

GUIDELINES FOR PREVUE DISTRIBUTORS USE OF PREVUE TRADEMARKS AND COPYRIGHTS

January 23, 2017

Part 1 - Prevue Trademarks: Prevue HR Systems Inc. (“Prevue”) is the owner of the trademarks, service marks, logos and images listed in Appendix A to these Guidelines (herein together referred to as the “Prevue Trademarks”).

1. 1 Purpose of Guidelines: These guidelines are for Prevue Distributors (sometimes referred to herein as “you” or “your”) wishing to use Prevue Distributor Logo and the Authorized Trademarks set out in Appendix A in promotional, advertising, instructional, or reference materials, or on their web sites, products, labels, or packaging. Use of Prevue Trademarks other than the Prevue Distributor Logo and the Authorized Trademarks is prohibited, unless expressly authorized in writing by Prevue. Prevue Trademarks, including the Prevue Distributor Logo and the Authorized Trademarks are valuable assets. In following these guidelines, you help us protect our valuable trademark rights and strengthen our corporate and brand identities. By using the Prevue Distributor Logo or Authorized Trademarks, in whole or in part, you are acknowledging that Prevue is the sole owner of the Prevue Trademarks and promising that you will not interfere with Prevue’s rights in the Prevue Trademarks, including challenging Prevue’s use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any Prevue Trademark. The goodwill derived from your use of any part of the Prevue Distributor Logo or Authorized Trademarks exclusively inures to the benefit of and belongs to Prevue. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any questions regarding these guidelines, please contact Prevue Support at support@prevuehr.com.

1.2 Authorized Use of Prevue Trademarks

- a) Advertising, Promotional, and Sales Materials: Only Prevue and its authorized Prevue Distributors may use the Prevue Distributor Logo and Authorized Trademarks in advertising, promotional, and sales materials. Such authorized parties may use the Prevue Distributor Logo and Authorized Trademarks only as specified in these Guidelines and such use must always be in conjunction with the appropriate terms that define the relationship with Prevue. For example:
'Authorized Distributor'
- b) Publications, Seminars, and Conferences: You may use the Prevue Distributor Logo and the Authorized Trademarks in connection with book titles, magazines, periodicals, brochures, website content, seminars, or conferences provided you comply with the following requirements:
- The use is referential and less prominent than the rest of the title. Acceptable: XYZ CONFERENCE for Prevue Users.
 - The use reflects favorably on both Prevue and Prevue products or technology.
 - Your name and logo appear more prominent than your use of the Prevue Distributor Logo or Authorized Trademarks on all printed materials related to the publication, seminar or conference.
 - A trademark attribution notice is included in the credit section giving notice of Prevue's ownership of the Prevue Distributor Logo and Authorized Trademarks. Please refer to the section below titled "Proper Trademark Notice and Attribution."
- c) Web Sites: Web sites operated by authorized Prevue Distributors that promote or explain Prevue products or technology may use the Prevue Distributor Logo and Authorized Trademarks, provided such use complies with the guidelines set forth in Section 1.2 (b) above.

1.3 Unauthorized Use of Prevue Trademarks

- a) Company, Product, or Service Name: You may not use or register the name Prevue or any of the other Prevue Trademarks or an alteration thereof, as or as part of a company name, trade name, product name, or service name.
- b) Disparaging Manner: You may not use the Prevue Logo or Authorized Trademarks or any other Prevue-owned graphic symbol, logo, or icon in a disparaging manner.
- c) Endorsement or Sponsorship: You may not use the Prevue Distributor Logo or Authorized Trademarks in a manner that would imply Prevue's affiliation with or endorsement, sponsorship, or support of a third party product or service.
- d) Prevue's Trade Dress: You may not imitate the distinctive Prevue packaging, web site design, logos, or typefaces.
- e) Slogans and Taglines: You may not use or imitate any Prevue slogan or tagline except as provided in these Guidelines.
- f) Domain Names: You may not use an identical or virtually identical Prevue Trademark as a second level domain name. Example of what is not acceptable – "prevueassessment.com", "prevueaps.com"

1.4 Proper Trademark Notice and Attribution

- a) On product, product documentation, or other product communications you must use the appropriate trademark symbol (TM, SM, ®) the first time the Prevue Distributor Logo and each of the Approved Trademark appears in the text of any website, advertisement, brochure, or other material.
- b) Refer to Appendix 'A' for the correct trademark symbol, spelling of the trademark, and generic term to use with the Prevue Distributor Logo and Authorized Trademarks.
- c) Include an attribution of Prevue's ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication. Example:
_____ and _____ are trademarks of Prevue HR Systems Inc.

Part 2 - Use of Prevue Copyrighted Content

2.1 Prevue Content: Prevue products and services, including: (i) all text and images appearing on any Prevue Websites listed in Appendix "A"; (ii) any reports or other documentation generated or secured from any of the Prevue Websites; (iii) any software downloads; and (iv) any printed materials (together referred to as the 'content') are owned by Prevue. You may not copy, modify, distribute, display, license or sell the content except as may be authorized in writing by Prevue.

