

RROC Trademark Policy

BACKGROUND

As many of you are aware, the Rolls-Royce Owners' Club uses in its name, logos, publications and certain club merchandise that include the trademarks of Rolls-Royce Motor Cars. The Club was permitted to use these names, logos and merchandise under a license from Rolls-Royce PLC. Rolls-Royce PLC licensed these rights to use the Rolls-Royce name and trademarks for automotive use to Rolls-Royce Motor Cars Limited. Recently the Club entered into a license agreement with Rolls-Royce Motor Cars Limited ('RRMC'). We are fortunate to be able to use these marks in connection with our Club activities and specific types of Club merchandise, and our Club would face difficulties if we did not have such a license. As with any license, we have a number of obligations which we must follow to maintain the license. Since we have recently renewed our license agreement with RRMC, it is appropriate that we review those obligations. These limitations are separate and apart from any limitations on the use of Bentley and other Bentley trademarks.

OUR CLUB LOGO IS UNCHANGED, AS IS "THE FLYING LADY" MAGAZINE LOGO

First, we have the right to use the RRMC marks, including the Rolls-Royce name and mark, in our existing Club name, Club logo, Club Regions and Societies names and logos, Club publications, including *The Flying Lady* and Region and Society publications, and in the merchandise we currently offer through our Club website and catalog. However, if we wish to make any changes or additions to those uses, we must seek RRMC's approval prior to such use. If a Region or Society wishes to make any changes in this area, they should contact our Executive Director, Mark Lizewskie. Note that our license does not extend to individual members for personal usage.

WE MAY NOT CREATE NEW MERCHANDISE USING THE RRMC LOGOS

Second, we have the right to use our own RROC name, logos and certain other RRMC marks on certain specific merchandise. Examples of the merchandise include shirts, umbrellas, and event support items like license plates and jackets, including name badges. Merchandise must not be sold to the general public- we are only permitted to sell to RROC members in good standing. Under our current license agreement, any new uses must be pre-approved by RRMC. Approval will only be available for certain specific types of merchandise and materials. Again, if your event, Region, or Society wishes to make use of any of our logos or these marks, you should contact our Executive Director, Mark Lizewskie prior to any planned use. Please be aware that it may take some time to obtain certain permissions and permission may not be granted at all.

WE MAY NOT ALTER OUR RROC LOGO OR ANY RRMC LOGOS

Third, in order to maintain our license, we must properly use our name, logo and any other RRMC trademarks. Marks should be properly spelled and capitalized. New uses of RRMC trademarks and Bentley trademarks should be respectfully separated, not placed adjacent to each other. The use of RRMC and Bentley trademarks should be socially responsible and used only as needed. If we fail to attend to our obligations, we can lose our license and, further, individual members who improperly use the marks may lose their membership in the Club.

We have enjoyed a good working relationship with RR PLC and now RRM. This has been a benefit to both the Club and the automobiles which we all enjoy. Your attention to our obligations under this agreement is much appreciated. If you have further questions, you should contact Mark Lizewskie or a member of our Board of Directors.

EXAMPLES

While not all-inclusive, here is what we may and may not use under our current agreement:

MAY DO	MAY NOT DO
<p>We may use our own RROC logo and add a Region or Society Name:</p> <div style="display: flex; align-items: center;">  </div>	<p>We <u>may not alter</u> our own RROC logo in any way; this is altering RRM trademarks:</p> <div style="text-align: center;">  </div>
<p>We may use the RRM's Spirit of Ecstasy standing alone as our magazine logo:</p> <div style="text-align: center;">  </div> <p>We may also use the Spirit of Ecstasy standing alone for other publications:</p> <div style="text-align: center;">  </div>	<p>We <u>may not create or use</u> any logos that incorporate or alter the RRM icons similar to the ones shown below:</p> <div style="text-align: center;">   </div>

We may sell to members only merchandise with the RROC or other trademarks:



We may not create or sell new merchandise with the RRMC trademarks without prior approval:



We may create and use photos of the RRMC trademark icons, even photos of embellished icons:



We may not convert photos to logos or icons or digitally embellish them:

