




## DAKOTA SCIENCES® TRADEMARKS

March 7, 2012

To the extent a name or logo does not appear on this list does not constitute a waiver of any and all intellectual property rights that Dakota Sciences, LLC has established in any of its product, feature, or service names or logos.

TRADEMARK	STATUS	SAMPLE GENERIC TERMS
SoClear	®	contact lens; ophthalmic lens; lens; coating
DAKOTA SCIENCES	®	contact lens; ophthalmic lens; lens; coating; vision products
 DAKOTA SCIENCES	®	contact lens; ophthalmic lens; lens; coating; vision products; full service contact and ophthalmic laboratories
SO <sub>2</sub> CLEAR	TM	contact lens; ophthalmic lens; lens; coating; vision products
Clear, Comfortable, Healthy Vision	TM	Dakota Sciences® lenses, contact lenses, and coatings
Quality & Innovation Empowered by Technology	TM	Dakota Sciences® lenses, contact lenses, and coatings

## General Trademark Guidelines

The name “Dakota Sciences” represents high-quality ophthalmic lenses and coatings. It also represents a high standard of excellence and consistent quality.

### Using Dakota Sciences Trademarks in Text

Proper use of Dakota Sciences trademarks is important. You may use Dakota Sciences trademarks or product names to refer to Dakota Sciences products and services provided you follow these guidelines. Your use must not mislead consumers as to any Dakota Sciences sponsorship, affiliation, or endorsement of your company, or of your products or services.

### Properly Identify Dakota Sciences Brand Products

When using the marks in publications that will be distributed only in the United States, include the appropriate TM, SM, or ® symbol on first use on each page. For publications that will be distributed outside the United States, do not include trademark symbols. Instead use the appropriate trademark attribution notice, for example: SoClear and Dakota Sciences are trademarks of Dakota Sciences, LLC, registered in the U.S. and other countries.

- [View the Dakota Sciences Trademarks List](#)

Here are some examples of Dakota Sciences brands and their descriptors:

- Dakota Sciences® lenses
- SoClear® contact lenses
- So2Clear™ contact lenses
- SoClear® lens coatings

The ® symbol is for use in the United States for marks registered with the United States Patent and Trademark Office. Other marks in the United States should use the TM (“trademark”) or SM (“service mark”) symbols.

### Set Dakota Sciences Trademarks Apart from Other Words They Modify

The common way to set trademarks apart from other words is to capitalize the product name and then use the appropriate trademark symbol followed by the appropriate generic descriptor. You may also use

underlining, italic type, or bold type for the name. For all publications, include an appropriate term describing the product after the trademark the first time it appears. Thereafter, the generic term should appear frequently with the trademark.

### Use Trademark Notices

Include an attribution of Dakota Sciences, LLC’s ownership of the trademark(s) in your documentation or advertisement. Follow this format:

SoClear, So<sub>2</sub>Clear, and Dakota Sciences are either registered trademarks or trademarks of Dakota Sciences, LLC in the United States and other countries.

### Inappropriate Use

Dakota Sciences trademarks identify specific products and services. Do not refer to products or services not associated with Dakota Sciences with the mark.

Dakota Sciences trademarks should not be used in the possessive or plural form.

### Report Infringement

If a competitor or third party uses a Dakota Sciences mark in conjunction with a product competitive with a Dakota Sciences product, please report this infringement to DAKOTA SCIENCES, LLC, 2701 SOUTH MINNESOTA AVENUE, SUITE 7 • SIOUX FALLS, SD 57105 • 1.800.970.5241.

### Questions

Any questions about trademarks should be submitted to Dakota Sciences.

