

# **NovaStar Partner Brand Guidelines**

## **Handbook**

**July 2023**

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## I. Preface

Thank you to all our valued partners for your continued trust and support of Xi'an NovaStar Tech Co., Ltd. (hereinafter referred to as 'our company') and our company's brand! In order to facilitate our partners in using our company's brand, and to promote a mutually beneficial and cooperative relationship, based on the principles of handbook benefit and shared development, we have specially formulated this handbook with the hope of mutual compliance.

In this handbook, the term 'partners' refers to overseas distributors who have signed distribution agreements with our company or have a cooperative relationship with our company.

The term 'brand' in this handbook, refers to all brand-related rights and interests of our company, including our company's trademarks, logos, names, emblems, and identifiers."

## II. Trademark and Logo Usage Guidelines

We sincerely appreciate the use of our company's trademark and logo by our extensive network of partners in your daily sales, marketing, and promotional activities. These efforts have significantly contributed to the successful promotion of our company, brand, and products, and for this, we are deeply grateful. However, we have observed that some of our partners have not been following proper usage guidelines, leading to misconceptions among third parties, such as assuming our partners are our subsidiaries or that certain events are organized by our company.

In order to avoid any inappropriate usage that may potentially harm both our partners and our company's reputation, we kindly request that you adhere to the following guidelines when using our company's trademark and logo:

## 1. Usage Scope:

Our partners are permitted to use our company's brand and logo in the scenarios listed in the following Usage Examples (Section 2). If our partners have specific requirements and need to use our company's brand and logo in scenarios not mentioned in this section, they should contact our company through the following means, provide details of their intended use, and obtain our company's approval before usage.

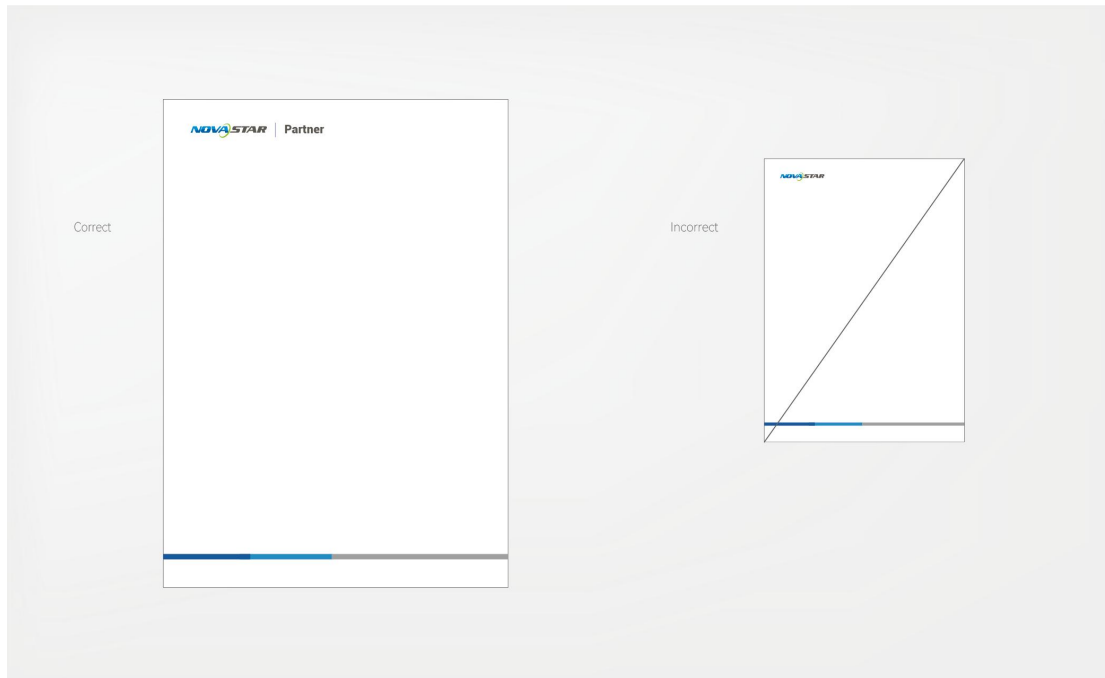
### Contact Information:

- **Contact Person: Patty Zhang**
- **Contact Email: [marketing@novastar.tech](mailto:marketing@novastar.tech)**
- **Usage Examples:**

Our valued partners should follow the specified guidelines below for the proper usage of our company's trademark and logo in different scenarios.