For permission to be granted for any use of the content you must comply with the following requirements:

- a) **Submit Request:** Submit a request to use the content you specify in the request to support@prevuehr.com.
- b) **Use full product name:** If your use includes reference to a Prevue product, you must use the full name of the product.
- c) **Link Methods:** If you wish, you may link to Prevue content by using either a plain text link with words such as "This way to Prevue Assessments".
- d) **No Offensive Use:** Your use may not be disparaging, defamatory or libelous to Prevue, or any of its products or any other person or entity.
- e) **Permitted by Prevue:** You must include the following statement "used with permission of Prevue HR Systems Inc.

2.2 Google and Web Guidelines: Prevue has developed guidelines for assuring compliance with Google's copy and content rules, a copy of which is attached as Appendix 'B' to these Trademark and Copyright Guidelines. The Google and Web Guidelines are intended to support Prevue and Prevue Distributors in their efforts to develop introductions to prospective customers.

Part 3 Changes and Updates to These Guidelines

3.1 Location of Guidelines: These Guidelines are posted at www.prevuehr.com/trademarks (the "Guideline Site").

3.2 Changes to Guidelines: Prevue may change the Guidelines at any time by posting notice of a change at the Guideline Site along with an updated copy of the Guidelines.

January 7, 2017

Appendix A

1. Logo available for Distributor Use



2. Words available for Distributor Use

- Prevue Assessments™
- Prevue APS Pro™
- PrevueOnline
- AssessmentStation™
- Prevue Assessment™
- Prevue Job Description Builder™
- Prevue™ Reports
- Prevue Hiring System™
- Prevue™ Benchmark
- Prevue Evaluation™
- Prevue Evaluations™
- Prevue™ Tests
- Prevue for Careers™
- Career Prevue™
- Career Mapper™

3. Logos for Prevue Use Only



HIRE POTENTIAL



4. Websites Not to be Copied From

www.prevuehr.com

<http://jdb.prevueonline.com>

www.prevueonline.com

www.assessmentstation.com

<http://try.prevuehr.com>

Appendix B

Google and Web Guidelines

For Distributors



How Search Engines Work

Everyone wants to get on the first page of Google - the further up the page, the better! Understanding this, Google (and other search engines) have created various algorithms that determine how relevant an article is to what is being searched for. One of the many aspects that Google looks at is how unique an article may be in solving a problem.

Google is so serious about removing duplicate content that they heavily penalize your entire web site. **This means that infractions result in both yours and the Prevue website being much harder for potential customers to find.** It has even been suggested by SEO (Search Engine Optimization) experts, that not putting up any new articles is better than placing content Google may see as too similar to other sites.

Branding Guidelines

To better support you, this guide was put together because of the evolving importance of complying with Google's copy and content rules. It is vitally important for all businesses - large and small - to follow them.

As Prevue rolls out our new branding, content and copy for our website, it is imperative that none of our materials are copied. We have software in place to monitor this, and if we come across duplication, it may result in the suspension of APS and PrevueOnline accounts.

What Is Required

- Unique content and copy is required for each webpage. **No content or copy is to be copied from Prevue's website, www.prevuehr.com, or from other Prevue Distributors' websites.**
- The content that is currently on your website may be hurting you. If it is a duplication (from PrevueHR.com or elsewhere), you will be penalized by Google, and this will impact where you show up when people search for terms that you talk about on your website.
- Use unique images. Do not copy custom images from anyone's website as this will also impact your Google ranking.
- Never duplicate a blog post. This is as important as the actual content for your website. If you like a post, reference it appropriately, or link to it. Do not copy the content.
- Brochures in PDF format are fine to have on your website. Just ensure that they are named properly so that Google can find them. Again, ensure they are in PDF format.
- No URLs that includes Prevue's name or product names (i.e. www.prevueassessments.ca or www.prevueapspro.co)

What To Do

- If you are worried about your content being duplicate and want a refresh, contact us! We have been in touch with multiple copywriters from across North America and Oceania who are ready to take on your job. We can help provide them with copy points relevant to your business. These copywriters will take your existing content, along with the information provided them and create new copy for your website.
- The copywriters we've chosen are also fully versed on SEO techniques and will implement long-tail keywords (specific 3 or 4 word search terms) into your new copy. (Google loves long-tail keywords!)
- This will require an investment. Be prepared to spend anywhere from a few hundred to a couple thousand dollars, based on how much you need to have rewritten.
- **If you are not concerned about your web presence, feel free to keep your copy as-is. But, please note that your website is more of a digital brochure, rather than a lead generating tool**
- If you feel confident, rewrite the copy yourself and send to an SEO editor and Prevue's Marketing team for suggestions.
- Take your existing copy to a website such as www.upwork.com, www.ecopywriters.com or www.godotmedia.com.
- Fees are generally paid by the word so you can better control your costs.
- Have Google "re-crawl" (look over your website content) your site by requesting it. This part can be a little tricky - we would be more than happy to offer suggestions.
- If you have a webmaster or someone who controls your site, please ask them to follow these instructions: <https://support.google.com/webmasters/answer/6065812?hl=en> or contact us directly.