

■ BRAND ASSURANCE GUIDELINES

High standards equal long-term success. By carefully controlling the design of all Puff Nation consumer products and the licensed products on which they appear, we ensure that they will continue to attract consumer interest and appeal. Therefore, all uses of Puff Nation character likenesses and names must be approved prior to the production and sale of any product designed by licensees. In addition, all packaging, advertising, in-store promotions, catalogs, brochures, web sites, etc. using Puff Nation characters must receive written approval prior to production and distribution.

■ APPROVAL PROCEDURES

While Puff Nation gives each project our immediate and full attention, approval takes time. Please allow 10 business days for each of the approval stage in your schedule. Avoid short turnarounds. Submit each product at the following stages:

1. Conceptual design. This can be rough or final artwork. If rough, submit final artwork before proceeding beyond conceptual stage.
2. Pre-production samples are to be submitted after conceptual layout and before proceeding to production.
3. Final samples. These are actual product taken from the first production run.

■ CONCEPT SUBMISSIONS & APPROVALS

All concepts are to be submitted electronically via FTP, e-mail, or any other online storage systems. Comments on your submissions will be e-mailed to you. After receiving approval to proceed beyond concept stage, send all physical pre-production and final sample submissions directly to Puff Nation Apparels Inc.

■ TRADEMARK & COPYRIGHT NOTICES

Puff Nation considers the protection of our characters and artworks to be of great importance and we carefully monitor the use of trademark and copyright notices. To facilitate your correct usage, here are some general guidelines:

- The likenesses, names, sayings, drawings, and renditions of all characters serve as trademarks and are protected under copyright; their use must be approved.
- All character names and Puff Nation brand name are trademarks and should not be covered or distorted on the product.
- A trademark and copyright notice must be included on all finished products, packaging, or advertising and promotional materials.
- When a character appears multiple times on products, packaging, or advertising, one copyright notice is sufficient.

Puff Nation Apparels Inc. must be notified in advance about notices used. Submit the appropriate rendition of all trademark and copyright notices to Puff Nation Apparels Inc. before production. Licensees must not assume approval is given unless specifically notified by Puff Nation Apparels Inc. in writing.

Trademark and copyright notices should read:



TM & © Puff Nation.
Produced under license by Puff Nation Apparels Inc.
(sXX)

Please note that the legal notice always ends with a period. There is no period after (sXX) and the "s" is lower case. (sXX) appears on a separate line or it can be on the previous line spaced out seven spaces from the last period. (sXX) reflects the year that the product is being shipped to retail. For example, (s13) indicates the product is shipping to retail in 2013.