### 2.1. Usage Example for Exhibition and Marketing Conference Invitation Letters (Notification Letters, etc.)

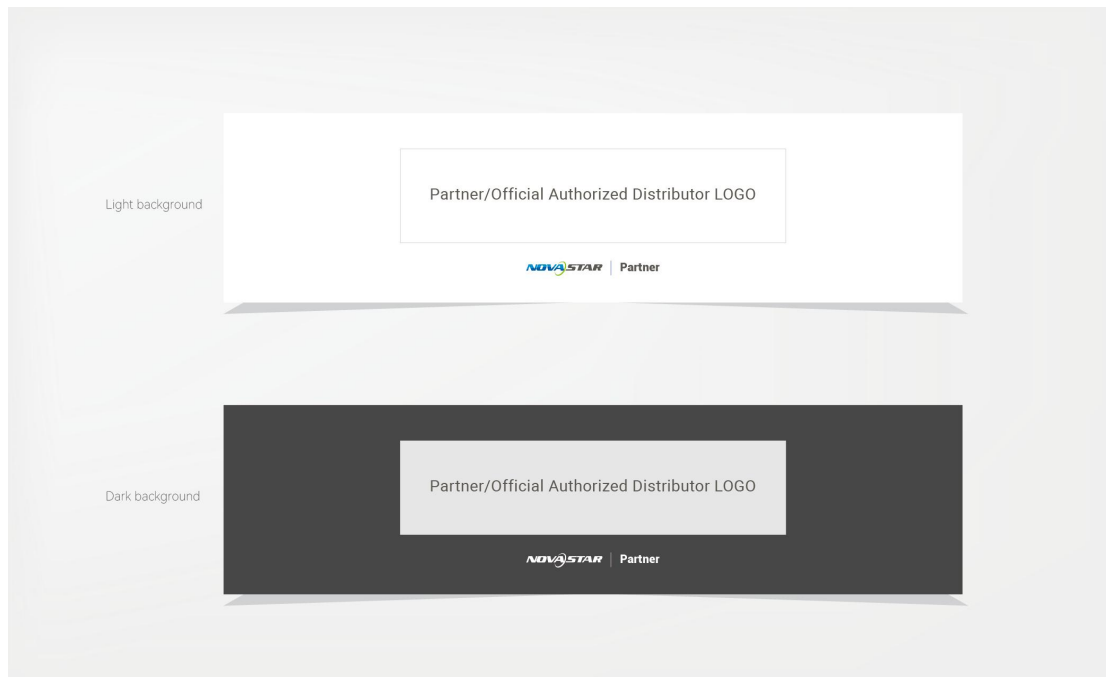
When our partners organize marketing events, such as exhibitions, that involve our company and our products, they are permitted to use our company's trademark and logo in the invitation letters (notification letters, etc.). This usage serves to indicate our company's participation in the event or the presence of our company's products at the exhibition. Please refer to the following example for specific usage guidelines:

**[Precautions]:**

1. The header of the invitation letter should primarily highlight the partner's brand to avoid any misunderstanding by third parties that the exhibition is organized by our company or an affiliated company, or that the invitation is extended on our company's behalf.
2. For events hosted by our partners, including conferences with investment or sales purposes, please refrain from inviting customers in the name of our company. However, you may clarify in the invitation letter that the event is related to products from Novastar or that Novastar will be participating in the promotional event, exhibition, etc.

## 2.2 Example of Using Our Company's Trademark and Logo on Exhibition Displays at Marketing Events

When our partners exhibit our company's products at third-party marketing events such as exhibitions, they are allowed to use our company's trademark and logo on exhibition displays to indicate that the products showcased at the booth are from our company. Please follow the specific usage guidelines provided in the following example:



### [Precautions]:

When creating exhibition displays, prioritize the partner's brand, and alongside our company's trademark and logo, add the text "[Partner/Distributor]" in equal size and visibility to ensure that third parties can easily identify the partner's affiliation. This will help avoid any misunderstanding that the booth is built by our company or an affiliated company.

