

Guidelines for the use of Echosens trademarks

Our trademarks, especially the FibroScan® trademark, are valuable assets for Echosens. By complying with these guidelines, you help us protect our intellectual property rights and strengthen our brand image and identity, in order to make our products for non-invasive diagnosis of liver diseases known for the greater benefit of patients and healthcare professionals.

According to intellectual property law, a trademark is a sign used to distinguish our products or services from those of our competitors.

Scope. These trademark guidelines apply to any person (including clients, distributors, suppliers, healthcare professionals or others) wishing to use trademarks owned by Echosens in any communication to the public, in whatever format, including, for example, in any promotional, advertising or educational content, in all countries.

You hereby agree to **follow these guidelines** in any use of Echosens' trademarks or logos.

Any use that is inconsistent with these guidelines may be considered as a trademark infringement or as unfair competition under applicable laws.

You hereby undertake to promptly **inform** Echosens of use by third parties that is unauthorised, wrongful or non-compliant with these guidelines that you may become aware of. Thanks to your cooperation, Echosens will then decide on the appropriate measures to address any infringement of its intellectual property rights.

Any reference to Echosens' trademarks shall not, in any case, unless expressly authorised, suggest any endorsement, collaboration, affiliation, support, sponsorship or any other association with Echosens and your products or services.

Ownership. You hereby acknowledge that Echosens is the sole owner of its trademarks and logos, and you undertake not to interfere or infringe in any way whatsoever on Echosens' intellectual property rights relating to such trademarks and logos.

Brand Guidelines. Echosens provides you with its own graphic design elements (Brand Guidelines), which are intended to be applied and followed in addition to the present trademark guidelines.

Trademarks and logos owned by Echosens (non-exclusive list)

Trademark	Logo
Echosens	 The logo section for Echosens contains four distinct visual elements: the word "echosens" in a lowercase, orange, sans-serif font; a square orange icon with a white lowercase "e" inside; a stylized orange lowercase "e" with a gap; and a blue circular icon with a white lowercase "e" inside, followed by the word "echosens" in a blue, lowercase, sans-serif font.
FibroScan	 The logo section for FibroScan contains two distinct visual elements: the word "FibroScan" in a bold, sans-serif font where "Fibro" is black and "Scan" is orange, with a registered trademark symbol (®) to the upper right; and the word "FibroScan" in a blue, bold, sans-serif font with a registered trademark symbol (®) to the upper right.

For all Echosens owned trademarks, especially the FibroScan[®] trademark, you undertake to do the following:

 DO	 DON'T
<p>Refer to and designate the equipment sold by Echosens under the FibroScan[®] trademark:</p> <ul style="list-style-type: none"> - To differentiate it from competing equipment; - As a medical device or equipment, not as the name of the associated medical examination. 	<p>Use the term “FibroScan” to designate any equipment that is not genuine Echosens equipment: only Echosens customers who own or operate a FibroScan[®] medical device are allowed to identify it using this trademark.</p> <p>Use the term “FibroScan” as the name of the examination performed using the FibroScan[®] equipment or otherwise imply that the term describes a medical examination rather than the medical device itself. The examination is not a “FibroScan.”</p> <p>Use the term “FibroScan” as a common name or a verb or in the plural or possessive form.</p>
<p>Examples of correct use:</p> <p>“Perform a medical examination using FibroScan equipment.”</p> <p>“The FibroScan device measures the elasticity of the liver using pulse elastography.”</p> <p>“He has already undergone several medical examinations with the FibroScan device.”</p> <p>“The measurement of liver elasticity with the FibroScan device is an elastography test that can also be called elastometry.”</p>	<p>Examples of incorrect use:</p> <p>“Perform a FibroScan.”</p> <p>“He had a FibroScan.”</p> <p>“She was fibroscanned.”</p> <p>“The hospital is equipped with several Fibroscans”.</p>

