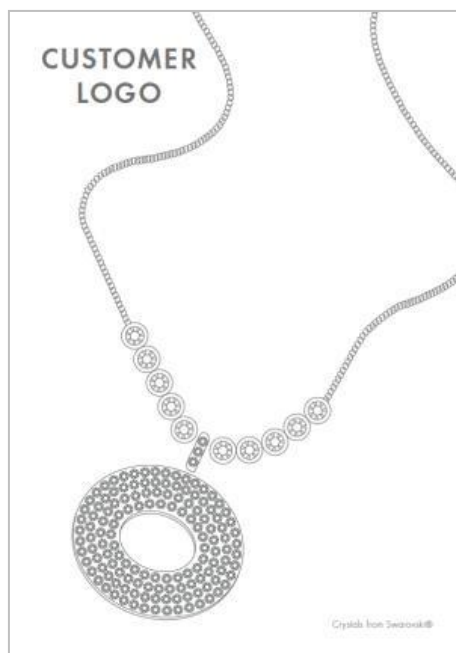
If you don't have any of the written logo agreements mentioned above you may still use the Swarovski trademark to refer to Swarovski® Branded Crystals, in your marketing materials, including advertising, packaging, and promotional materials. However, except as otherwise permitted by these Guidelines, the use must be confined to text reference in body copy and must always be adapted to the surrounding text style using the same font and size without any added emphasis (for example, no bold, italics, underlining, color, or all caps).

Example of Acceptable Text Reference to Swarovski as an Ingredient Brand\*

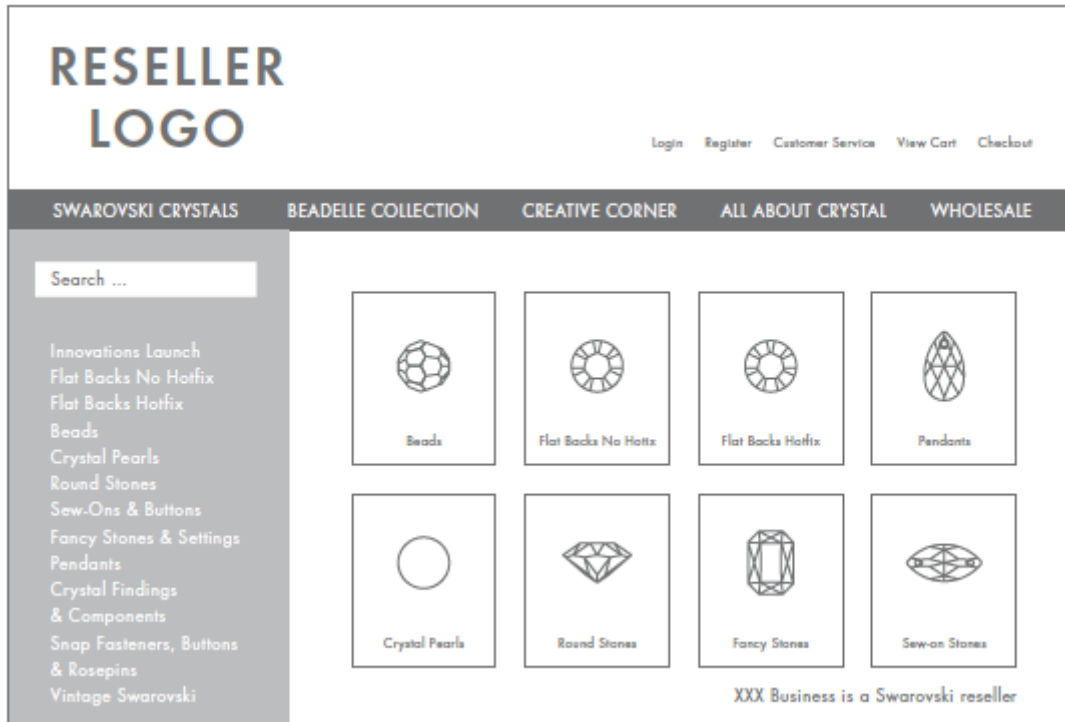




If no copy text:



Example of Acceptable Text Reference to Swarovski in the Resale Context\*



*\* Companies and brands referenced in these examples are fictional and are not intended to refer to any existing company or brand. Any similarity to any existing company or brand is coincidental.*

## 5. Properly use the Swarovski® trademark as an adjective.

A trademark functions as an adjective and must be used as such. Accordingly, do not use it as a noun, and do not make it plural or possessive. Always use the Swarovski trademark as an adjective followed by the appropriate generic noun for the product or product category.