### 2.3 Examples of brochure usage

When our partners create brochures, they are permitted to use our company's trademark and logo within the brochure to indicate their partnership with our company for enhanced promotional purposes. Please follow the specific usage guidelines provided in the following example:

The Leading LED Display  
Service Provider  
2020



[Precautions]:

(1) Please focus the brochure on our partner brands to avoid any misunderstanding by third parties that this brochure is promoting our company or our affiliated companies as the main subject.

(2) When our partners introduce our company and our products in the brochure, please ensure that the information provided is accurate and objective. If there are any uncertainties regarding the relevant information, feel free to contact our company for confirmation.

## 2.4 Examples of Social Media Community Usage

Our partners use our company's name, trademark, and logo in the avatars, names, and profiles of their registered social media and group chat accounts for promotional and marketing purposes. These social media accounts have effectively promoted our company and our products, for which we are deeply grateful. However, due to some partners' non-compliant usage, there have been instances where third parties mistakenly assumed that the social media accounts created by our partners belonged to our company or its affiliated companies. This has caused unnecessary complications for both our partners and our company.

To prevent the recurrence of such situations, we kindly request all our valued partners to refer to the following examples when using our company's name, trademark, and logo in their social media and community accounts:

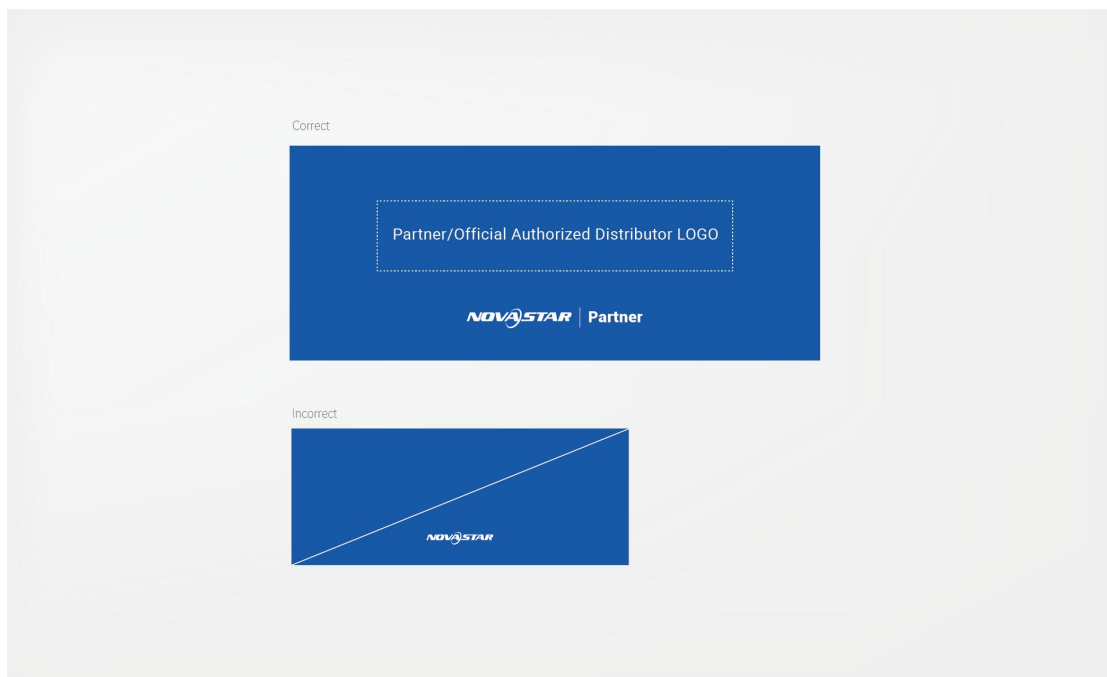
### ① Usage examples of social media username (account name/nickname) and group chat name:

