



PHILIP MORRIS INTERNATIONAL

Guidelines for Using IQOS Trademarks and Copyright Protected Content

The IQOS Trademarks (see Schedule 1) are intellectual property rights belonging to Philip Morris products S.A. (“PMPSA”). As a general rule, third parties may not copy, reproduce or use any of the IQOS Trademarks without express, written permission from PMPSA. However, these Guidelines set out the criteria and requirements under which third parties may in specific situations be allowed to make limited use of certain IQOS trademarks as defined herein. Use that does not meet the criteria and requirements set out in these Guidelines is strictly prohibited.

For the purposes of these Guidelines, “third parties” means all IQOS licensees, authorized resellers, developers, customers, and other parties wishing in limited form to use any of the IQOS Trademarks in the following situations:

- Promotional, advertising, instructional or reference materials and communications for goods and/or services that you offer for sale;
- On or in relation to products you offer for sale, including on product packaging, labels or stickers applied to product or packaging;
- On your website/s or website/s under your control, on any marketplace website (such as eBay, TaoBao, AliBaba or Rakuten), or on a social media account / page.

If you are a licensee of the IQOS Trademarks and you have been provided with special trademark / copyright usage guidelines together with your license agreement, please follow those guidelines. If your license agreement does not provide usage guidelines, then please follow these guidelines. If you are an IQOS authorized reseller, you may be subject to additional restrictions.

PMPSA’s trademarks, service marks, trade names, trade dress, designs and creative content are all valuable assets. In following these guidelines, you help us to protect our valuable intellectual property rights and strengthen our corporate and brand identities. By using the IQOS Trademarks, in whole or in part, you are acknowledging that PMPSA is the sole owner of the relevant trademark and declaring that you will not interfere with PMPSA’s rights in the trademark or any other associated intellectual property right, including challenging PMPSA’s use, registration of, or application to register the IQOS Trademarks or other intellectual property rights, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute the IQOS Trademarks or any other intellectual property rights owned by PMPSA. The goodwill derived from using any part of the IQOS Trademarks accrues to the benefit of and belongs to PMPSA. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any questions regarding these Guidelines, please contact to your PMPSA representative / submit your query to TrademarkGroupLondon.PMUK@pmi.com.

The IQOS Trademarks**Schedule 1**

Word Marks	IQOS Logo	Hummingbird Logo
IQOS		
		

*This Schedule is not an exhaustive list of IQOS Trademarks and may be updated from time to time.

Authorized Use of the IQOS Trademarks**1. Advertising, Promotional, and Sales Materials**

Only PMPSA and its authorized resellers and licensees may use all the IQOS Trademarks in advertising, promotional, and sales materials, provided such authorization is specifically given in writing. Such authorized parties may use the IQOS Trademark only to the extent as agreed and as specified in their agreement with PMPSA and any associated Usage Guidelines and such use must always be in conjunction with the appropriate terms that define the relationship authorized by their agreement with PMPSA. Authorized parties must include an indication of their authorization when making use of the IQOS Trademarks for these purposes. For example, if you are an Authorized Reseller, you must clearly state “*IQOS Authorized Reseller*” in the material you intend to make public. Other types of authorization may include “*Authorized Value Added Reseller*”, “*Authorized Service Provider*”, “*Authorized Wholesaler*” or “*Authorized Retailer*”. If you are not sure what type of authorization you have, please contact your PMPSA representative.

2. Accessories Produced by Third Parties for use with IQOS

If you are a third party producer or seller of accessories such as novel protective cases for IQOS Pocket Chargers or electronic accessories such as replacement USB charging cables and power adaptors, you are not permitted to use any of the IQOS Trademarks on such products, or to promote/advertise such products, unless you have obtained written permission from PMPSA to do so as part of a license agreement. You may however use the IQOS word mark (not the IQOS Logo) in a **referential phrase** on packaging or promotional/advertising materials to describe that the third party product is for use with the IQOS product or technology, provided you comply with the following requirements:

- a. The IQOS word mark (or any confusingly similar mark) does not form part of the product name.
- b. The IQOS word mark is used in a referential phrase such as “*for use with*” or “*for*” IQOS.
- c. The IQOS word mark appears less prominently than the product name.
- d. The product can in fact be used with PMPSA’s IQOS product and does not affect the performance of the IQOS products.

- e. The reference to IQOS does not create a sense of endorsement, sponsorship, or false association with PMPSA or PMPSA's products or services.
- f. The use does not show PMPSA or its products in a false or derogatory light.

If you are a third party producer or seller of IQOS compatible electronic accessories such as replacement USB charging cables or power adaptors, you must make your customers aware of the fact that the Warranty for genuine IQOS branded products and electronic accessories does not apply to any non-IQOS branded products and that using such unauthorized electronic accessories may void the Warranty for genuine IQOS branded products.

3. Websites and Applications, including Online Marketplaces and Social Media

. You may only use the IQOS word mark where it is necessary to do so in a **referential phrase**, for example, in the item for sale's title or product description. You are also required to include the following statement as part of your offer of sale in a prominent location and which is clearly visible so that users will be able to read the statement:

"IQOS is a trademark belonging to Philip Morris Products S.A. The retailer or advertiser is not in any way affiliated with, representative for or agents of Philip Morris Products S.A. Any products or accessories sold or advertised which are not original IQOS™ products or accessories are in no way endorsed, reviewed or supported by Philip Morris Products S.A. and all and any liability for such products remains with the retailer, distributor and/or manufacturer of such products."

Websites, social media accounts and blogs that serve only as noncommercial informational forums concerning an IQOS product or technology may use the IQOS word mark, or other word marks, provided such use complies with the guidelines set forth in Section 4 below.

