



TRADEMARK USE GUIDELINES

These Guidelines apply to you when you use any of our trademarks (Strenx, Hardox, Docol, GreenCoat, Armox, Toolox, SSAB Laser or SSAB Domex) whether you are a service provider, distributor, retailer or other person offering, purchasing or marketing SSAB products.

Deal only in genuine SSAB products. Our trademarks are to be utilized only in connection with genuine SSAB products. If, for any reason, you believe that the trademarks are being used in connection with goods that are not genuine SSAB products, please contact SSAB at maria.bergsten@ssab.com.

Word marks but not logos. You may use our trademarks as word marks to specifically refer to original, genuine SSAB products. Any use of logotypes and design marks requires our express, written permission.

Use as an adjective. When you use our trademark it shall always be used as an adjective and be followed by the common generic (dictionary name) of the product. For example, you may say “a bucket made of Hardox wear plate”, but you may not say “a bucket made of Hardox” or “a Hardox bucket”. You must not vary the spelling, use a possessive or plural form, use the trademark as a noun or as a verb, combine the trademark with other words or to form a new word, abbreviate or hyphenate the trademark.

Do not emphasize. The trademark should always be written with an initial capital letter (i.e. not all capital letters) and appear in the same typeface as the surrounding text. It should not be isolated or set apart from the surrounding text. The trademark should not be emphasized or highlighted and should appear less prominent than your own name.

Do not cause confusion. You must use the trademark in a way that does not create confusion about the source or the manufacturer of your products or services. You must avoid any suggestion that there is an endorsement or other relationship between you or your company, and SSAB. Your use of the trademark must not give the impression that you are an original manufacturer or authorized sales channel, if this is not the case.

Trademark acknowledgment. A trademark attribution is important as it reminds customers, competitors, and others that SSAB claims exclusive rights in the marks. The correct acknowledgment, which should be included in a footnote, is:

“[Trademark(s)] are trademark(s) owned by the SSAB group of companies.”

Trademarks should be marked using the ® symbol for a registered trademark and the ™ symbol for an unregistered trademark.

Prohibited use. You may not use or register product names, company names, trademarks, trade names, domain names, social media accounts or profiles, other social media identifiers, or any other designation containing our trademarks or a term confusingly similar to our trademarks.

SSAB reserves the right to object to any use of our trademarks that violates these Guidelines and/or any applicable law.

If you would like to make any use of our trademarks that is either not addressed or is not permitted under these Guidelines you must obtain SSAB’s prior written consent. Please contact us at maria.bergsten@ssab.com and briefly describe yourself and your business desires and we will get back to you.