<b>Correct example of username containing "NovaStar":</b>	<b>√Nova Distributor (Mexico)</b>
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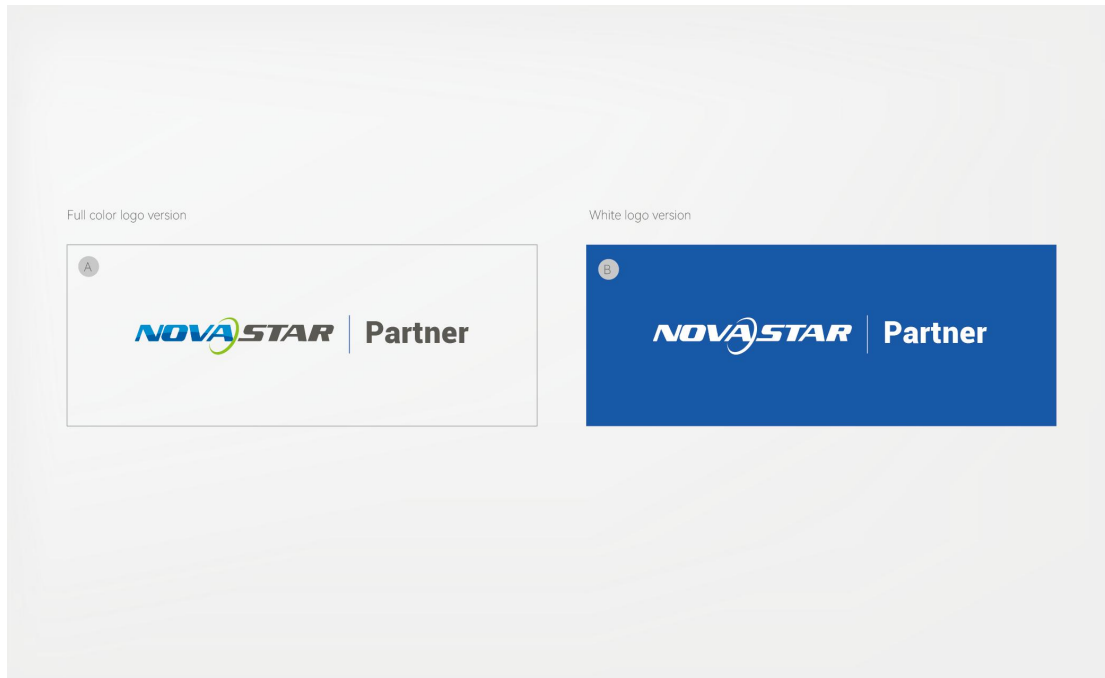
	✓Nova Mexico Distributor
Incorrect example of username containing "NovaStar":	✗Nova Mexico ✗Nova Mexico Branch

②Home page usage example



③Avatar usage example:

Partners can directly use our company's partner-specific logo, as shown in the figure below:

**【Precautions】 :**

(1) When partners use our company's name, brand, or logo, they should include the designation "[Partner/Distributor]" in easily recognizable locations on their homepage images, social media account names, community names, and similar places. This is to prevent third parties from mistakenly identifying or confusing the community or social media entity with our company.

(2) All partners are requested to use our company's partner-specific logo in social media, and do not directly use our company's brand and logo.

