

Brand Protection and Trademark Guidelines

Welcome to Latvijas Finieris Group, where we value our loyal customers and partners, and encourage your business' growth by promoting our products and brands. We understand the importance of preserving and increasing brand value and equity to benefit all involved parties mutually. By utilising our recognised brand assets, you gain access to the strength and reputation of a trusted industry's leading partner. By consistent and correct integration of these assets into promotional, commercial, educational, and other materials, our partners are strengthening their image and offerings with the quality, reliability, and expertise of Latvijas Finieris Group. We are willing to boost the credibility of your communications, elevate your brand recognition, and foster a sense of unity within our community. A consistent alignment with our brand assets would demonstrate your commitment to maintaining a professional image and actively contribute to the growth and protection of our valuable trademark rights.

These Brand Protection and Trademark Guidelines apply to the authorised use of AS Latvijas Finieris and any of Latvijas Finieris Group company's (hereinafter all together and each separately – "Latvijas Finieris") trademarks, tradenames, logos, and/or design elements (hereinafter all together and each separately – "Brand Assets") by Latvijas Finieris employees, agents, customers, partners, independent contractors, and any third party referring to Latvijas Finieris or any entity which is part of Latvijas Finieris or any of its products or services in any promotional, commercial, instructional, or reference material. The rules apply to all media, including in-store signage, packaging, digital media, and broadcasts. These guidelines must be followed to correctly identify the Brand Assets of Latvijas Finieris products and services and to protect and enhance their value and strength. You may not use the Brand Assets, business names, technical details, patents, designs, or any elements without express written permission from Latvijas Finieris.

Brand Assets are our valuable and important intellectual property assets. In order to preserve and protect Brand Assets, it is essential to use them properly. Brand Assets must be presented correctly and consistently across all communication channels to ensure strong representation of our company.

By using Brand Assets, you are acknowledging that Latvijas Finieris is the sole owner of the trademark and promise that you will not interfere with Latvijas Finieris' rights to the trademark, including challenging use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any of the Brand Assets.

Rules Applying to Brand Assets in General

- Only truthful, fair references are acceptable. Misleading references are prohibited.
- Trade names (i.e., “AS Latvijas Finieris”, “Rīga Wood”, and “Betulin Lab”) and trademarks should be referenced only using full trade names. No abbreviations, short-form references or changed spellings are allowed.
- Trade names and trademarks should always be used as a noun and never as an adjective or verb.
- A trademark and logo should not be displayed with dimension, font, or colour variations.
- You may not use any Brand Assets implying an affiliation with or endorsement, sponsorship, or support of a third-party product or service without express written permission.
- Brand Assets, including graphic symbols, typeface, or icons, may not be used in a disparaging manner.
- You may not display Brand Assets on a site or material that violates any law or regulation.
- You may not incorporate Brand Assets into your own product names, service names, trademarks, logos, or company names.
- You may not modify Brand Assets, abbreviate them, or combine them with any other symbols, words, or images, or incorporate them into a tagline or slogan.

Brand Assets should always be used according to the Brand Guidelines designed for a specific Latvijas Finieris trademark.

Contact the Latvijas Finieris marketing team: comms@finieris.lv in case of questions with respect to these guidelines or to report concerns regarding the use or misuse of Brand Assets, or to obtain written permission for a proposed use of Brand Assets.

Liability

All entities authorised to use Brand Assets must follow these provisions:

- The user is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities.
- Latvijas Finieris does not assume any responsibility for any claims relating to the user’s activities.
- The user shall indemnify, defend and hold harmless Latvijas Finieris and its respective officers, directors, members, employees, and agents from and against any claims, actions, suits, or proceedings, as well as any and all claims, actions, damages, costs, and expenses (including reasonable attorney’s fees) arising out of

Promises delivered. Naturally.

or accruing from any misrepresentation or breach of the user's representations and warranties set forth in these guidelines.

Legal Notice

These guidelines govern your marketing and promotion of Latvijas Finieris products and services which include Brand Assets.

Latvijas Finieris does not make any express or implied warranties, including but not limited to the warranties of non-infringement of any third-party intellectual property rights. If misleading or otherwise inappropriate information is brought to our attention, a reasonable effort will be made to fix or remove it. Such concerns should be addressed to the Latvijas Finieris marketing team.

Third parties, including licensees, may never claim ownership rights to Brand Assets or brands that are confusingly similar to Brand Assets, in any manner, including without limitation as a trademark, service mark, company name, or designation, domain name, social media profile/handle, or in any other manner.

Latvijas Finieris expressly reserves the right in its sole discretion to terminate, revoke, modify, or otherwise change permission to use its Brand Assets at any time and expressly reserves the right to object to any use or misuse of its Brand Assets in any jurisdiction worldwide.

Updates

Latvijas Finieris may release new versions of the Brand Protection and Trademark Guidelines or statements of permitted use of Brand Assets without notice.