Correct Use: *Our handbags are encrusted with glittering crystals from Swarovski®/Swarovski® crystals.  
Swarovski® beads allow you to design your own personal jewelry creations.  
Swarovski® chatons and flatbacks can be used in a number of applications.  
The sparkle of crystals from Swarovski®/Swarovski® crystals is unparalleled.*

Incorrect Use: *Our handbags are encrusted with glittering Swarovskis.  
Sewing on a Swarovski is easy.  
A Swarovski's sparkle is unparalleled.*

## 6. Acknowledge the Swarovski® trademark using proper trademark symbols and legends.

The Swarovski trademark is a registered trademark of Swarovski AG around the world. In all marketing materials that reference the Swarovski trademark, use of the trademark symbol ® is required, as is use of the following trademark legend:

Swarovski® is a registered trademark of Swarovski AG.

The ® symbol should be used upon the first or most prominent reference to the Swarovski trademark. The Swarovski trademark needs to be marked with the ® symbol only once per contiguous document, or in the case of online usage, once per separate webpage.

The trademark legend should appear in legible typeface at the bottom of the advertisement, at the end of the document (e.g., last page or back cover), in a persistent legend or link at the

bottom of the webpage, or at another location that compliments the design, provided that the legend is easily accessible, visible, and legible.

**7. Use the Swarovski company name as a noun, without trademark symbols.**

When referencing a Swarovski company or the group of Swarovski companies collectively, it is acceptable and appropriate to use Swarovski as a noun, since it functions as a noun in this case. In addition, no ® is required when using Swarovski as a company name.

Trademark Use:            *Our handbags are encrusted with glittering Swarovski® crystals.  
Diana's Eyewear features crystals from Swarovski®.  
Swarovski® beads allow you to design your own personal jewelry  
creations.*

Company Name Use:    *Swarovski is the world's leading producer of premium crystals.  
Swarovski offers a range of services to its business partners.  
Swarovski's passion for innovation and excellence is unmatched.*

**8. Maintain the integrity of the Swarovski® name and brand.**

- Do not modify, lengthen, or abbreviate the Swarovski name or brand. For example, do not use *Swaro* or *Swarov* alone or in combination with other elements.
- Do not incorporate the Swarovski name or brand, or any recognizable element thereof, into your own or other brands, logos, trademarks or company names. For example, do not create terms or identifiers such as *SwaroCrystals* or *SwaroApp* or *Swarovski from Diana*.
- Do not use the Swarovski name and brand, or any recognizable element thereof, in internet domain names, online account names, social media user names, email addresses, or other online identifiers.
- Do not use the Swarovski trademark, either generically or as a category name or as a brand, in reference to products other than Swarovski® Branded Crystals.

**9. Do not use Swarovski copyrights, promotional or point of sale materials, or any Swarovski “look & feel” unless expressly authorized by Swarovski in writing.**

Do not use copyrighted material developed by Swarovski unless you have been expressly authorized to do so in writing by a Swarovski representative. This includes Swarovski point-of-sale (POS) material and Swarovski “look & feel” including artwork, photographs, graphics, fonts and other design elements presented on the official Swarovski websites or other Swarovski marketing and promotional materials.

Use of Swarovski copyrighted materials would not only violate Swarovski's intellectual property rights, but could also be confusing to consumers by implying an association with Swarovski, thereby potentially exposing you to liability for trademark and copyright infringement, false advertising, and unfair competition.

**10. Ensure that your own resellers and marketing partners follow these Guidelines in the marketing and promotion of Swarovski® Branded Crystals, and of your own products containing Swarovski components.**

If you sell Swarovski® Branded Crystals, or your own products containing Swarovski components, through resellers, or on online platforms, or otherwise through intermediaries, then it is your responsibility to ensure that these products are marketed fairly, honestly, and in a way that is not potentially misleading. Otherwise you (as well as your resellers and



marketing partners) could potentially be exposed to liability for trademark infringement, false advertising, and unfair competition.

Accordingly, please provide a copy of these Guidelines to your resellers and marketing partners, and take steps to ensure that they are followed.

