

BIOHERMAL TRADEMARKS

The following is a list of registered and unregistered trademarks of Pelican Products, Inc., its subsidiaries and/or affiliates. The actual registrations of these trademarks vary by country, therefore the consistent use of TM is required.

Guidelines:

1. Always use the marks exactly as shown below. Do not abbreviate, hyphenate, use the possessive "s," change the color, change the capitalization, or pluralize the marks.
2. The macron should always be used over the "e" in Crēdo.
3. Always use a descriptive term after the marks, e.g., shipper, box, case or product.
4. Every marketing piece outside of Europe should include Pelican's standard trademark attribution line: "All trademarks are registered and/or unregistered trademarks of Pelican BioThermal LLC, its parent, subsidiaries and/or affiliates."
 - a. Every marketing piece within Europe should include the following attribution line: "All trademarks are registered and/or unregistered trademarks of Peli BioThermal Ltd, its parent, subsidiaries and/or affiliates."
5. BRICs cannot be trademarked, so in order use a protected noun for the coolants of single use products, such as CoolGuard™ and Sherpa Systems™ shippers, use the trademark before BRICs, i.e.:
 - a. CoolGuard™ BRICs
 - b. CoolPall™ BRICs
 - c. Sherpa Systems™ BRICS
6. "Pelican BioThermal" should only be used with a trademark symbol when referring to a product created by Pelican BioThermal, e.g. "Pelican BioThermal™ parcel shippers." When referring to the company itself do not use the "TM" symbol, e.g., Pelican BioThermal manufactures high-quality parcel shippers.
7. The TM symbol only needs to be used on the first or most prominent instance of each page of a document in any instance where a mark appears (e.g., websites, printed materials, packaging, advertising, etc.). For instance, in a two page press release, the TM symbol only needs to be used the first time "Crēdo™ parcel shipper" appears on the first page, but it does not need to be used again until the first appearance of "Credo™ parcel shipper" on the second page of that press release.

Mark
CoolGuard™
Cool Logistics™
Cool Logistics CoolGuard™
CoolPall™
Crēdo™
Crēdo Cube™
Crēdo Duracube™
Crēdo Encore™
Crēdo ProEnvision™
Crēdo Xtreme™

Golden Hour™

Minnesota Thermal Science™

Pelican BioThermal™

Peli BioThermal™

School of Cool™

Sherpa Systems™

TIC™



