

COMMUNICATION GUIDELINES FOR PRODUCTS SOLD UNDER NO BRAND

These Communication Guidelines provide guidance to the Client regarding brand usage, labeling of, and communications in the marketing, promotion and sale of products under no brand purchased from Swarovski. Pursuant to the Brand Communication Agreement signed by the client, these Guidelines are legally binding. Client has agreed to and is required to comply fully with these Guidelines as an essential pre-condition to Swarovski's sale of products under no brand to Client.

NO USE OF SWAROVSKI BRAND IDENTITY

- Direct or indirect reference to any Swarovski company is not permitted.
- Reference to, or use of "Swarovski" or any other mark (or parts of it) from the Swarovski Family of Marks is not permitted.
- Any use of "Swarovski" or the Swarovski Family of Marks requires appropriate licenses and permissions in writing from Swarovski.

CLARITY IN BRANDING

- Client shall market / sell the products under no brand or its own brand.
- The Client's own products and services shall be clearly and unambiguously identified, marketed and sold as the products and/or services of the Client under Client's own name and brands.

SEPARATE MARKETING OF SWAROVSKI BRAND PRODUCTS

- To the extent that Swarovski branded products are also purchased, Client shall ensure that these are marketed, promoted and sold clearly set apart so that there can be no potential for confusion regarding which products are Swarovski products and which are not.

COMPLIANCE WITH LEGAL LABELING REQUIREMENTS

- Client is responsible to comply with applicable labeling and product safety laws and regulations when reselling the products.

PRE-APPROVED PHRASE

When marketing or selling the unbranded products the following pre-approved phrase can be used:

- Machine cut crystals