## **Additional Guidelines for Ingredient Customers**

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Whether or not you buy directly from Swarovski, if you incorporate genuine Swarovski® Branded Crystals into your own finished or semi-finished goods (e.g. jewelry, accessories, clothing, etc.), then you are an **ingredient customer** and must follow these Additional Guidelines for Ingredient Customers. In addition, if you resell products that are not made by Swarovski, but that incorporate genuine Swarovski® Branded Crystals, you are also an **ingredient customer** and must follow these Additional Guidelines for Ingredient Customers.

### **11. Use the Swarovski® trademark only as an ingredient brand, not as the brand for the finished goods.**

The essential and fundamental principle in referencing the Swarovski trademark is this: The fact that Swarovski® Branded Crystals are used only as ingredients in your own finished products (or the finished products you are reselling) must be completely clear.

**It must be made clear who is the producer and/or marketer of the finished goods, and there must be no potential for confusion or misunderstanding that these goods are manufactured or marketed or sponsored or endorsed by Swarovski.**

In this regard, it is important to remember that Swarovski markets finished and semi-finished jewelry and other goods under the Swarovski trademark. Accordingly, there is a real potential for consumers to believe that your goods (or the goods you resell) are manufactured or marketed or sponsored or endorsed by Swarovski, unless you are clear in your advertising and other marketing communications that you are (or your supplier is) the producer and/or marketer of your products and that Swarovski® Branded Crystals are used only as an ingredient.

Any use of the Swarovski trademark in a manner that might suggest that your product (or the product you resell) is manufactured or marketed or sponsored or endorsed by Swarovski could be misleading to consumers and could potentially subject you to liability for trademark infringement, false advertising, and unfair competition.

### **12. Ensure that your own name or brand (or the producer's name) is the most prominent name or brand used in the promotion of the product.**

Consistent with the requirement that it be clear that you are (or your supplier is) the producer and/or marketer of the finished goods, you must ensure that your own (or your supplier's) name or brand is the most prominent name or brand used in the promotion of these goods.

In all advertising and promotion of the goods incorporating Swarovski® Branded Crystals, the Swarovski® trademark must never be the only trademark to appear. Your own (or your supplier's) brand, name or logo must be used in reference to the products, and must be used as the most prominent name or brand, so it is clear that you or your supplier (not Swarovski) is the source of the product.

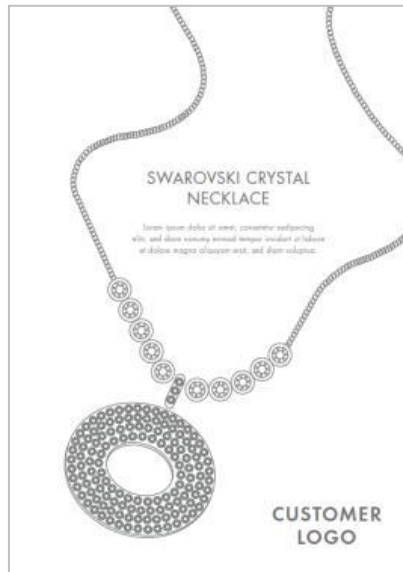
For example, you must never refer to the product as "Swarovski jewelry" or "Swarovski sunglasses." Similarly, you must never present the products under the headline or banner or category name "Swarovski." Your (or your supplier's) product must be presented as your own

(or your supplier's) and Swarovski must be referenced only in connection with the ingredient Swarovski components. For example:

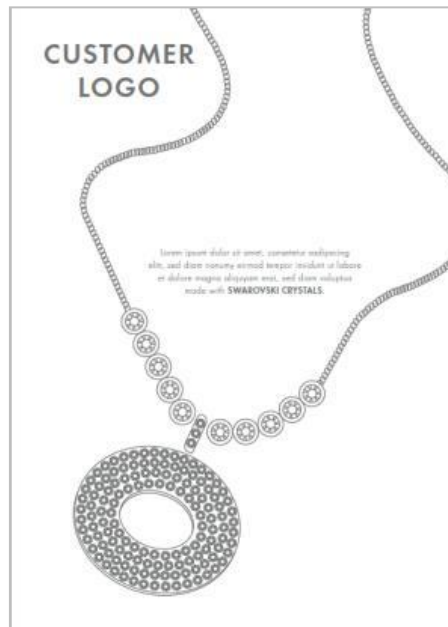
*DIANA'S JEWELRY embellished with crystals from Swarovski®*

To ensure the prominence of your own brand (or your supplier's brand) in all of your marketing and promotional materials, reference to the Swarovski trademark may be made only as a text reference in body copy, as set forth more fully in the Basic Guidelines. Use of the Swarovski trademark in headlines or other visually prominent spaces must be avoided.

