

Peak Demand Inc. (“Peak Demand”) Trademark Policy
As of November 29, 2016

Peak Demand’s trademarks and brands are Peak Demand intellectual property and are among our most valuable assets. In order to preserve and protect these brands, it is essential that they are used properly. Follow this Trademark Policy and our Brand Identity & Guidelines for using Peak Demand’s trademarks and brands properly in all communications, documents, and electronic messages.

This Trademark Policy applies to Peak Demand employees, customers, partners, licensees, outside vendors, and other third parties (collectively, “Licensee”). If you are a Licensee of a Peak Demand trademark or logo, your license agreement may have particular usage guidelines different than provided here. If so, please follow the specific guidelines in your agreement. If you are a Licensee but have not been provided with special guidelines for usage of Peak Demand brands, then this Trademark Policy applies to your usage of Peak Demand brands.

You may reference Peak Demand’s products and services using the Peak Demand trademarks, so long as such references are: (1) truthful, fair, and not misleading, and (2) comply with this Trademark Policy and our Brand Identity & Guidelines, both of which may be modified from time to time by Peak Demand in its sole discretion without advance notice. The Peak Demand trademarks and brands should never be used in a way that could cause anyone wrongly to believe that your products or services are offered, endorsed, or sponsored by Peak Demand or any of its subsidiaries.

Specific Do’s and Don’ts

Trademark Notices

Properly designate the status of Peak Demand’s trademarks by using the correct trademark symbol (® or ™) reflecting Peak Demand’s ownership of particular marks as set forth below. Also, include an attribution of Peak Demand’s ownership in the following format: “_____ is a trademark of Peak Demand Inc.”

- In letters, memos, press releases, white papers, advertising, slides, foils, video, and other multimedia presentations:
 - Properly designate with ® or ™ all of Peak Demand’s trademarks at the most prominent use (usually a headline) and again on the first occurrence in copy; and
 - In the case of presentation graphics, trademarks should be designated with the proper trademark symbol on each page, slide, and foil.
- In newsletters, magazines, and publications containing multiple articles, properly designate with ® or ™ all of Peak Demand’s trademarks on the first occurrence in the document, in headlines and on the first occurrence in every article in which they are used.
- In brochures, annual/quarterly reports, books, technical documentation, and other bound documents, properly designate with ® or ™ all of Peak Demand’s trademarks on the first occurrence in the document, in headlines, and on the first occurrence in text.
- In all charts or graphs, properly designate trademarks with ® or ™.
- On all packaging, always use the trademark symbol in every reference.

Trademarks are Singular Adjectives, Not Verbs and Should Not be Made Possessive

Use the Peak Demand trademarks only as adjectives followed by the appropriate generic product or service noun describing the relevant product or service (e.g., “the Peak Demand™ current transformers are used for...”). Peak Demand trademarks should not be used in plural or possessive form or as verbs.

References to Peak Demand, Inc.

When Peak Demand is used to refer to our company, Peak Demand Inc., rather than as a brand of product or services, then the rules for proper usage change slightly. Unlike trademarks, company names are proper nouns; they can be used in the possessive form and do not need to be followed by a generic term. Neither the ™ nor the ® symbol should accompany references to Peak Demand as a company. Example:

- Correct: Peak Demand is now offering bushing current transformers.
- Incorrect: Peak Demand® is now offering bushing current transformers.

Ownership Assertion

Do not assert rights over any Peak Demand brand whether by incorporating a Peak Demand brand into your own product or service names, trademarks, logos, company names, or domain names or seeking a trademark or domain name registration for any term that includes a Peak Demand brand.

Peak Demand Logo Use

Do not make unlicensed use of Peak Demand logos, such as the Peak Demand logos listed below. Third party use of Peak Demand logos requires a license or written permission from Peak Demand. If you are interested in obtaining a license to use a Peak Demand trademark or logo, contact us to discuss your proposed use.

Style of Use

When using Peak Demand’s trademarks: (i) follow the style and usage guidelines available in this Trademark Policy and in our Brand Identity & Guidelines; (ii) use our logos exactly as they appear below or in the Brand Identity & Guidelines, and do not alter or distort their appearance in any way, for example, by adding your own design elements or changing the font, colors, or size; (iii) allow for clear space around our logo; and (iv) maintain the legibility of our logos and keep them sharp, clear, and well-produced. When using our word marks, you may not change their appearance by abbreviating them, incorporating them into acronyms, changing their spelling, using them in parts, or using improper capitalization.

No Trademark Bidding

Unless expressly permitted in an agreement between you and Peak Demand, you may not bid on a Peak Demand trademark (or any variant or extension thereof) as a keyword on any search engine.

No Tarnishment

You may not use a Peak Demand trademark in a disparaging or degrading manner.

Peak Demand Logos & Trademarks

The following is an illustrative, non-exhaustive list of logos and trademarks owned by Peak Demand. Because this list of logos and trademarks and their status could change over time, including as we add new products and services, please review this section in this Trademark Policy periodically. Please note that the absence of a product name or logo from the list below does not constitute a waiver of Peak Demand’s trademark or other intellectual property rights in that name or logo.

Peak Demand Logos



Peak Demand and PD Logos in these color schemes

Peak Demand Word Marks

- Peak Demand TM
- Peak Demand Knowledge Center TM
- Alta Series TM
- Pinnacle Series TM
- Summit Series TM
- Duro Line TM

If you become aware of any usage of Peak Demand trademarks or brands in violation of this Trademark Policy, please contact us via email at info@peakdemand.com or by phone at 1-844-PEAK-247.