

Trade mark usage guidelines

These guidelines apply to any trade marks (whether registered or unregistered) which are owned or used under licence by Agrimix Pty Ltd ABN 22 159 796 399, or a related body corporate (collectively referred to as **Agrimix**).

Proper use of Agrimix's trade marks in line with these trade mark usage guidelines protects their value. Any use of or reference to Agrimix's trade marks that is inconsistent with these guidelines is prohibited. All uses of the Agrimix's trade marks and any associated goodwill generated will inure solely to the benefit of Agrimix.

Agrimix may release updated or amended trade mark usage guidelines without notice. For any questions related to Agrimix's trade marks or usage guidelines, you may contact Agrimix by email at admin@agrimix.com.au or phone at 1300 979 395.

- A trade mark should not be altered, amended or stylised in any way without the express written permission of Agrimix.
- A trade mark should always be displayed in its entirety.
- A trade mark should not be combined with any other trade mark, hyphenated, abbreviated, misspelled or displayed in parts.
- A trade mark that is depicted as two or more words should not be condensed into one word.
- A trade mark that is in logo form should not be displayed with colour or other variations without the express written permission of Agrimix.
- A trade mark should not be displayed with other elements overlapping or superimposed over the top of the trade mark.
- A trade mark should not be used as, or as part of, the reseller's domain name, business name, company name or product name or incorporated into any of the reseller's logos or branding.
- A trade mark should not be used in the plural or possessive form.
- A trade mark should be used only as an adjective and should not be used as a generic noun or verb. For example, refer to products as "*PROGARDES® products*" not just "*PROGARDES®*".
- Use of a trade mark should be accompanied by a trade mark disclaimer.
 - An example of an acceptable disclaimer in relation to registered trade marks: *PROGARDES® is a registered trade mark of Agrimix Pty Ltd. Used under licence.*
 - An example of an acceptable disclaimer in relation to unregistered trade marks: *PROGARDES™ is a trade mark of Agrimix Pty Ltd. Used under licence.*

If you are unsure about whether or not a trade mark is registered in your country, please contact Agrimix for guidance as to what trade mark symbol you should use.

- The Progardes® trade mark must only be used in reference to Desmanthus produced by Agrimix and not in relation to any Desmanthus not produced, or authorised, by Agrimix. Products unrelated to the Progardes® brand should be classified by the correct product descriptor/s. Any use of the Progardes® trade mark (or any other trade mark owned by Agrimix) in relation to products not produced or authorised in writing by Agrimix is prohibited.
- Where a trade mark appears in text, it should be capitalised so it is clear that the word is a trade mark and not a generic descriptor. Any use of registered trade marks should include the ® symbol immediately after the first usage (for example, "The Progardes® story..."). Any use of unregistered trade marks should include a TM immediately after the first usage (for example, "Learn about Progardes™ products here..."). If you are unsure about whether or not a trade mark is registered in your country, please contact us for guidance as to what trade mark symbol you should use.
- A trade mark must not be used in a disparaging manner or in any way that harms the reputation of Agrimix or its products (including but not limited to use in false or misleading advertising).
- A trade mark must not be used in any commercial or marketing context, or to promote any event, product or service of the reseller other than to promote Agrimix products, without the express written permission of Agrimix.
- You must not attempt to claim or assert any ownership rights in any of Agrimix's trade marks. You must not register or attempt to register any trade marks, business, company or domain names that are identical or confusingly similar to Agrimix's trade marks.
- If requested by Agrimix at any time, you must deliver to Agrimix copies of all marketing material and any other business materials specified by Agrimix that bear any Agrimix trade marks for quality assessment and quality control purposes.
- You must comply with all directions issued by Agrimix from time to time regarding the manner of its use of its trade marks.
- You must immediately report to Agrimix any unauthorised use of the Agrimix trade marks of which you become aware.

How to use the ® symbol

The ® symbol is used to denote a registered trade mark. It is illegal to use the ® symbol next to a trade mark that is not registered.

Progardes, Progardes Liqmix, Procosa and Agrimix are registered trade marks in Australia. The ® symbol may be displayed next to these brand names when used in Australia. Agrimix™ and Turnkey Pasture™ are presently unregistered trade marks. The ® symbol may not be used for these brand names.

The ® symbol must not be used next to a trade mark in any countries where the trade mark has not been registered.

If you are unsure about whether or not a trade mark is registered in your country, please contact us for guidance as to what trade mark symbol you should use.

The following tables provide guidelines and examples which illustrate correct and incorrect placement of the ® symbol.