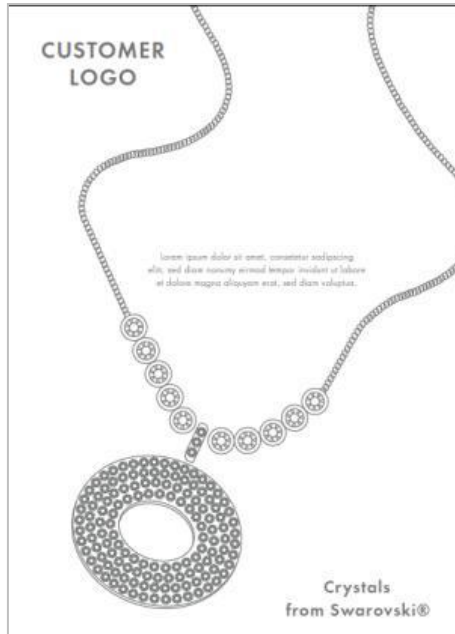
DON'T



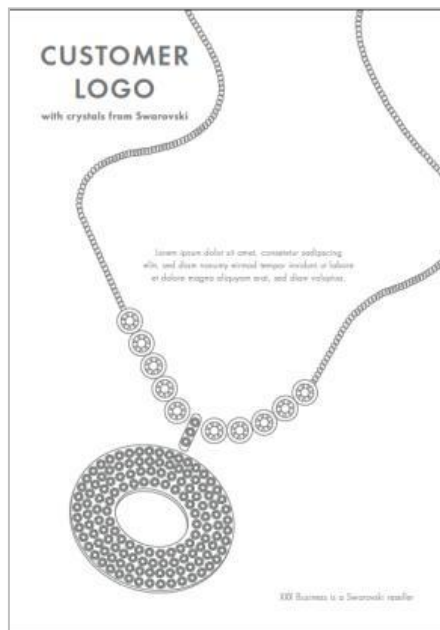
DON'T



DON'T



### DON'T



13. Always follow the Basic Guidelines.

Consistently following the Basic Guidelines set forth above will help avoid any potential for confusion as to source or sponsorship of your product. To recap the Basic Guidelines:

- Use the Swarovski® trademark solely in reference Swarovski® Branded Crystals.
- Ensure that your crystals are 100% Swarovski® Branded products.
- Make no use of any Swarovski Logo unless you have signed a written logo contract, or unless otherwise provided by these guidelines.
- Properly use the Swarovski trademark solely as a text reference in body copy.
- Properly use the Swarovski trademark as an adjective.
- Acknowledge the Swarovski trademark using proper trademark symbols and legends.
- Use the Swarovski company name as a noun, without trademark symbols.
- Maintain the integrity of the Swarovski name and brand.
  - Do not modify or abbreviate the Swarovski name or brand.
  - Do not incorporate the Swarovski name or brand, or any recognizable element thereof, into your own or other brands, logos, trademarks or company names.
  - Do not use the Swarovski name and brand, or any recognizable element thereof, in internet domain names, online account names, social media user names, email addresses, or other online identifiers.
  - Do not use the Swarovski trademark as a generic product reference or as a category name in reference to products other than Swarovski® Branded products.
- Do not use Swarovski copyrighted materials, promotional or POS materials, or any Swarovski “look & feel” unless expressly authorized by Swarovski in writing.
- Ensure that your own resellers and marketing partners follow these Guidelines in the marketing and promotion of Swarovski® Branded Crystals, and of your own products containing Swarovski components.

### **Additional Guidelines for Reseller Customers**

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Whether or not you buy directly from Swarovski, if you resell genuine Swarovski® Branded Crystals to other resellers or to customers that use Swarovski® Branded products as ingredients in their finished or semi-finished goods, then you are a **reseller customer** and must follow these Additional Guidelines for Reseller Customers.

**14. Use the Swarovski® trademark only to indicate that you resell Swarovski® Branded Crystals, and not as an ingredient brand or as a brand for any finished goods.**

The essential and fundamental principle in referencing the Swarovski trademark in the resale context is this: The fact that you are a reseller of Swarovski® Branded Crystals *must be completely clear* - there must be no potential for confusion or misunderstanding that you are a Swarovski affiliate or retailer, or that your resale services are provided, sponsored, or endorsed by Swarovski.

