

ALTATERRA TRADEMARK GUIDELINES FOR DEALERS



1. The Dealer undertakes to use the DAKEA registered trademark used by Altaterra Kft. loyally and in accordance with the guidelines issued by Altaterra Kft. at any time. Altaterra Kft. is obligated to make changes to the guidelines available for the Dealer.
2. The Trademark is exclusively reserved for the designation of genuine Altaterra products.
3. The Trademark must always be written in its registered form.
4. Logos must always be used in their registered form and preferably based on a master provided by Altaterra Kft. If not based on a master, the logo must fulfil the written specifications of Altaterra Kft. at any time.
5. If the Dealer has not received current guidelines on use of the trademark, they are obligated to request guidelines from Altaterra Kft. before implementation of the trademark in marketing material.
6. All marketing material of the Dealer relating to Altaterra Kft. products shall include the following trademark notice: "DAKEA is a registered trademark of VKR Holding A/S." Any other trademark of Altaterra Kft. used in the Dealer's marketing material must be included in same trademark notice.
7. Trademarks of the Dealer or other third-party trademarks used in same marketing material may not be displayed in such a way that they may be confused as part of the trademark used by Altaterra Kft.
8. Advertisements for products in any marketplace must be marketed exclusively under their respective Altaterra brands and must not be presented in a way that could cause doubt or confusion about their origin. The recommended format is "(Brand) by Altaterra" – for example: DAKEA by Altaterra. Product descriptions must always be accurate. A DAKEA window must be described as a DAKEA window. Using any other trademarks in product titles, descriptions or keywords for Altaterra products is strictly prohibited. Non-compliance with this guideline is likely to constitute infringement of trademarks and unfair competition legislation and can result in legal action.
9. This document does not grant to the Dealer ownership or any other kind of right to the Trademark except for the right to use the trademark in accordance with this document.
10. For the sake of clarity, it is expressly stated that the Dealer or anyone acting on behalf of the Dealer, is not allowed to establish registered rights to the Trademark in any form; this prohibition includes but is not limited to:
 - a. trademark registration incorporating the Trademark.
 - b. registration of company names incorporating the Trademark.
 - c. registration of domain names incorporating the Trademark.

In case of breach of these guidelines, Altaterra Kft. may issue a written warning to the Dealer to which the Dealer should comply with within 2 weeks. If the Dealer does not comply, Altaterra Kft. may terminate the relationship with the Dealer without further notice.

DAKEA (Word & logo)

- Logo specifications are the white, black, and orange combination.
- Shall preferably appear on a white background; alternatively, on a background which cannot be confused as part of Altaterra Kft.
- Must be placed horizontally.

