

GoBright Marketing Agreement

Version 1.1 – February 17th, 2022

Introduction

GoBright is the #1 user-friendly software platform for Room, Desk & Visitor Management and Digital Signage solutions. As a vendor we like to create Marketing Materials that our distributors, resellers and other partners (from now on: Partners) can use in their Marketing & Sales activities. By Marketing Materials we mean everything that is created by us and can be used for promotional activities, such as: photos, videos, illustrations and symbols, brochures and flyers, (blog) articles and other texts from our website, newsletter, customers cases and new features (from now on: Content).

Agreements

With this Marketing Agreement, we authorise the Partner to positively promote GoBright, following the guidelines of our brand guide, using the Content provided. In addition, we make a few agreements about the correct use of the Content.

1. GoBright retains at all times ownership of the trademark, company name and brand name GoBright, as well as ownership of the logo, the slogan and all Content created by us.
 - 1.1 The Partner accepts that using the GoBright Content does not give it any ownership and that it will never apply for a trademark that is the same or similar to the name GoBright.
2. The Content may only be used by the Partner and will not be shared with third parties.
3. When promoting the GoBright solutions it must always be GoBright branded. The GoBright products must never appear to be the Partner's own-brand products.
 - 3.1 The Content is always used according to the GoBright branding. The GoBright logo may not be removed from the Content. But, the Partner may add its own logo, its own call-to-actions, or contact details.
 - 3.2 The Partner may translate the texts into the native language of the country in which it is active and thereby adapt, for example, brochures. In this case, he can request the official source files via marketing@gobright.com.
4. When the Content is used or misused by the Partner in a negative or incorrect way, we will ask him to modify or remove this particular piece of Content.
 - 4.1 In very extreme cases, where we cannot reach an understanding, GoBright has the right to decide to terminate the Marketing Agreement. This means that – from that moment – the Partner is not allowed to use the Content anymore. GoBright may claim damages in case the misuse of the Content has resulted in any harm to GoBright.
5. As soon as the collaboration between GoBright and the Partner is terminated – for whatever reason – the Marketing Agreement will expire and the Partner may no longer use the GoBright Content.