

koozie ®

the original chill®



Brand Usage Standards



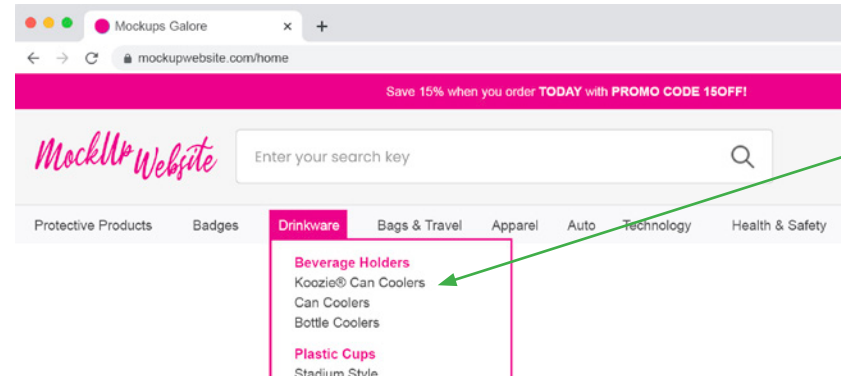
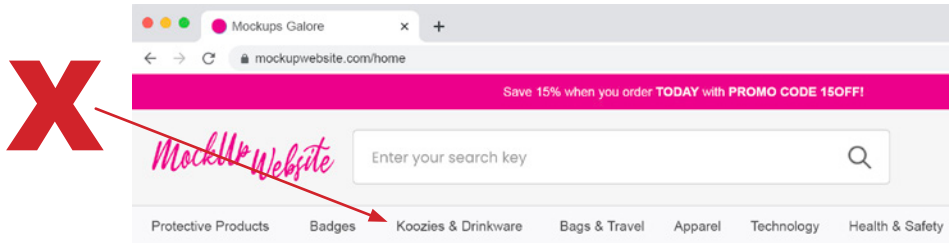
Koozie® Brand Usage Standards

All Koozie Group® customers agree to be bound by the terms and requirements herein. For ongoing violations of these guidelines where Koozie Group has requested modifications for compliance, Koozie Group reserves the right to terminate any relationship or agreement where efforts to comply with these guidelines are not met in a timely manner.

Koozie® Brand REQUIREMENTS

Trademark Use

- Only genuine Koozie Group® products may be branded as Koozie® products, and such products must be branded with the full product name as used by Koozie Group for that product.
- Do not use the word “Koozie” as a noun or in the plural form in any product names or product descriptions. For example, do not refer to drink coolers as “Koozies” to describe the product type; products should be referred to as “Koozie® can coolers.”
- Always use “Koozie” as an adjective. When using “Koozie” to refer to products, all Koozie®-branded products should include the product name and trademark registration symbol after the Koozie trademark, such as “Koozie® bottle coolers,” “Koozie® camp chairs,” or “Koozie® tents.”
- Koozie® can coolers should be distinguished from non-Koozie® can cooler products by placing Koozie® products under their own page heading. For example, on a website that has a “Drinkware” category, there should be separate sub-categories for non-branded products – “Can Coolers” – and for Koozie®-branded products – “Koozie® Can Coolers.”



- When shown as a typed word in product descriptions or in advertising copy, use a capital ‘K’ followed by the registration symbol as follows: “Koozie®.” If unable to include the trademark registration symbol, make sure the K is capitalized: “Koozie.”
- Licensee shall not own or use a domain name or social domain handle that infringes upon the Koozie® trademark or any phonetically similar term (including coozie, coozy, koozy, etc.) without express written permission from Koozie Group.

Search Terms and Paid Keywords

Search Terms: On your website, Koozie® should only be used for Koozie®-branded products. In the Google Like Search (search bar/section), all search results should land on Koozie®-branded products only. Example shown below.

✓ Internal Keyword Search **Approved**

- Internal Distributor Web Page Google Like Search (GLS) results in only Koozie®-branded product when “Koozie” is searched for
- Note: All 5 pages in this example show only Koozie®-branded product

The screenshot shows a search bar with 'Koozie' entered and a 'GO' button. Below the search bar, a message reads 'You searched for: koozie' and 'We found these products that matched your criteria.' To the right, there are filters for 'Sort By Relevance' and 'Show 50'. Below the filters, a pagination bar shows 'Items 1 - 50 of 231' and page numbers 1, 2, 3, 4, 5. Four product listings are visible:

- Koozie® Chill Collapsible Can Cooler:** A green can cooler with a 'LONG LAKE' logo. Order as few as 200, Ships within 5 days.*
- Koozie® Can Cooler:** A blue can cooler with a 'Tropical Inn' logo. Order as few as 200, Ships within 7 days.*
- Koozie® 6-Pack Cooler:** A red 6-pack cooler with an 'MCH Health Center' logo. Order as few as 48, Ships within 4 days.*
- Koozie® Slim Can Cooler:** A red slim can cooler with 'THE PLANE CACTUS' logo. Order as few as 200, Ships within 7 days.*

✗ Internal Keyword Search **Not Approved**

- Internal Distributor Web Page Google Like Search (GLS) results in Koozie®-branded product AND non-Koozie®-branded product when “Koozie” is searched for
- Note: Of the 76 results in this example, 15 were Koozie® branded.

