

Guidelines for the Use of the ROLLS-ROYCE Trademarks

As many of you are aware that Club is privileged to have a licence from Rolls-Royce PLC to use several of the company's trademarks. The licence extends to the use of the name ROLLS-ROYCE, the ROLLS-ROYCE badge has shown in Figure 1 below, and the linked R_R Logo as shown in Figure 2 below. The licence extends to all goods and services likely to be used by the Club other than for the sale of motor cars and spare parts for motor cars. Exceptionally, this licence to the Club is without payment.



Figure 1



Figure 2

Under the terms of this license, the Club is required to fulfil a number of obligations to Rolls-Royce PLC. The following are the Guidelines for the use of the Rolls-Royce Trademarks by the Club:-

1. Prior to use of a mark in respect of any goods or services, the Club is required to submit to the company samples and all proofs of the use of the trademarks before applying the same. In practice these are submitted to Tim Younes who will decide whether they meet the parameters laid down by Rolls-Royce plc or whether the proposal needs to be referred to Rolls-Royce plc for comment
2. Wherever the PLC trademarks are used, particularly in text, it shall be accompanied by an R in circle ® at the right hand at the corner of the trademark to identify the said trademark as a registered trademark.
3. In the event that the PLC trademarks are to be used with other trademarks or trademark material, the PLC trademarks will appear separated from such other material in such a way as to make it apparent that

it is a trademark in its own right distinct from the other material. In this connection, the use of Rolls-Royce and Bentley insignia should not be used together or in close proximity in respect of any goods or in any publication, and since both "BENTLEY TM" and "ROLLS-ROYCE[®]" are now trade marks owned by separate and companies they must be used in a separate and distinct manner.

4. The Club will not use any trademarks or trademark material similar to or confusingly resembling the PLC trademarks.

5. The Club will use the PLC trademarks correctly spelt as registered and in a form approved by PLC.

6. The PLC trademarks will not be used as a verb or in the plural and will always be accompanied by words describing the nature of the product to which they relate unless they are clearly indicated as trademarks by presentation in capital or block letters and accompanied by the R in circle ® to distinguish the trademark material from the surrounding adjacent text.

7. The Club will provide for annual notification to each of its operating regions and affiliates setting out the substance of this note.

8. There are no "Rolls-Royce specialists" there are only specialists in "Rolls-Royce Motorcars". In general in any advertisement, unless the advertiser is an authorised dealer in Rolls-Royce motorcars, the use of the words ROLLS-ROYCE must always be accompanied by the words either "automobile" or "motorcar" ("autos" and "motors" are tacky and we do not consider them to be appropriate). Unless an advertiser is an authorised dealer in Rolls-Royce motorcars, the use of our insignia must not be used under any circumstances and advertisements bearing them must either be amended to exclude them or refused publication.

9. ALL publications using the Club name or the words ROLLS-ROYCE must carry an acknowledgement of ownership, e.g.: --

"The name ROLLS-ROYCE, the ROLLS-ROYCE badge and the linked R-R logo are trademarks of ROLLS-ROYCE PLC and are used by the RROC (or RRF) under licence".

In addition, the use of any of the licensed marks in text or descriptive matter should be accompanied by the symbol "®".

10. Products bearing the name or insignia **MUST** be of a quality commensurate with that of the "best car in the world".

11. The licence agreement is with the Club as a corporate entity as represented by the Board of Directors and does not extend to individuals or groups within the Club. It follows from this that products and services provided by the Club under the name Rolls-Royce and/or under any of the Insignia must only be provided to Club members, and to subgroups within the Club wholly under the control of the Board of Directors of the Club. Hence groups or subgroups within the Club which include non-members or which operate outside of the corporate structure of the Club are not covered by the license and such bodies must not use the name and insignia of Rolls-Royce plc and will be infringing the rights of Rolls-Royce plc if they do so.

12. The use of the name and insignia on clothing -- hats and sweatshirts etc can be accompanied by regional insignia but Rolls-Royce and Bentley trade marks should not appear on the same garment.

If you are in any doubt regarding the proper use of the Rolls-Royce trade marks, contact Tim Younes at Headquarters in the first instance.

David Evans
Rolls-Royce plc
27 July 2005.