

Trademark Use & Licensing Guide

- Policy
- Procedure**
- Operational Control

OWNER:	CEO, Equitable Origin Inc.
SUBJECT:	Trademark Use & Licensing
DATE:	November 2019
EDITION:	Final_ <i>Working</i> Final ¹ _Draft__
USAGE:	Public_X_Internal__
REVISION:	2

¹ Pending final Board approval following operational updates.

FOREWORD

Equitable Origin Inc. partners with business, communities and government to ensure that energy development is conducted to the highest social and environmental standards. We seek to support transparent, sustainable and equitable natural resource development that benefits all stakeholders.

Equitable Origin has developed trademarks and other copyright material that are its intellectual property. Equitable Origin's trademarks are the primary tool to communicate the achievements of operators that have met the standards set by Equitable Origin and their commitment to responsible energy development. It is essential that Equitable Origin's trademarks are used correctly, that their use does not mislead customers or the public about certification claims, and that they are not associated with quality aspects beyond those covered by Equitable Origin certification.

Equitable Origin has adopted this policy and the rules articulated here to protect the integrity of its intellectual property and authorize its legitimate use.

1. PURPOSE AND SCOPE

1.1 This policy applies to all operators of energy development, generation, or production sites that have achieved certification to the EO100™ Standard; and Approved Assessors who are approved to audit to the EO100™ Standard. It describes licensed use by those parties of Equitable Origin trademarks as well as restrictions on fair use of Equitable Origin trademarks.

2. REFERENCES

- EO100™ Standard for Responsible Energy Development
- EO100™ Standard Technical Addenda
- EOP-102 EO100™ Scope and Eligibility

3. TERMS AND DEFINITIONS

Certified Site: Oil and/or gas exploration, production (early production or commercial production), or closure site that has achieved and maintained certification to the EO100™ Standard based on an audit conducted by an EO-approved Assessor. Certified sites may consist of one Unit of Certifiable Development or a reasonable aggregation of UCDs as defined in EOP-102 Scope and Eligibility.

Certified Site Operator: An oil and/or gas company that operates one or more Certified Sites.

4. PROCEDURE

4.1 License

4.1.1 Only organizations that have a signed, formal written agreement with Equitable Origin may use Equitable Origin Trademarks.

4.1.2 License to use trademarks as described in Section 4.2 of this procedure is granted in the Certification Notification Letter.

4.1.3 The mechanisms by which each category of licensee may obtain written permission to use Equitable Origin's trademarks are detailed in each of the following sections. Violation of the terms of the governing agreement or this procedure may result in revocation of the license to use Equitable Origin trademarks. Equitable Origin reserves the right to take legal action against any party that reproduces or copies Equitable Origin trademarks without prior authorization.

4.2 Certified Site Operators

4.2.1 License to use trademarks as described in Section 4.1 of this procedure is granted upon certification of the Certified Site.

4.2.2 Use of text trademarks:

4.2.2.1 Certified Site Operators may use text trademarks (non-graphic) only in a fair use setting provided notice is given.

- For example, operators may wish to include a narrative about their path to certification in a press release, annual report or CSR publication. In that case, it would be acceptable to use EO's text marks within the body of the text if notice is given.

4.2.2.2 Narrative claims in corporate or promotional literature must provide accurate and comprehensive details that convey the scope and scale of their achievement. Close equivalents to the following must be used:

- *"Five of our production sites have achieved certification to the EO100™ Standard."*
- *"25% of our production sites are certified to the EO100™ Standard."*
- *"All of our operations in Grand North oil field are certified to the EO100™ Standard."*
- *"3 of our 4 well pads in Grand North oil field are certified to the EO100™ Standard."*
- *"50,000 BPD of our production is certified to the EO100™ Standard."*
- *"Production at Company ABC sites certified to the EO100™ Standard accounts for 25% of our Brazilian output."*

4.2.2.3 Certified Site Operators may not imply through use of Equitable Origin's trademarks or name that any operation, site, division, or function in the corporate group is Equitable Origin certified or is endorsed by Equitable Origin in any way other than for the specific Certified Site(s) that have achieved certification to the EO100™ Standard.

4.2.2.4 Where 100% of the Operator's sites are included in the scope of the Certification, the Operator may claim to be a Certified Operator, in which case, the following narrative claims may be used:

- *"All of our operations are certified to the EO100™ Standard."*
- *"Company X is certified to the EO100™ Standard."*
- *"We are certified to the EO100™ Standard."*

4.2.3 Use of graphic trademarks.

4.2.3.1 Certified Site Operators are licensed to use the following trademark:



- On-site (Certified Site(s) covered by the certification) in the form of flags, banners or similar.
- In corporate or promotional literature as long as it is accompanied by text describing the scope and scale of the certification such as that described in 4.2.2.

4.3 Buyers of Certified Production

4.3.1 Use of text trademarks:

4.3.1.1 Buyers of certified production may use text trademarks (non-graphic) only in a fair use setting provided notice is given.

For example, buyers may wish to include a narrative about how the EO100™ Standard fits into their business' CSR or procurement strategy in a press release, annual report or similar publication. In that case, it would be acceptable to use EO's text marks within the body of the text if notice is given. Acceptable claims may include such statements as:

- *"We support responsible energy production through our procurement policy that references the EO100™ Standard."*
- *"We purchase energy produced by companies/sites certified to the EO100™ Standard."*
- *"We require/encourage our energy suppliers to adopt/certify to the EO100™ Standard."*

4.3.1.2 Buyers of certified production may not imply through use of Equitable Origin's trademarks or name that its company or operations are Equitable Origin certified or endorsed by Equitable Origin in any way.

4.4 Investors

4.4.1 Use of text trademarks:

4.4.1.1 Investors may use text trademarks (non-graphic) only in a fair use setting provided notice is given.

For example, investors may wish to include a narrative about how the EO100™ Standard fits into their ESG (environmental, social, governance) investment strategy in a press release, annual report or similar publication. In that case, it would be acceptable to use EO's text marks within the body of the text if notice is given. Acceptable claims may include such statements as:

- *"We support responsible energy production through our investment policy that references the EO100™ Standard."*
- *"We invest in responsible energy producers that are/have sites certified to the EO100™ Standard."*
- *"We encourage energy producers that we invest in to adopt the EO100™ Standard."*

4.4 Approved Assessors

4.4.1 Approved Assessors who wish to promote services related to the EO100™ Standard may request written permission from Equitable Origin to use its main brand identity trademarks on their website and in promotional materials for those services. Acceptable language includes close variants of the following:



- *"We are an Equitable Origin-Approved Assessor authorized to conduct audits to the EO100™ Standard."*
- *"We are approved by Equitable Origin to support implementation of the the EO100™ Standard."*

4.4.2 Approved Assessors may not use the certification logos described in Sections 4.2 above or imply that their company, products, or services are certified or endorsed by Equitable Origin beyond the limits defined by their respective qualification.

4.5 Trademark Specifications – All Licensees

4.5.1 When used online, where possible, the trademark (text mark or logo) shall have a hyperlink to the Equitable Origin website embedded in the mark.

- 4.5.2 When used in print, the trademark shall, at its first instance in the document, be accompanied by the URL of the Equitable Origin website, either in close proximity to the trademark or in a footnote on the same page in which the trademark appears.
- 4.5.3 When used in print, reference to the EO100™ Standard shall, at its first instance in the document, be referred to in full: the EO100™ Standard for Responsible Energy Development”. Thereafter, it may be referred to as the the EO100™ Standard with the trademark designation.
- 4.5.4 Licensees must not alter the proportional dimensions or colors of Equitable Origin’s graphics or logos.