## 2.5 Specifications for the use of surrounding materials

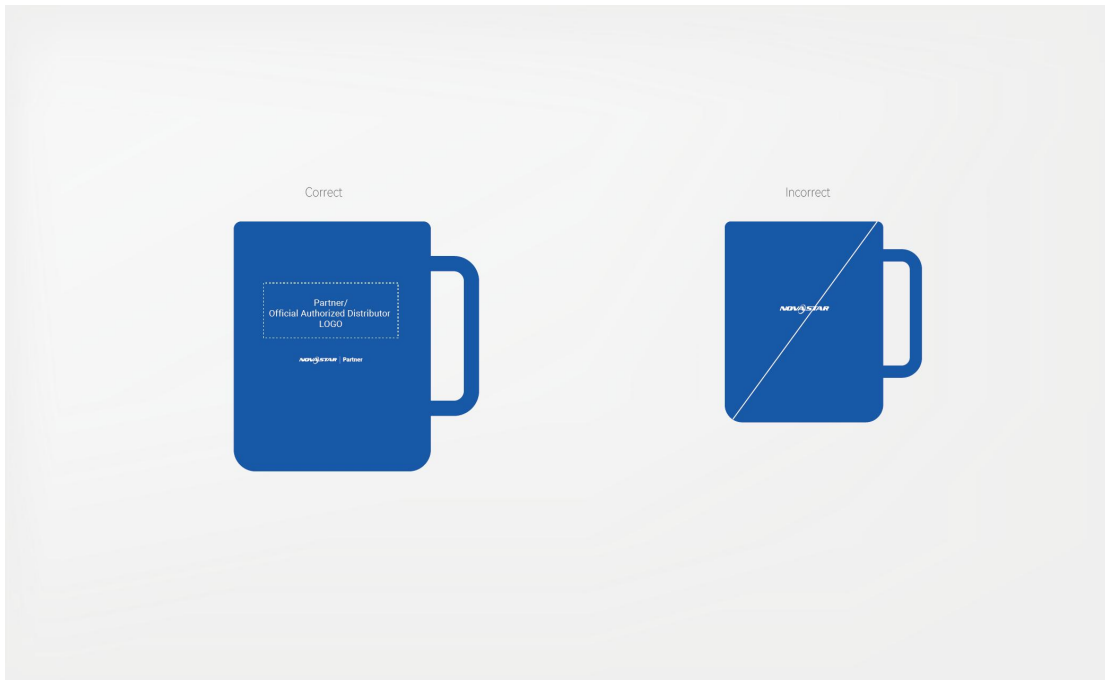
When partners produce peripheral materials printed with our company's trademarks and logos for publicity and promotion purposes, they must follow the following usage regulations:

[Types of peripheral products that can be used]: shirts, stationery, mugs. . .

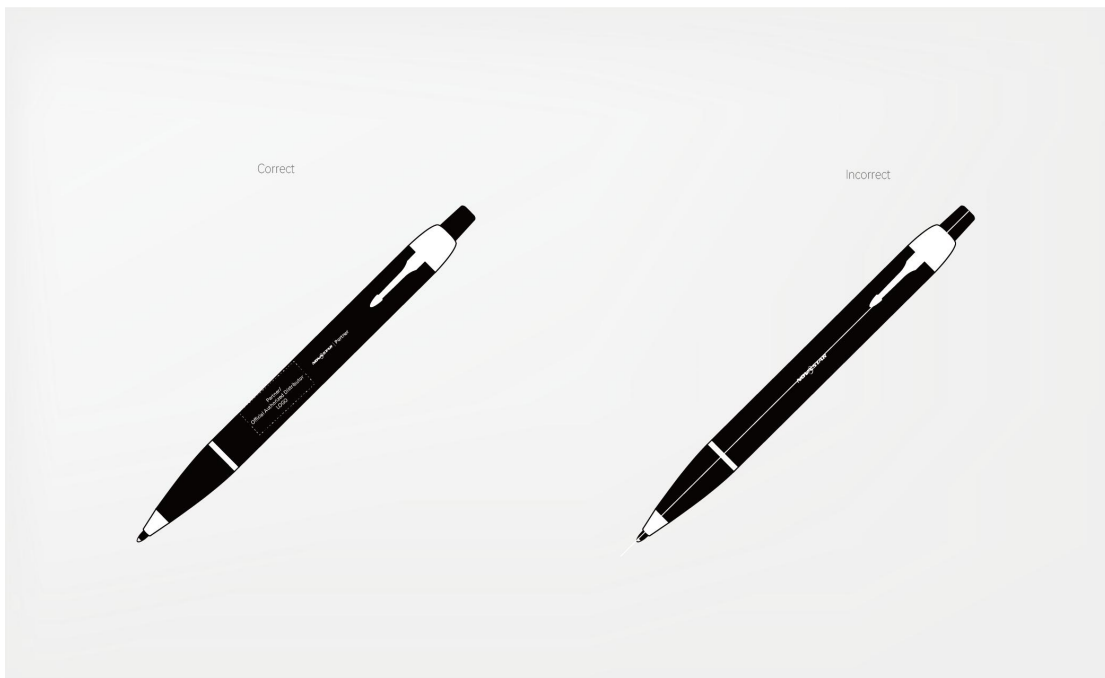
① Examples of shirt usage:



