

# Trademark Guidelines

At Empeiria, we are dedicated to ensuring that our trademarks and service marks (“Marks”) are used correctly and following our guidelines. As the rightful owner of our Marks, we reserve the exclusive right to control their use and prevent any unauthorized or improper usage. Permission to use our Marks requires full compliance with these guidelines and any other relevant policies we issue. These guidelines do not confer any rights or licenses to use Empeiria’s Marks or intellectual property, whether implied, through estoppel, or otherwise. Unauthorized use may violate applicable laws. All rights not explicitly granted remain the property of Empeiria.

## GUIDELINES

To avoid infringing on Empeiria’s Marks, adhere to the following guidelines and avoid the actions listed below, unless you have obtained prior written approval from Empeiria:

- **Preserve Integrity:** Do not alter, modify, or distort any of Empeiria’s Marks. Ensure the Empeiria logo's shape remains unchanged and is displayed exactly as provided, with no modifications to its elements, proportions, or relationships.
- **Typeface Consistency:** Do not substitute the logotype with any other typeface.
- **Avoid Confusion:** Do not use a Mark in a way that could suggest endorsement, affiliation, or sponsorship by Empeiria of specific products, services, or content, or that could confuse the public about the source of products, services, or materials.
- **Prevent Imitation:** Avoid using marks similar to Empeiria’s that could be mistaken for our Marks, considering visual, phonetic, and contextual similarities.
- **Reputation Protection:** Do not use a Mark in any manner that could harm Empeiria’s reputation or dilute its distinctiveness.

- **Proper Notice:** Always include the following trademark notice in all materials: “The Empeiria name and logo are trademarks of Empeiria. All rights reserved.”
- **Visual Proximity:** Refrain from placing competing visual elements (including other trademarks) close to the Empeiria logo. Do not use the logo or logotype as an element in titles, headlines, or text. Avoid positioning text near the logo that could be perceived as a corporate slogan or motto.

Empeiria reserves the exclusive right to modify or deny permission to any third party using the Empeiria corporate logo if such use does not adhere to these guidelines.

### **PERMISSIBLE REFERENCES TO EMPEIRIA MATERIALS**

We understand there may be occasions when referencing Empeiria’s Marks is necessary to describe certain content or materials. Such references are permitted as long as they are descriptive, accurate, and not misleading. Any reference to Empeiria or its Marks should avoid confusing the origin or sponsorship of products or services.

### **REQUESTING TRADEMARK PERMISSION**

If you are unsure how to comply with these guidelines or would like to request permission to use an Empeiria Mark, please contact us at [media@empe.io](mailto:media@empe.io).

### **DISCLAIMER**

These guidelines do not constitute legal advice. If you have specific legal questions regarding your rights or obligations, we recommend consulting with an attorney. For further information on Empeiria’s policies regarding its Marks, please reach out to [media@empe.io](mailto:media@empe.io).