 DO	 DON'T
<p>Respect the typography, the case ("F" and "S" in capital letters), colours, and design of the Echosens and FibroScan trademarks, without any alteration, modification, truncation or distortion, whatever the medium, in accordance with the Brand Guidelines.</p> <p>Indicate that Echosens' trademarks are registered trademarks, by using the "registered ®" symbol wherever possible and at least once in each document, regardless of the medium.</p> <p>It is acceptable not to display the ® symbol after "FibroScan" in the following cases:</p> <ul style="list-style-type: none"> - The document is confidential; it may be communicated to regulatory authorities (e.g. clinical protocol, technical file); - "FibroScan®" is already mentioned in the document. 	<p>Alter, distort, modify or misappropriate Echosens' trademarks, in particular by combining them with other terms, by spelling them incorrectly, by incorporating them into other slogans, by swapping or compressing them, by using them in the form of an abbreviation, or by using them in a way that suggests they are the marks of any entity other than Echosens. Similarly, use of a variation, phonetic equivalent or translation into foreign language of an Echosens trademark for any purpose whatsoever is prohibited.</p>
<p><i>Example:</i></p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p>The FibroScan® medical device allows for measurement of the elasticity of the liver using pulse elastography.</p> </div>	<p><i>Examples:</i></p> <p>« fibros », « fIBROsCAN », « FibroScanne », « Echossens »</p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p>The FibroScan medical device allows for measurement of the elasticity of the liver using pulse elastography.</p> </div> <p><i>In the absence of a written trademark legal notice, the « ® » sign must appear.</i></p>

 DO	 DON'T
<p>Use Echosens' trademarks and logos, in accordance with these guidelines and in compliance with the Brand Guidelines.</p>	<p>Use Echosens trademarks, in whole or in part, without authorisation, whether your activity is for profit or not:</p> <ul style="list-style-type: none">- In your social media profiles, usernames or webpages, or in your email addresses- In your business name, or in identifying your products or services or any other assets of your business- In your domain names.
	<p>File an application for registration of any term, slogan, or logo identical or similar to any Echosens trademark or logo, or that incorporates them in whole or in part in any way that is likely to create confusion for the public.</p>
	<p>Use Echosens' trademarks in any way that falsely suggests an affiliation with or sponsorship by Echosens of your business or your products or services, or that denigrates Echosens, its products or services or in any way that constitutes false or misleading advertising or statements.</p>
<p><i>Example:</i></p> <div data-bbox="252 1288 754 1713" style="border: 1px solid black; padding: 10px; text-align: center;"><p>The FibroScan medical device allows for measurement of the elasticity of the liver using pulse elastography.</p><p>FibroScan® is a registered trademark owned by Echosens SA.</p></div>	<p><i>Example:</i></p> <div data-bbox="837 1288 1340 1729" style="border: 1px solid black; padding: 10px; text-align: center;"><p>The FibroScan medical device allows for measurement of the elasticity of the liver using pulse elastography.</p><p>FibroScan® is a registered trademark owned by Echosens SA.</p></div> <p><i>This example does not comply with Echosens' graphic Brand Guidelines.</i></p>

 DO	 DON'T
<p>Include a statement of Echosens' ownership of the trademarks and logos in the credits of your communication when they are validly used.</p> <p><i>Examples:</i></p> <p><i>"FibroScan® is a registered trademark owned by Echosens SA."</i></p> <p><i>"© 2023 Echosens - Echosens™ and FibroScan® are trademarks owned by Echosens SA."</i></p> <p><i>All rights of reproduction and representation reserved. None of this information may be reproduced, modified, transmitted, redistributed, translated, sold, exploited or reused without the prior written consent of Echosens SA."</i></p> <p><i>"© 2023 Echosens - Echosens™ and FibroScan® are trademarks owned by Echosens SA. All rights reserved."</i></p>	<p>Cite Echosens products in publicly available documents without specifying the rights to its trademarks.</p>

Warranties

Echosens does not give any warranty, whether express or implied, including a warranty that it does not infringe the intellectual property rights of third parties.

Notwithstanding the limited rights of use expressly granted by the present guidelines, no other right of any kind is granted herein, implicitly or otherwise.

Echosens shall not be liable for any claims relating to your activities in connection herewith, and you expressly agree to indemnify, defend and hold Echosens harmless for any such claims.

Echosens reserves the right in its sole discretion to modify these guidelines at any time and expressly reserves the right to challenge any misuse of its intellectual property assets before any court of competent jurisdiction.

For further information with respect to Echosens' trademarks and logos, please submit your request in writing to the following address: trademarks@echosens.com.