

ATHER

Ather® Trademark Guidelines for Use by External Parties

Ather Energy trademarks, service marks, trade names, and trade dress are valuable intellectual properties of Ather Energy Limited (formerly known as Ather Energy Private Limited). An indicative list of Ather trademarks may be found [here](#).

Trademark usage guidelines must be followed while using Ather trademarks provided requisite permissions have been received from Ather.

- A. Guidelines for using Ather Trademarks
- B. Usage of Ather Logos
- C. Using Ather Energy as Trade-name
- D. Misuse of Ather Trademarks

A. Guidelines for using Ather Trademarks

These guidelines are for parties wishing to use Ather trademarks, service marks or logos in promotional, advertising, instructional, or reference materials, or on their web sites, products, labels, or packaging.

Below mentioned guidelines should be followed:

- i. Non-permissible use of Ather Trademarks**
- ii. Permissible use of Ather Trademarks**
- iii. Trademark Acknowledgements**
- iv. Proper usage of Ather Trademarks**

i. Non-permissible/unauthorized use of Ather Trademarks:

1. Ather Trademarks, including Ather-owned graphic symbols, logos, icons, or an alteration (variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation) thereof should not be used as the name of a company, product name or on a product, service name or any service, as a domain name, email address, in web sites, packaging, manuals, promotional/advertising materials, social media profile or in a manner that is likely to create confusion as to Ather sponsorship, affiliation or endorsement of Your company, product, or service, or that may dilute the Ather Trademark.
2. You shall not use Ather trademarks, in a manner that would imply Ather's affiliation with or endorsement, sponsorship, or support of a third-party product or service.
3. You shall not use Ather trademarks or any other Ather-owned graphic symbol, logo, or icon in a disparaging manner on or in connection with, any defamatory, scandalous, pornographic, or other objectionable materials of any sort.
4. You shall not use or register, in whole or in part, in any jurisdiction, whether foreign or domestic, Ather trademarks, unless You have an agreement with or express written consent from Ather authorizing such use.
5. You shall not imitate the Ather packaging, website design, logos, symbols, icons, marks or typefaces.

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ii. Permissible use of Ather Trademarks

1. Ather Trademarks may be used in connection with, book titles, magazines, periodicals, seminars, conferences, blogs, social media, provided all the following requirements are complied with:
 - The use of the Ather Trademarks is necessary because it is relevant to the subject matter.
 - The use does not fall under Non-permissible/unauthorized use of Ather Trademarks.
 - The use doesn't damage Ather's reputation or goodwill in its marks and reflects positively on Ather Energy, its products, services and technology.
 - The use of Ather trademarks is less prominent than your name, logo, trademarks, or trade name.
 - Any and all sponsorship, affiliation, or endorsement by Ather, on all publications and/or printed material in connection with the publication, seminar, or conference should be disclaimed. Disclaimer the following format should be used: "(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by Ather Energy Limited (formerly known as Ather Energy Private Limited)"
 - A trademark attribution notice is included in the credit section giving notice of Ather's ownership of its trademark(s). The same may be found under acknowledgement section.
2. If your use doesn't fall under usage as described in point '1' under this section, then you may use Ather trademarks post authorization from Ather. Such authorization will have to be in a written format from Ather, to refer to Ather's products or services in advertising, promotional, and sales materials. Email for the same shall be sent to ip@atherenergy.com. These trademarks must be used as per the usage described under "Proper usage of Ather Trademarks"
3. If You are a licensee of Ather trademark(s), Your license agreement that You signed may have special trademark(s) usage guidelines different than the usage guidelines set forth here. In case of a conflict, please follow the guidelines provided in Your license agreement.

iii. Trademark Acknowledgements:

Following acknowledgement statements should be used:

_____ is a trademark of Ather Energy Limited (formerly known as Ather Energy Private Limited).

_____ and _____ are trademarks of Ather Energy Limited (formerly known as Ather Energy Private Limited).

iv. Proper usage of Ather Trademarks

1. Ather trademark(s) should be used as an adjective and not as a noun or a verb. The adjective should be followed by a noun. For e.g.