Search Results For "koozie"

1-25 of 76 results.

The screenshot shows search results for 'koozie' with four product listings:

- Durable Solid Foam Can Coolers:** A black can cooler with 'HELLO SUMMER' text. 5 stars (798). As low as \$30.01 ea. Ships within 1 Day. [BUY NOW](#)
- Collapsible Koozie® Bottle Cooler:** A black bottle cooler with a yellow 'RACON' logo. 5 stars (366). As low as \$3.24 ea. Ships within 2 Days. [BUY NOW](#)
- Koozie® Slim Collapsible Neoprene Can Cooler:** A black slim can cooler with a rainbow logo. 4.5 stars (308). As low as \$2.93 ea. Ships within 2 Days. [BUY NOW](#)
- Zip-up Bottle Can Coolers® Kooler With Opener:** A red bottle cooler with 'HARBOR CITY' text. 4.5 stars (222). As low as \$2.63 ea. Ships within 2 Days. [BUY NOW](#)

Paid Keywords: Koozie Group will not prevent you from using Koozie® as a paid search term on any search engine (ex. Google). However, if you bid for Koozie® as a search term and use Koozie® in the Ad title (headline) or copy (description), it must land on a Koozie®-branded-only page. Koozie Group expressly reserves the right to cause to be removed any improper use. Examples shown below.

✓ Paid Keywords **Approved**

Ad – www.mockupwebsite.com/ ▾ (800) 555-4321
Custom Can Coolers for Sale - 30+ Colors In Stock
 Custom Can Coolers Keep Drinks Cold and Easy to Hold Plus Ad Your Art.

- Ad can buy “Koozie” as back-end term but DOES NOT use it in the Ad Title (Headline) or copy (description).
- Ad links to branded or non-Koozie®-branded items.

Search Results For "koozie"

25 Per Page ▾ Popularity ▾ 1-25 of 76 results.

Apparel >

Auto, Home & Tools >

Bags >

Balloons >

Bandanas >

Buttons >

Christmas and Holidays >

Cloth Wristbands >

Coasters >

Coolies >

Drinkware >

Embroidery Products >

Enamel Mugs >

Flags >

Fluorescent Printed Products >






Flying Discs >

Food & Candy >

Full Color Plastic ID Cards >

In Stock Tyvek Wristbands >

In-Stock Coolies >

				
Durable Solid Foam Can Coolers	Collapsible Koozie® Bottle Cooler	Koozie® Slim Collapsible Neoprene Can Cooler	Basic Collapsible Koozie® Bottle Cooler	Zip-up Bottle Can Coolers® Cooler With Opener
★★★★★ (798) As low as \$30.01 ea. Ships within 1 Day	★★★★★ (366) As low as \$3.24 ea. Ships within 2 Days	★★★★★ (308) As low as \$2.93 ea. Ships within 2 Days	★★★★★ (215) As low as \$1.94 ea. Ships within 2 Days	★★★★★ (222) As low as \$2.63 ea. Ships within 2 Days
BUY NOW	BUY NOW	BUY NOW	BUY NOW	BUY NOW

