

TASER INTERNATIONAL, INC. TRADEMARK POLICY AND USE GUIDELINES

TASER International, Inc. and its shareholders place great value on the trademarks used with TASER products and services. Each trademark identifies the product or service as originating from TASER International, Inc. The following guidelines must be followed to avoid improper use in the United States and other countries where TASER trademarks are registered.

How to Use Our Trademarks

According to the United States Patent and Trademark Office (USPTO), trademarks must remain in use if one is intent upon keeping them. As such there are three (3) places the USPTO looks to see if trademarks are in use and they are:

- 1. On the Product;**
- 2. On the Box;**
- 3. On an Insert to the Box.**

Trademarking and the fashion in which it is done is an ongoing process in real life and at TASER. The way we have done things has evolved over time. Know that we are always striving to simplify matters - for ourselves, for marketing, and for manufacturing.

As such, we will strive first to require necessary changes for proper notice be made to inserts, and then to boxes, and last to the products themselves. In return, we ask your cooperation when ordering parts for new products, designing boxes, and creating inserts – not only to ask us any questions you may have, but also to let us know where you are placing new marks or making changes to the placement of older marks. Every time you do something new or change something existing in regards to placing trademarks on products, boxes, or inserts, manuals, etc., you must send a clear picture of the item to trademark@taser.com.


House Marks

TASER currently has four (4) house marks to date.


Black's Law Dictionary defines a house trademark as "a trademark that identifies a company, a division of a company, or a company's product line as the source of a product or service. A house mark and a product mark often appear together on a label — also termed house mark."

Our House Marks are:


- 1. TASER;**
- 2. Axon;**

3. Bolt within Circle Logo – ; and
4. Axon & Delta Logo –  AXON.

House Marks should be used as frequently as possible and on as many items as possible, without combining any two of them together. For instance, combining “TASER” with the **Bolt within Circle Logo** is not a good use of either mark. It would be considered a “combined mark” at the US Patent & Trademark Office and not good enough to constitute “notice” of either trademark. If such a combined mark is to be used, then each of the standalone marks must also be continually used on as many products, boxes, and inserts as is possible.

Accordingly, do not use the Delta Logo by itself, unless it is in close proximity to the **Axon & Delta Logo** –  AXON. The Delta Logo by itself is not yet one of our registered trademarks.

Trademark Designations

Please do not use our trademarks, such as the **Bolt within Circle Logo** –  trademark, with a ™ or an ® next to it. We are no longer cluttering up our website, our marketing materials, or our manuals, etc. with any ™s or ®s. Reference is being made to our marks, instead, with a full Trademark Notice at the bottom (or last page) of each document, box, and on the website under “Legal.” On web documents, where portions of a document may be accessed out of sequence, reference must be made to www.TASER.com/legal at the bottom of each page.

Going forward, the only place anyone should see an ® or a ™ is on the Legal page of the TASER website. This list on our website refers to the status of our US trademarks and will be updated periodically.

Trademark Notices

An example of the trademark notice that is on a box or at the bottom of a document is as follows: (For any mark used within the document or on an insert in the box):

ABC, DEF and GHI are trademarks of TASER International, Inc., some of which are registered in the US and in other countries. For more information, visit www.TASER.com/legal.

If you want to include a copyright notice and year, do so after the last sentence in the trademark notice, as follows:


ABC, DEF and GHI are trademarks of TASER International, Inc., some of which are registered in the US and in other countries. For more information, visit www.TASER.com/legal. All rights reserved. © 2016 TASER International, Inc..

As well, if you have used any other company’s trademarks in your document, such as Android or iPhone, please correctly attribute these in a similar notice directly above

TASER's trademark notice. Do note that many common terms, such as Wi-Fi, are actually someone's trademark. If you have questions about how to do this properly, please contact trademark@taser.com.

Capitalization and Font Style

Company policy, not trademark law, requires that the letters in the mark "TASER" must always be written in block capital letters. The words "Taser" and "taser" are both incorrect.

Also in alignment with company policy, "Axon" is written in Initial Capitals, and is no longer "AXON" unless it accompanies the Delta Logo -  **AXON**.

Do not display our marks in any unusual typeface or in any other manner than plain text or those fonts requested by the Marketing Department, as that might blur the marks' distinctiveness.

When creating a new document or box, refer to the list on the website, or preferably, contact trademark@taser.com in order to create the trademark notice properly.

Distributors should pay special attention to the following two paragraphs in particular:

- 1. Do not use a TASER trademark as part of any other trademark, company name, website URL, or metadata**
 - a. Your use of a TASER trademark must not falsely imply that there is any kind of a relationship between your company and TASER International, Inc.
 - b. You may not incorporate a TASER trademark into your own trademarks, service marks, company names, trade names, website URL, or webpage metadata, unless permitted by a distributor agreement with TASER International, Inc.
 - c. Never combine a TASER trademark with any other description or identification. For example, "TASER-like" is improper.

- 2. Use each TASER trademark to accurately identify the source**
 - a. Each TASER trademark can only be used to indicate technology, specifications, products and services originating from TASER International, Inc. The trademark "TASER" cannot be used for any other purpose. Do not use a TASER trademark to identify or describe products, services, or technology unrelated to TASER International, Inc. Specifically:
 - a. "TASER" or "Axon" must not be used when referring to your product or service.

- b. "TASER" or "Axon" must not be used in a description of your product or service.
- c. Your use of a TASER trademark must not imply your product or service is sponsored, authorized, or endorsed by TASER International, Inc.
- d. Your use of a TASER trademark must not falsely suggest to the public that TASER International, Inc. is the origin of any of the goods and services you show or describe in your advertising.



Using Trademarks Properly in Text



Each TASER trademark indicates products and services exclusively marketed by TASER International, Inc.

- a. Always use a TASER trademark as an adjective, not a noun or verb. Phrases such as "TASER conducted electrical weapon," "TASER technology," or "TASER weapon" are correct, while "TASER" alone is not. Instead of "The officer shot a taser," use "The officer deployed a TASER CEW." Instead of "cartridges for a TASER," use "cartridges for a TASER X26 CEW."
- b. Never render a TASER trademark possessive by use of an apostrophe. Instead of "the TASER's battery pack," use "the TASER CEW's battery pack."
- c. Do not misuse the name of the product. Instead of "AAcme Distribution offers the TASER," use "AAcme Distribution offers the TASER X26 conducted electrical weapon."

Restrictions on Trademark Use Outside the U.S.

Because TASER does not have exclusive global rights to some of its chosen trademarks, when using TASER International's trademarks outside the U.S., you must honor the following restrictions:

The word "Axon" can never be used by itself. Instead, you must use  AXON. This logo must be used at all times when you desire to use the trademark, including in a text description of the product. By using the  AXON mark, we make clear we are talking about our product and not infringing on another's Axon mark.

- a. " AXON recorder" would be correct use outside the U.S.
- b. "Axon recorder" would *not* be correct use outside the U.S.
- c. " AXON Flex" would be correct use outside the U.S.
- d. "Axon Flex" would *not* be correct use outside the U.S.

- e. If you wish to describe an Axon product in a text description, you may also use “on-officer recording system from TASER International” instead of using the “Axon” word mark by itself.

Further Information

Only TASER International’s Trademark Department may grant authorization for trademark uses. If you wish to use our trademarks in any fashion not described in this document, please contact trademark@taser.com.

Please contact trademark@taser.com with any questions about these guidelines.