②Mug usage example:



③Examples of stationery usage:



**【Precautions】 :**

(1) In the peripheral materials, the words "Partner/Dealer" of the same size and easily identifiable by third parties should be added next to our company's trademark and logo to avoid third parties from mistaking

that the peripherals are designed and produced by our company or our affiliated companies. ;

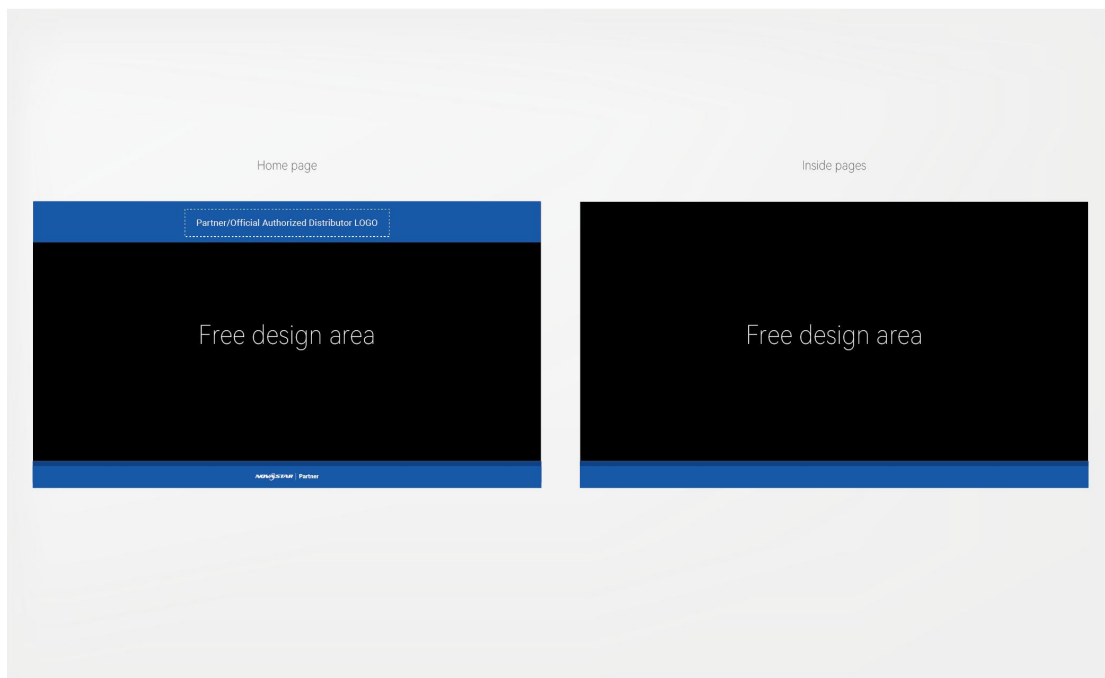
(2) Peripheral materials and products using our company's trademarks and logos cannot be sold for profit, and are only used for distribution and gifts.