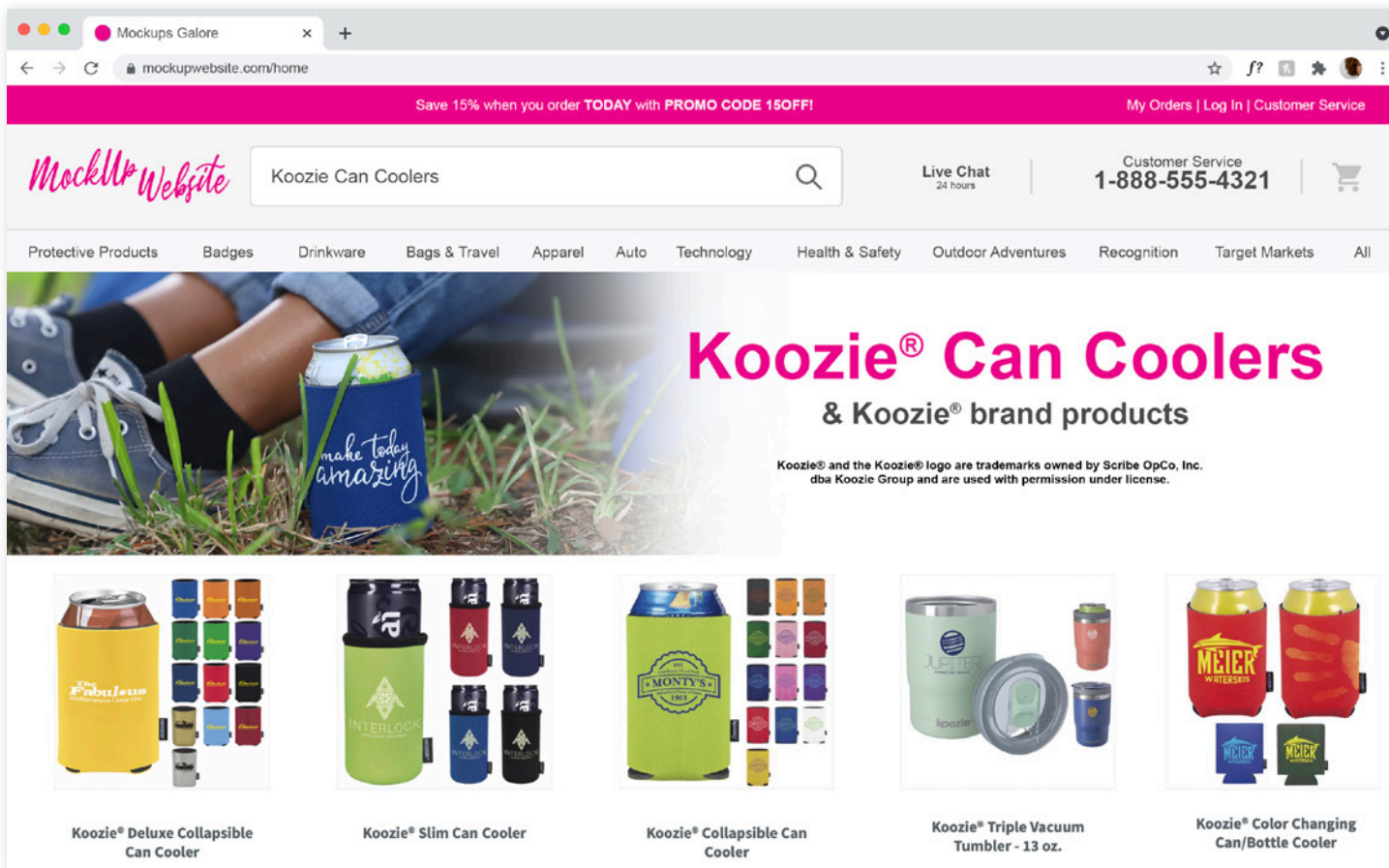
✓ Paid Keywords **Approved**

Ad – www.mockupwebsite.com/ ▾ (800) 555-4321

Custom Koozie® Can Coolers for Sale - Over X Colors In Stock

Custom Koozie® Can Coolers Keep Drinks Cold and Easy to Hold While Also Displaying Your Art

- Ad uses “Koozie®” per approved brand standards.
- Ad links to Koozie®-branded products landing page



Logos

- When using the Koozie® logo, only use the artwork you are given. If you are unable to use artwork in color, please use the artwork in white. Examples of the artwork in color and in white block text with the splash design are shown below.



- Do not use previous versions of the logo.
- Do not alter, stretch, condense, stylize, overlay, or otherwise modify the Koozie® logo in any way.
- Make sure to leave a reasonable amount of clear space around the Koozie® logo.



Other Important Marketing Guidelines

- Koozie Group reserves the right to approve any use of the Koozie® trademark and the Koozie® logos and to require any modifications based on improper use by Licensees. Koozie Group may revoke permission to use the Koozie® trademarks at any time.
- Do not use the Koozie® trademark or Koozie® logos in any way that would confuse customers and make them think that your website or company is run by Koozie Group or that your products are sold by Koozie Group. Do not use the Koozie® trademarks or Koozie® logos to link to the Koozie Group® website.
- Licensees may not register or otherwise claim rights to any Koozie® trademarks or logos, including the use of “Koozie” as part of any trademark registration, trade name, or company name. By using the Koozie® trademarks or Koozie® logos, you acknowledge that Koozie Group is the owner of the Koozie® trademarks and logos, and you agree that you will not challenge Koozie Group’s use or registration of the Koozie® trademarks or logos. Any goodwill from your use of the Koozie® trademarks or logos belongs to Koozie Group.
- Never use any of the Koozie® trademarks or Koozie® logos in any manner that is offensive, unlawful, inflammatory, pornographic, insulting, or profane, or in a manner that reflects poorly on the Koozie® brand.
- Licensees are only authorized to use the trademarks, logos, designs, product names, and product images provided to them through their authorized representative and must include applicable copyright notices on images where indicated.

OPTIONAL Koozie® Guidelines

- To use the authorized reseller logo image, confirmation that the Koozie® brand standards are being met is required. To request this logo, please fill out the form:
[Koozie® Reseller Logo Request Form](#)
- The Authorized Reseller icon may be placed on product pages displaying Koozie® products. Do not place the Authorized Reseller icon with non-Koozie®-branded items. The Authorized Seller icon can only be displayed as shown below (i.e. full color, black, or white). Authorized Seller icon is not authorized for use in retail channels without prior approval.



- Licensees may include the following statement on web pages displaying any of the Koozie® trademarks:
“Koozie® and the Koozie® logos are trademarks owned by Scribe OpCo, Inc. dba Koozie Group and are used with permission under license.”
In the event Licensee is authorized to use the Koozie® trademark in the domain name of its website, the above statement must be displayed on every page of the website.

Cheers!

Now let's chill.



koozie®
the original chill®