In addition, it must be clear that you are not providing Swarovski® Branded finished goods, and that you are not providing finished goods containing Swarovski® Branded Crystals as ingredients.

**15. Ensure that your own name or brand is the most prominent name or brand used in the promotion of your resale services. Reference the Swarovski® trademark only as the brand of the products you resell.**

Consistent with the requirement that it be clear that you are a reseller of Swarovski® Branded Crystals, you must ensure that your own name or brand is the most prominent name or brand used in the promotion of your services and your business.

In all advertising and promotion of your services and your business, the Swarovski trademark must never be the only trademark to appear. Your own brand, name or logo must be used in reference to your resale and other services, and must be used as the most prominent name or brand.

**16. Use the Swarovski mark primarily in text references, and use the Swarovski Logotype in a limited fashion only to indicate that you resell genuine unaltered Swarovski® Branded Crystals.**

To ensure the prominence of your own brand in all of your marketing and promotional materials, as required by these Guidelines, reference to the Swarovski trademark should be made primarily as a text reference in body copy, as set forth more fully in the Basic Guidelines. Use of the Swarovski trademark in headlines or other visually prominent spaces should be limited, so as to avoid the impression that you are a Swarovski retailer or that your resale business is affiliated with or sponsored by Swarovski.

The Swarovski Logotype (pictured below) may be used by resellers of genuine unaltered Swarovski® Branded Crystals in certain limited contexts, only under the following conditions:

- Use may be made only to indicate the resale of genuine unaltered Swarovski® Branded Crystals. Use of the Swarovski Logotype may not be made by resellers if the Swarovski® Branded Crystals are altered or modified in any way, or are used as ingredients in the purchaser's own finished goods.
- Use of the Swarovski Logotype must be significantly less prominent in size and placement than the reseller's own brand or corporate identity.
- Use must be made in a manner that is not confusing or misleading to consumers or other customers.

If you would like to use the Swarovski Logotype consistent with these Guidelines please contact [sp.branding@swarovski.com](mailto:sp.branding@swarovski.com) for graphics guidelines and digital files, so that the logo is properly presented consistent with Swarovski's Visual Identity Standards.

**17. Do not use the crystals from Swarovski® Ingredient Brand Logo.**

As noted above, the crystals from Swarovski® Ingredient Brand Logo is reserved for use, solely under a written logo agreement from Swarovski, by makers of goods who use Swarovski® Branded Crystals as ingredients. The Ingredient Brand Logo must not be used by resellers of Swarovski® Branded loose crystals, as this could be confusing to customers and consumers.

**18. Always follow the Basic Guidelines.**

Consistently following the Basic Guidelines outlined above will help avoid any potential for confusion as to source or sponsorship of the Swarovski products you resell. To recap the Basic Guidelines:

- Use the Swarovski® trademark solely in reference to 100% Swarovski® Branded Crystals or a 100% mixture of Swarovski® Branded Crystals and Swarovski® Branded Gemstones and/or Swarovski Branded Created Stones.
- Ensure that your crystals, gemstones, and created stones are 100% Swarovski® Branded products.
- Make no use of any Swarovski Logo unless you have signed a written logo agreement, or unless otherwise provided by these guidelines.
- Properly use the Swarovski trademark solely as a text reference in body copy.
- Properly use the Swarovski trademark as an adjective.
- Acknowledge the Swarovski trademark using proper trademark symbols and legends.

- Use the Swarovski company name as a noun, without trademark symbols.
- Maintain the integrity of the Swarovski name and brand.
  - Do not modify or abbreviate the Swarovski name or brand.
  - Do not incorporate the Swarovski name or brand, or any recognizable element thereof, into your own or other brands, logos, trademarks or company names.
  - Do not use the Swarovski name and brand, or any recognizable element thereof, in internet domain names, online account names, social media user names, email addresses, or other online identifiers.
  - Do not use the Swarovski trademark as a generic product reference or as a category name in reference to products other than Swarovski® Branded products.
- Do not use Swarovski copyrighted materials, promotional or POS materials, or any Swarovski “look & feel” unless expressly authorized by Swarovski in writing.
- Ensure that own your resellers and marketing partners follow these Guidelines in the marketing and promotion of Swarovski® Branded Crystals and of your own products containing Swarovski components.