## 2.6 Training instructions

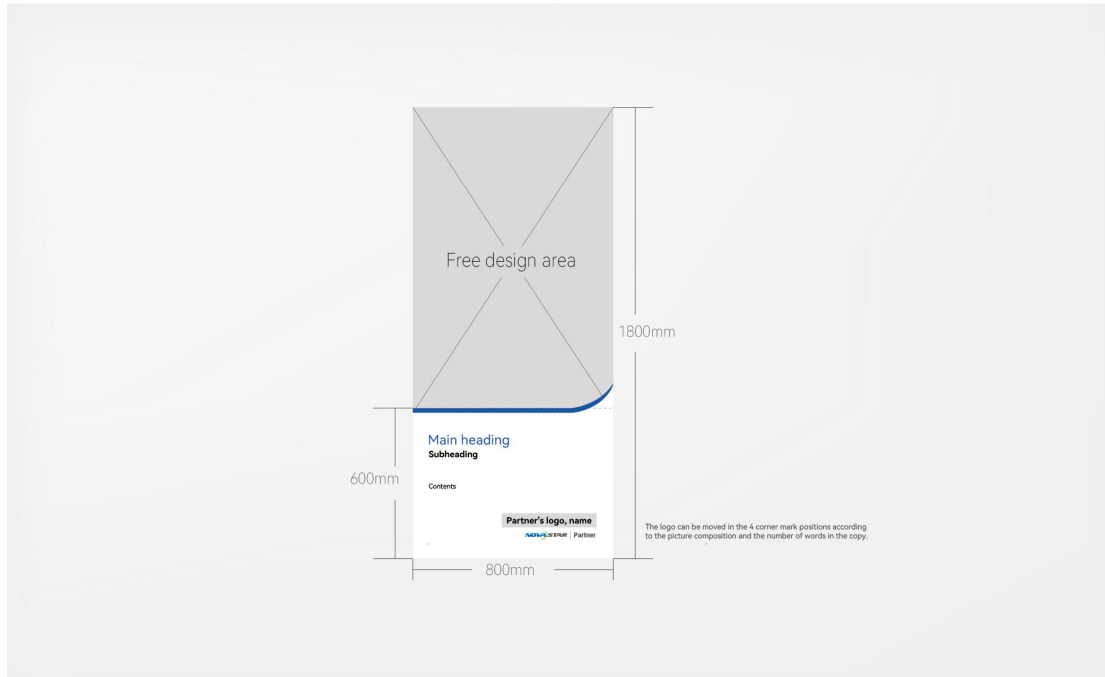
When partners hold training activities related to the introduction and explanation of our company's related products, they can use our company's trademarks and logos in courseware materials and training posters. Specific usage examples are as follows:

① Examples of courseware materials used:

Examples of Document Usage:



② Examples of training posters:

**【Precautions】 :**

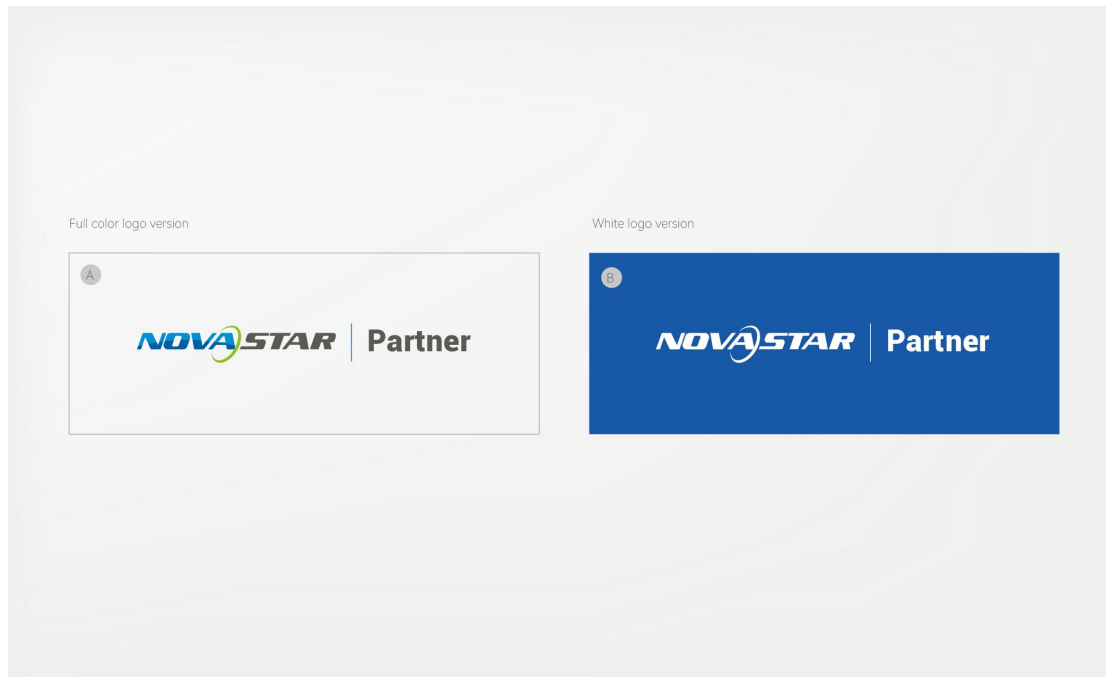
(1) Partners are asked to clarify in a way that is easy for third parties to know that their training activities are only training that includes explanations of our company's products, not training organized by our company;

