

We Mean Security[®]



NEXUM, INC.

TRADE/SERVICE MARK GUIDELINES

External Use

Nexum[®] Trade/Service Mark

External Use

1. Always set off and designate the mark with the appropriate mark designation (“™” or “®” as appropriate). Until a mark registration is approved by USPTO, only a “™” may be used. The first use on a document (or most prominent use, your call) of a Nexum mark should be preceded by the Nexum[®] brand in the same type size, font color, etc. After the first use, it is not necessary to mark subsequent appearances of the trademark in the same piece. Ideally for brands, set aside later uses by making them bold or italic. Note that as of 2022Q3, as part of our branding, we always italicize any use of our *first*defense* mark.

First use correct: Nexum[®] *first*defense*[®]

Later use correct: Nexum *first*defense*

2. Never use Nexum marks in the possessive or in the plural form other than as the company name; never put an ® on a possessive use of the company name.
3. Attribute ownership of Nexum trademarks to Nexum, Inc. Include a notice of trademark attribution where appropriate such as on all labeling, product, printed materials, online, and other media. This should be done in the copyright block. Therefore, an example might be on the web page:

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5. Distinguish multi-word Nexum trademarks from surrounding text where possible (if the format allows italics or bolding). Example: At Nexum, *We Mean Security*[®]
6. Do not abbreviate or alter the spelling of Nexum trademarks.
7. With web content, treat each page or article as if it will be read independently.
8. When using Nexum as a corporate name vs. a product name, then the ™ or ® is not used; however the first use of the Nexum name on its own (not as part of Nexum, Inc. or in the possessive, etc.) in the body of a press release or other short document should be designated with ®.



Nexum Marks



Old version of Nexum logo



Current version of Nexum logo after modernization (in use as of 2020)



Old version of Nexum *first*defense* logo



Nexum *first*defense* logo after modernization (in use as of 2022)

Word Marks:

- Nexum®
- *first defense*® (generally presented as: *first*defense*®)
- *We Mean Security*®
- Night Vision™ (unregistered mark in commercial use)