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Correct Use	Incorrect use
<p>Ather 450[®] electric scooter is a connected vehicle.</p> <p>Ather 450[®] electric scooter's GPS enabled service helps you to navigate.</p> <p>It's my Ather 450[®] electric scooter.</p>	<p>Ather 450[®] is a connected vehicle.</p> <p>Ather 450's[®] GPS enabled service helps you to navigate.</p> <p>It's my Ather 450.</p>

2. When an Ather Trademark is used in a non-stylized form, such as in the running text and/or body text of an advertisement, it should be set apart and distinguished from the other words in the text. In order to do this, the Ather Trademark shall be rendered in boldface type, italics, capital letters, underscored, or set in quotation marks. References to a particular mark are accurate and consistent, i.e., the mark should be represented the same way each time. For example, if a mark is represented in all capital letters, it should be consistently used in all capital letters when referencing that mark.

Correct Use	Incorrect Use
<p>Ather 450[®] electric scooter can go upto 90 kmph.</p> <p>Ather 450[®] electric scooter can go upto 90 kmph.</p> <p>ATHER 450[®] electric scooter was launched in Chennai.</p> <p>ATHER 450[®] electric scooter will be launched in Hyderabad and Pune in the next year.</p>	<p>ather 450 electric scooter can go upto 90 kmph.</p> <p>ather 450[®] electric scooter can go upto 90 kmph.</p> <p>ATHER 450[®] electric scooter was launched in Chennai. Ather 450[®] electric scooter will be launched in Hyderabad and Pune in the next year.</p>

3. Do not abbreviate, hyphenate or alter spellings of Ather trademarks. For example:

Correct Use	Incorrect use
<p>Ather Energy[®] Ather450[®] or Ather 450[®]</p> <p>Ather 450[®]</p>	<p>AE</p> <p>Ather-450 Athr 450</p>

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Ather Grid [®] TrueRange [®]	Ather-Grd True Range
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4. Always spell and capitalize Ather’s trademarks exactly as they are shown on the [website](#).
5. Generally, demarcation is not necessary for every occurrence of a trademark or service mark in an article, press release, advertisement or on a website, etc; however, at a minimum, this identification should occur at least once in each piece, in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text. As a supplement to the ® or TM, a footnote or text notice with one of the alternative statutory notices/trademark acknowledgements shall be used.

Use TM, SM, and ® as shown in the table.

Ather [®]	Ather Energy [®]	Ather 450S [®]	Ather Labs [®]	Ather 450X [®]
Ather450 [®]	Ather Grid [®]	TrueRange [®]	Ather GridPoint TM	Ather HomePoint TM
Ather Dot TM	Ather One SM	Ather Connect SM	Ather Charge SM	Ather Service SM

6. Do not use Ather trademarks in plural and/or possessive form.

Correct Use	Incorrect Use
<p>We have many Ather 450[®] electric scooters in our stock. Ather 450[®] electric scooter’s indicator turns off automatically.</p> <p>Ather 450[®] electric scooter’s community has grown.</p>	<p>We have many Ather 450s[®] in our stock. Ather 450’s[®] indicator turns off automatically. Ather 450’s community has grown</p>

B. Using Ather Energy as Trade-name:

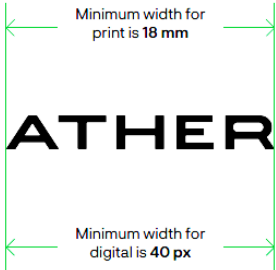

"Ather Energy" functions not only as a trademark and service mark identifying goods and services offered by Ather Energy Limited (formerly known as Ather Energy Private Limited), but also as a trade name or company name referring to Ather Energy Limited (formerly known as Ather Energy Private Limited). “Ather Energy”, is Trade name, i.e. name under which Ather Energy does business. Trade names are proper nouns, and not adjectives. Therefore, they should not be followed by a generic descriptor. They

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may however be used in the possessive form. Within documents, the first reference to the trade or company name should be "Ather Energy Limited (formerly known as Ather Energy Private Limited)", "Ather" or "Ather Energy" can be used for subsequent references.