(2) The training content should comply with laws and regulations and other relevant regulations, be objective and correct, and fit our company's corporate image.

**3. Other precautions**

Partners are requested to use our company's trademarks and logos correctly and in a standardized manner, and do not tamper or distort our company's trademarks and logos. Do not use our company's trademarks and logos for illegal purposes or for other purposes that damage our company's corporate image.

The standard styles of our company's trademarks and logos are as follows. Partners can contact our company via email to download and obtain high-definition standard drawings:



### III. Domain name usage regulations

During market transactions, our company discovered that a third party had registered a domain name URL containing the words "nova" and "novastar" as our company's name, and pretended to be our company on the website to sell fake and shoddy products, which seriously violated our company's rights and damaged our company's rights. For the benefit of our company and our partners, our company has taken relevant legal measures to hold the website subject accountable. In order to maintain a good cooperative relationship between the two parties, partners are requested not to register domain names and URLs containing the words "nova" and "novastar" in our company's name to avoid being mistaken for fake URLs registered by third parties and being affected by the relevant measures

taken by our company. It brings unnecessary trouble to partners and our company. We recommend that our partners avoid domain names that are consistent, similar or obviously misleading to our company's name during the domain name registration process. Our company expresses sincere gratitude!

#### IV. Guidelines for New Product Launch

Our company's unreleased new products showcased at various exhibitions have garnered significant attention from our valued partners, for which we are sincerely grateful. However, we have also noticed that some partners have taken photographs of these unreleased new products and listed prices for them, resulting in unnecessary misunderstandings among third parties and causing adverse effects on both our partners and our company.

To avoid the recurrence of such situations, we kindly request all our esteemed partners to adhere to the following guidelines when conducting new product releases related to our company:

1. [Release Situation]: Partners can introduce and release our company's new products under the following circumstances: Before the new product is launched, it must be confirmed in writing or by email with the marketing department and sales team before local promotion can be carried out.

2. [Release time]: Please do not announce the new product earlier than the time when our company officially launches the new product on the official website and other official channels;



3. [Release information on the appearance, model, performance, specifications and other related information of new products]: Please wait until our company officially announces the relevant information on the official website and other official channels before announcing it, and it should be consistent with the relevant information announced by our company.

4. [Release the price of new products]: Please announce the price after our company officially announces the price on the official website and other official channels.

## V. Product Material Usage Guidelines

1. [Product Flyers, Brochures]: Can be used in all local promotions; the product's performance and parameter content cannot be modified.

2. [Product Images]: Can be directly forwarded for promotion. If adjustments are necessary, written or email confirmation with the Marketing Department is required before going live for promotion; the product's performance and parameter content cannot be modified.

3. [Product Videos]: Can be directly forwarded for promotion. If adjustments are necessary, written or email confirmation with the Marketing Department is required before going live for promotion; the product's performance and parameter content cannot be modified."

## VI. Additional Considerations

1. All partners are requested to use our company's brand correctly and standardizedly according to the guidelines of this manual. When partners use our company's brand in situations not exhausted in this manual, they should inform our company in a timely manner, and use it in

a correct, standardized, and consistent manner with the laws and regulations of the People's Republic of China and the country where the partner is located and relevant regulations.

2. Our company finds that partners have irregular use of our company's brand. When requiring partners to make rectifications, partners are requested to actively cooperate with rectifications on time.

3. In order to enable the smooth development of business between our partners and our company and maintain a good cooperative relationship between the two parties, our partners are requested to consciously abide by the specifications of this handbook.