

**EXHIBIT C**  
**USE GUIDELINES**

*In addition to any terms and conditions agreed upon by the parties in the Agreement, Licensee shall use the Certification Seal in compliance with the following guidelines and stipulations.*

- 1) The Certification Seal shall be used by Licensee as a distinctive visual symbol of certification that the designated products incorporate technology originally intended for space, space exploration and/or in connection with space programs. The use of the Certification Seal is limited to Licensee pursuant to the terms and conditions of the Agreement and shall not be used to identify any products and/or services other than the Licensed Product designated under the Agreement.
- 2) The Certification Seal must appear by itself with enough space between it and any other brand logos, text or graphics, to be perceived as a separate brand and to be clearly visible in the media in which it is used.
- 3) The Certification Seal shall not be used as part of Licensee's or any other company logo and in no event shall it be placed in such close proximity to Licensee's corporate name or logo that it gives the reader the idea that Licensor certifies or otherwise sponsors or endorses Licensee. In no event shall the Certification Seal be used in any manner to suggest certification or endorsement of Licensee or related business affiliations.
- 4) The Certification Seal may not be animated, morphed or combined with another graphic without the prior written approval of Licensor. Any composite element of the Certification Seal, including the design, shall not be combined with other elements or rearranged.
- 5) Where applicable, textual use of the Certification Seal must be distinguished from other text by using all capitals, quotations, different fonts or colors, or at least by using initial caps.
- 6) The Certification Seal may not be used as a noun, verb or in pluralized or possessive form. The Mark may be used as an adjective that modifies the proper generic and the terms "trademark" or "brand."
- 7) The Certification Seal shall not be used in a way that is confusing, misleading, or disparaging.
- 8) Licensee shall always use the appropriate superscript symbol — ® or ™ — to the right of and in close proximity with any use of the Certification Seal and this notice of trademark status, or registration status, may not be removed from the Certification Seal. Until the Certification Seal is registered with the U.S. Patent and Trademark Office (or applicable foreign trademark office), Licensee shall use the "TM" superscript. Once the Certification Seal is registered with the U.S. Patent and Trademark Office (or applicable foreign trademark office), Licensee shall always use the "®" superscript. Licensor will inform Licensee when the Certification Seal has been registered.
- 9) Licensee shall use the Certification Seal and any other trademarks authorized by Licensor in the manner specified in the Licensor's PR packet, which is hereby incorporated by reference.
- 10) Any and all authorized uses of the Mark pursuant to the Agreement (including, without limitation, on labels, advertisements, and marketing and promotional materials for the Licensed Goods) shall include the following notice in bold, at the bottom, and in a font no smaller than 8 pt.:

***"The Certified Space Technology ™ trademark is used under license. All Rights Reserved."***

When the Mark is used in any printed material, each page is considered a separate document that must display the foregoing licensing notice/statement.

- 11) The SPACE TECHNOLOGY Hall of Fame® logo and/or image of the Space Technology Hall of Fame® medallion must be authorized by Licensor; used only in connection with the Space Certification Program Agreement. Such use is limited to company award listings, use on company websites and print materials. The logo or image MUST NOT be used as a promotional or marketing tool out of the scope of the Space Certification Program seals. The Space Technology Hall of Fame® logo and/or medallion image is registered and protected by the Space Foundation.