Correct Use	Incorrect Use
Ather Energy's electric scooter is top of the class vehicle. Ather was incorporated in 2013.	Ather Energy scooter company's electric scooter is top of the class vehicle. Ather scooter company was incorporated in 2013

C. Usage of Ather Logos:

Aspect Ratio and Size	Logo Color	Whitespace/Empty Space/clear space
<p>Logo should not be produced in sizes smaller than 18mm (for print) and 40px (for digital).</p>  <p>The image has been enlarged for clarity.</p>	<p>Black: C 40 M 40 Y 40 K 100 #000000</p> <p>White: C 0 M 0 Y 0 K 0 #FFFFFF</p> <p><i>Note: The text color in the logo should be only in black or white. The background can be of solid color.</i></p>	 <p><i>Note: The clear space around the logo should be equal to the width of the letter 'H' in the logo</i></p>

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The Ather Logo used in the above table is a representation of how the Ather logo needs to be presented.

Do's	Don'ts
<ul style="list-style-type: none"> • Use only those logos provided by Ather • Resolution and size: The logo should be used in the best resolution and correct proportion. Aspect ratio should be maintained. • Stationery and communication: The logo should be prominently displayed on the first page or cover of stationery and communication materials. • On commercial product photography: The logo should appear as in white (#FFFFFF) on the number plate of any scooter imagery used for commercial purposes on a grey (#343433). • Digital platforms: The logo should be prominently displayed on the first page or screen of digital platforms such as websites and apps. 	<ul style="list-style-type: none"> • Alter, redesign, distort, redraw, animate, modify, add to or alter the appearance of the logo in anyway. • Use Ather logo for decorative purposes. • Use your own design elements or colors or the typeface. • Surround the logo with, or place in the foreground, over, a pattern or design. • Pixelate, cut off or warp when using in communication of any format. • Enclose the marks in a shape or combine it with other design elements or effects or add additional copy to the logo. • Put the logo on top of a pattern or a low contrast/confusing area on an image.

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Incorrect Use of Ather Logo:



X



X

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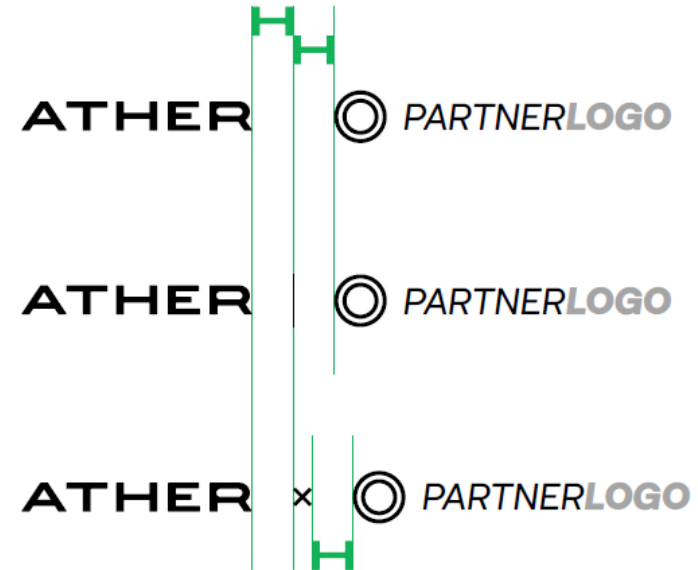
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X

D. Usage of Ather logo with partner logo(s)

When appearing in partnership next to other logos or logo marks, the lockups should be spaced at twice the amount of minimum clear space (i.e., the letter “H” in the Ather logo).

If there is an ‘x’ to denote collaboration, the space between all elements (i.e., Ather logo and x, x and partner logo) individually should be equal to the minimum clear space (i.e., the letter “H” in the Ather logo).



E. Misuse of Trademarks:

If You learn of any uses of any logos, icons, or images that are confusingly similar to the Ather Trademarks, please notify Ather by sending an e-mail to ip@atherenergy.com. Similarly, if You become aware of any use of an Ather Trademark that violates any of the rules described above, including failure to identify Ather Trademarks as belonging to Ather Energy, please notify us at ip@atherenergy.com. If possible, please provide a copy of the article or other medium in which the trademark violation appeared.