4. Independent Publications, Seminars and Conferences (including online)

You may use the IQOS word mark in connection with book titles, print or electronic media articles, blogs, social media fan pages, magazines, periodicals, seminars, or conferences provided you comply with the following requirements:

a. The use is **referential** and not more prominently than the rest of the title. An example of acceptable use in this sense would be: *"PMPSA TO LAUNCH IQOS IN JAPAN"*.

c. For independent authors and seminar or conference providers, your name and logo must appear more prominently than the IQOS word mark on all printed materials related to the publication, seminar or conference.

d. The IQOS Logo or any other PMPSA-owned graphic symbol, logo, icon or image does not appear on or in the publication or on any materials related to the publication, seminar, or conference without express written permission from PMPSA.

e. A disclaimer of sponsorship, affiliation, or endorsement by PMPSA, similar to the following, is included on the publication and on all related printed materials:

"(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by Philip Morris Products S.A."

f. A trademark attribution notice is included in the credit section giving notice of PMPSA's ownership of its trademark(s). Please refer to the section below titled "Proper Trademark Notice and Attribution."

Unauthorized Use of IQOS Trademarks

1. Company, Product, or Service Name

You may not use or register, in whole or in part, IQOS or any other PMPSA-owned trademark including graphic symbols, logos, icons, or a variation thereof, as or as part of a company name, trade name or product name. This includes any name, logo or icon that is visually, phonetically or conceptually similar to any PMPSA-owned trademark.

2. IQOS Logo Marks and other PMPSA-owned Graphic Symbols

You may not use the IQOS Logo, Hummingbird Logo or any other PMPSA-owned graphic symbol, logo, or icon in the course of trade on or in connection with any website, products, packaging, manuals, promotional/advertising materials, or for any other purpose except pursuant to an express written trademark license from PMPSA, such as a reseller agreement

3. Variations, Takeoffs or Abbreviations

You may not use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of an IQOS Trademarks or any other PMPSA owned-trademark for any purpose. Examples of such would include:

IQOSCLUB MYIQOS iKOS アイコス IQOS CIG IQOS HS IQOS-CIGARETTES

4. Defamation or disparaging Manner

You may not use the IQOS Trademarks or any other PMPSA-owned trademark, graphic symbol, logo, or icon in a defamatory or commercially disparaging manner.

5. Endorsement or Sponsorship

You may not use the IQOS Trademarks or any other PMPSA-owned trademark, including graphic symbols/logos, or icons, in a manner that would imply PMPSA's affiliation with or endorsement, sponsorship, or support of a third party product or service.

6. Merchandise Items

You may not manufacture, sell or give-away merchandise items, such as T-shirts, caps, mugs, ashtrays, memory sticks and stationery bearing the IQOS Trademarks or any other PMPSA-owned trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from PMPSA. Such merchandise may in any event be prohibited by local tobacco laws.

7. IQOS Trade Dress and Creative Content

You may not copy, reproduce or imitate the distinctive IQOS packaging, website design, logos, or typefaces. For example, copying any text or graphic content from PMPSA's IQOS websites and pasting the content on another website is strictly prohibited. This rule also applies to all other PMPSA-owned Trademarks and other intellectual property.

8. Slogans and Taglines:

You may not use or imitate an IQOS slogan or tagline.

For example: *"This Changes Everything."*

9. Domain Names

You may not register or use an identical or virtually identical IQOS Trademark as a Top-level Domain Name (TLD), Country Code Top-level Domain Name, Generic Top-level Domain Name (gTLD / New

gTLD) or Second-level Domain Name (SLD) in the course of trade or in any manner which misleadingly implies a connection with PMPSA.

Not acceptable: "iqosheet.com" "heets.shop" "iqos-club.co.za" "iqos.london"

"iqos-shop.net"

Rules for Proper Use of IQOS Trademarks

1. Always spell and capitalize the IQOS Trademarks exactly as they are shown in Schedule 1.
2. Do not shorten or abbreviate IQOS product names, Trademarks or other associated PMPSA-owned trademarks such as MARLBORO and PARLIAMENT.
3. Do not make up names that contain IQOS Trademarks.

Proper Trademark Notice and Attribution

1. Do not use any trademark symbol (e.g. TM or [®]) alongside the IQOS Trademarks. Such use is reserved for PMPSA only as the trademark owner.
2. Include an attribution of PMPSA's ownership of its trademarks within the credit notice section of your product or service listing, product or service documentation, or other product or service communication. Use one of the following international credit notices:

_____ is a trademark of Philip Morris Products S.A., registered in Switzerland and other countries.

_____ is a trademark of Philip Morris Products S.A.

Depictions of IQOS Products

1. Endorsement or Sponsorship

PMPSA does not support the use of its logos, registered and unregistered designs, company names, product names, or images of IQOS products by other parties in marketing, promotional or advertising materials as their use may create the perception that PMPSA endorses or sponsors the product, service or promotion.

2. Accessories for use with IQOS

If you are producing or selling accessories that can be used with IQOS products without affecting the performance of the IQOS product or infringing the IQOS Trademarks, you may show an image of an IQOS product in your promotional/advertising materials to depict that your product can be used with the IQOS product or technology, provided you comply with the following requirements:

- a. The image is an independently taken photograph of the genuine IQOS product and not an artist's rendering (Note: You must obtain express written permission from PMPSA before using any photograph or image owned or licensed by PMPSA);
- b. The IQOS product is shown only in the best light, in a manner or context that reflects accurately on the IQOS products and on PMPSA.
- c. The reference to IQOS does not create a sense of endorsement or sponsorship by, or other false association with, PMPSA or IQOS products.

For further information with respect to PMPSA's trademarks and copyright, please submit your request in writing to TrademarkGroupLondon.PMUK@pmi.com.