CORRECT USE	EXAMPLES
<p>The ® symbol should be displayed directly after the brand name. This makes it clear that the entire brand name is being claimed as a registered trade mark.</p> <p>These examples illustrate how the ® symbol should be used where the trade mark appears on its own or in a sentence.</p>	<p>Agrimix Pastures® Progardes® Progardes Liqmix®</p> <p>What are Progardes® products? Buy Procosa® products here</p>

INCORRECT USE	EXAMPLES
<p>The ® symbol should not be displayed at the front of a brand name.</p>	<p>What are®Progardes products? In this example it looks like “What are” is the registered trade mark rather than PROGARDES.</p>
<p>The ® symbol should not be displayed in the middle of the trade mark.</p>	<p>Agri®mix Pastures In this example it looks like “Agri” is the registered trade mark rather than AGRIMIX PASTURES.</p> <p>Agrimix®Pastures In this example it looks like “Agrimix” is the registered trade mark rather than AGRIMIX PASTURES.</p>
<p>The ® symbol should not be displayed multiple times within a trade mark.</p>	<p>Pro®gardes® Progardes®Liqmix® The full product name and registered trade mark is PROGARDES LIQMIX. When referring to this product the words should not appear as separate registered trade marks.</p> <p>Agrimix®Pastures® The full brand name and registered trade mark is AGRIMIX PASTURES. The words should not appear as separate registered trade marks.</p> <p>Buy ®Procosa® products here In this example it looks like “Buy” is also being claimed as a registered trade mark.</p>

CORRECT USE	INCORRECT USE
Agrimix Pastures® AGRIMIX PASTURES®	Agrimix®Pastures® Agri®mix Pastures Agrimix®Pastures

CORRECT USE	INCORRECT USE
Progardes Liqmix® PROGARDES LIQMIX® Buy Progardes Liqmix® products here	Progardes®Liqmix® Pro®gardes Liqmix Progardes®Liqmix Buy ®Progardes Liqmix products here

CORRECT USE	INCORRECT USE
Progardes® PROGARDES® The Progardes® story Progardes® Desmanthus	Pro®gardes® Prog®ardes The®Progardes story Progardes Desmanthus®

CORRECT USE	INCORRECT USE
Procosa® PROCOSA® Learn about Procosa® products	Pro®cosa® Pro®cosa Learn about®Procosa products

How to use the ™ symbol

The ™ symbol may be used next to trade marks that are not registered.

If you are unsure about whether or not a trade mark is registered in your country, please contact us for additional guidance as to what trade mark symbol you should use.

The following tables provide guidelines and examples which illustrate correct and incorrect placement of the ® symbol.

CORRECT USE	EXAMPLES
<p>The ™ symbol should be displayed directly after the brand name. This makes it clear the entire brand name is being claimed as a trade mark.</p> <p>These examples illustrate how the ™ symbol should be used where the trade</p>	<p>Agrimix Pastures™ Agrimix™ Progardes™ Progardes Liqmix™ Turnkey Pasture™</p> <p>What are Progardes™ products?</p>

mark appears on its own or in a sentence.	Buy Procosa™ products here
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INCORRECT USE	EXAMPLES
The ™ symbol should not be displayed at the front of a brand name.	What are™Progardes products? In this example it looks like “What are” is being claimed as the trade mark rather than PROGARDES.
The ™ symbol should not be displayed in the middle of the trade mark.	Agri™mix Pastures In this example “Agri” is being claimed as the trade mark rather than AGRIMIX PASTURES. Agrimix™Pastures In this example it looks like “Agrimix” is being claimed as the trade mark rather than AGRIMIX PASTURES. However it is acceptable to use the ™ symbol in relation to the word AGRIMIX alone.
The ™ symbol should not be displayed multiple times within a trade mark.	Pro™gardes™ Progardes™Liqmix™ The full product name and trade mark is PROGARDES LIQMIX. When referring to this product the words should not be claimed as separate trade marks. Agrimix™Pastures™ The full brand name and trade mark is AGRIMIX PASTURES. PASTURES is not a separate trade mark. However it is acceptable to use the ™ symbol in relation to the word AGRIMIX alone. Buy ™Procosa™ products here In this example it looks “Buy” is being claimed as trade mark.

CORRECT USE	INCORRECT USE
Agrimix Pastures™ AGRIMIX PASTURES™ Agrimix™ AGRIMIX™	Agrimix™Pastures™ Agri™mix Pastures Agrimix™Pastures

CORRECT USE	INCORRECT USE
Progardes Liqmix™ PROGARDES LIQMIX™ Buy Progardes Liqmix™ products here	Progardes™Liqmix™ Pro™gardes Liqmix Progardes™Liqmix Buy ™Progardes Liqmix products here

CORRECT USE	INCORRECT USE
<p>Progardes™ PROGARDES™ The Progardes™ story Progardes™ Desmanthus</p>	<p>Pro™gardes™ Prog™ardes The™Progardes story Progardes Desmanthus™</p>

CORRECT USE	INCORRECT USE
<p>Procosa™ PROCOSA™ Learn about Procosa™ products</p>	<p>Pro™cosa™ Pro™cosa Learn about™Procosa products</p>