

Guidelines for use of PER.C6[®] Trade Marks

December 2010

Crucell Holland B.V. reserves the right to change these Guidelines at any time and at its sole discretion. You are advised to periodically check these Guidelines to be sure that you are in compliance.

Introduction

The PER.C6[®] logo and word mark are valuable business assets, which symbolize quality based on Crucell's reputation in the industry. The trademarks of Crucell distinguish its products and services, and the products and services of its licensees, from those of competitors. To protect the PER.C6[®] logo and word mark, it is important to properly use and reference the trademarks and vigilantly guard against misuses and infringing uses. By doing so, the image of Crucell will be reinforced in the minds of the relevant consumers and consistent, proper use of the PER.C6[®] logo and word mark will enhance its legal ability to take action against infringers. Therefore, the cooperation of PER.C6[®] trademark licensees by adhering to these Guidelines is of paramount importance in this endeavor. Ensuring that the PER.C6[®] logo and word mark are properly and consistently used will continue to enhance the value of the mark and this will be beneficiary for all authorized users.

Need for a License

Reproduction, copying, redistribution or any other use of the PER.C6[®] logo and/or word mark is strictly prohibited without first obtaining a written license from Crucell Holland B.V. If you do not have an existing agreement with Crucell Holland B.V., you do not have permission to use any of the trade marks of Crucell Holland B.V. In case of doubt of the permissibility to use a trade mark of Crucell Holland B.V. please contact:

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Purpose

These Guidelines are for those entities and individuals who have obtained written permission to use the PER.C6[®] logo and/or word mark. These Guidelines are designed to assist you in implementing the trademark license conditions under the separate written agreement you have entered with Crucell Holland B.V. Please review that separate written agreement to understand which trade marks you are authorized to use, and to what extent and scope you may use them. The two documents go hand in hand, but nothing in this document gives you greater rights than the written agreement between you and Crucell Holland B.V. In fact, these Guidelines are designed to implement the written agreement. Any use of the PER.C6[®] logo and/or word mark outside the realm of these guidelines is strictly prohibited.

General Conditions for Proper Usage

- Always distinguish trade marks from surrounding text by writing the trademarks in capital letters.
- Always keep the same font you are using for the rest of the sentence.
- Never use the PER.C6® logo and/or word mark as the most prominent logo/mark on your website or in marketing materials. Your company name and logo should always appear as the most prominent logo on your website and in promotional materials.
- Never use terminology that states or implies that Crucell Holland B.V. assumes any responsibility for the performance of your products or services.
- Never use the term PER.C6 or a similar term in an internet domain name, URL or email address.
- Never use or (attempt to) register any trade marks that are confusingly similar to, or play on, the words , Crucell, PER.C6 or any other trade marks of Crucell Holland B.V..
- Never combine your company name with the name Crucell and/or the PER.C6 trademark in a way that it could be perceived that Crucell Holland B.V. and your company have an organizational link.
- Never use the term PER.C6 as a verb. trade marks are products or services, never actions.
- Never use the term PER.C6 in a plural form.
- Never use the term PER.C6 in a possessive form by use of an apostrophe (PER.C6's).
- Never break up the term PER.C6 with hyphens (PER - C6, CRUCELL-PER.C6).
- Never use the term PER.C6 as a noun. Always use the term PER.C6 as an adjective modifying the noun. Correct use would be "PER.C6® cells", "PER.C6® platform technology" or "PER.C6® proteins".

Trade Mark Notices

- Always include the following notice in all marketing materials, such as brochures, manuals:
 - The PER.C6® logo and word mark are registered trade marks of Crucell Holland B.V. and are used under license by [your company name].

PER.C6® logo - Color use

- The PER.C6® logo is designed to be most effective in the color format denoted below. Although this color version is preferred, a version in black and white has been designed for use in non-color media. The logo may only be used exactly as stated on the next page with the prescribed colors, or alternatively in black and white.





















PER.C6



PER.C6

PRINTING COLOURS

	Cyaan		Cyaan
	Black		Magenta
	PMS 323		Yellow
			Black
			Black

	C10		C10		B7
	C45		C45		B25
	C40 B25		C40 B25		B40
	C40 B60		C40 B60		B80
	30 PMS 323 + B16		C30 Y12 B30		B45
	PMS 323		C100 Y40 B50		B100

Background

- In order to maintain sufficient contrast between the logo and its background, the PER.C6® logo may only be reproduced on high-quality white stock paper.

Size, placement and font type

Any use of the PER.C6® logo and/or word mark should meet the following conditions:

- The word mark PER.C6® should only be written in capital letters and, except if written out in text, always be written in the Verdana font type.
- Always ensure that any adjustments in size of the logo are made proportionally, so that the overall impression of the PER.C6® logo is not distorted.
- You may vary the size of the PER.C6® logo to suit your needs but the minimum size of the logo is 2 centimeters in height to ensure legibility. The minimum distance allowed between the logo and any other element (graphic, type or edge of page) is half the height of the logo with a minimum of 1 centimeter.
- Be sure to keep the PER.C6® logo intact as it currently exists and use it as a whole. Do not use some portions of the PER.C6® logo while leaving other parts out.
- The PER.C6® logo is a registered trade mark. The registered symbol "®" should be placed just of the right side of the logo. If the symbol is used in text, it should directly follow the mark.
- The ® symbol can be put into superscript, smaller, raised form, but should appear large enough that it is discernible by the naked eye.
- The PER.C6® logo and word mark should always be used in a manner that will distinguish it from other common words and that will clearly indicate the source and the quality of the goods or services.
- When two or more company trademarks appear in the same advertisement, or on the same label, packaging or carton, The PER.C6® logo and/or word mark should be clearly separated as two different trademarks. Failure to clearly separate them could mislead the public into believing, for example, that the second trademark is the generic name of the product.

Contact the Crucell IP Department

- Always provide samples of advertising, WebPages, or any other materials bearing the trade marks of Crucell® to the Crucell IP Department for pre-approval.
- In case of doubt of the permissibility to use the PER.C6® logo and/or word mark in a certain manner, please contact the IP Department of Crucell Holland B.V.

Conclusion

By following the above-mentioned guidelines, you make a wise investment in your future, as you help to ensure that today's trade marks will preserve their value over time. Should you have any questions, please do not hesitate to contact the IP Department of Crucell Holland B.V. at nico.bunnik@crucell.com.