



TRADEMARK GUIDELINES

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BRAND ASSET TRADEMARK GUIDELINES

The name Nextiva and our logo's ("Trademarks") are important intellectual property assets of the company. These guidelines have been created to ensure a uniform and proper use of our Trademarks by all of our licensees, partners, and other authorized users.

These guidelines provide an overall guide to permissible use of our Trademarks. The purpose is to assist you with referring to our Trademarks, and make certain of the correct use of our logos in different situations.

You must observe these guidelines and maintain a clear distinction between your products and services and Nextiva, Inc.'s ("Nextiva") products and services, as well as between your trademarks and our Trademarks. Please do not display these graphics in a way that implies a relationship, affiliation, or endorsement by Nextiva of your products, services, or business. Also, please do not alter, distort, or modify these graphics, images, or video content in any way, or combine them with any other graphics, without prior written consent from Nextiva.

Nextiva is the sole and exclusive owner of our Trademarks, and we reserve all rights, titles and interest not expressly granted in these guidelines. Nextiva reserves the right to revoke or limit your usage of any Nextiva Trademark at any time and for any reason.

These guidelines are subject to revision at any time by Nextiva.

TERMS TRADEMARKED:

Nextiva®
Nextiva Office®
Nextiva Drive®
NextOS™
CoSpace™
XBert™
Amazing Service®
Simplifying Business Communication™
SocialSpring™

Our list of Trademarks is continuously changing as we add new products and services to our offerings. Please check back for updates.

GENERAL GUIDELINES

Use our Trademarks with permission. You may not use our Trademarks unless you have an agreement with Nextiva, Inc. or you otherwise receive our permission to use the Trademarks. Upon receiving our permission, your use must be limited to these Guidelines, and the limited permission you have received to use specific Trademarks. If you have any questions about these Guidelines or our Trademarks, please contact us at xbert@nextiva.com.

Do not combine our name with yours. Do not combine our name or Trademarks with your name, marks, or names of products and services.

No confusingly similar uses. You must not attempt to obtain ownership rights in our Trademarks, or any confusingly similar approximations, whether by trademark registration, domain name registration (including second-level domain names), or otherwise.

Display our trademark symbol. Please display our Trademarks and logos with the appropriate ™ or ® symbol.

Do not copy the look and feel of Nextiva, Inc.'s Trademarks or Website. Do not use our Trademarks, logos, trade dress, or other elements of our product packaging and website in any of your advertising, product packaging, promotional and other materials, or merchandise.

Do not alter our Trademarks. You may not change, alter or modify the appearance of our Trademarks by abbreviating them, incorporating them into acronyms, changing their spelling, using them in parts, changing their looks, or using improper capitalization.