

Friendship Retirement Corp. Vendors Trademark & Copyright Usage Guidelines

Vendors and Independent Contractors should pay special attention to the following information:

- Vendors/Contractors should not use a Friendship Retirement Corp. trademark as part of any their trademark, company name, website URL, or metadata;
- A Vendor's/Contractor's use of a Friendship Retirement Corp. trademark must not be used to incorrectly imply that there is any kind of a partnership or principal/agent relationship between the Vendor's company and Friendship Retirement Corp.;
- Vendors/Contractors may not incorporate a Friendship Retirement Corp. trademark into its own trademarks, service marks, company names, trade names, intellectual property applications, website URL, or webpage metadata, unless permitted by a mutually signed vendor/contractor agreement with Friendship Retirement Corp.;
- If a Vendor/Contractor is permitted to use a Friendship Retirement Corp. mark, it must distinguish those marks as belonging to Friendship Retirement Corp. using the following, or similar language: “[FRIENDSHIP RETIREMENT CORP. MARK NAME]™ and © 2019 [or CURRENT YEAR] Friendship Retirement Corp. All rights reserved.”;
- Vendors/Contractors should use each Friendship Retirement Corp. trademark to accurately identify the source of the goods and services. Each Friendship Retirement Corp. trademark can only be used to indicate senior services, continuing care retirement communities, and/or other specifications, products and services originating from Friendship Retirement Corp. The Friendship Retirement Corp. trademarks cannot be used for any other purpose. Do not use a Friendship Retirement Corp. trademark to identify or describe products or services unrelated to Friendship Retirement Corp.

In practice, the Vendor/Contractor should also note the following:

- The actual trademark text or logo (such as “Glencroft Senior Living” or “Center for Modern Aging”) must not be used when referring to a Vendor's product or service. Some agreements may provide for cross branding and will address such situations specifically
- The actual trademark text or logo (such as “Glencroft Senior Living” or “Center for Modern Aging”) must not be used in a Vendor's/Contractor's description of its product or service without prior written agreement or written permission from Friendship Retirement Corp.
- A Vendor's/Contractor's use of a Friendship Retirement Corp. trademark must not imply its product or service is authorized or endorsed by Friendship Retirement Corp. unless a mutually signed agreement is in place specifically authorizing such use.
- A Vendor's/Contractor's use of a Friendship Retirement Corp. trademark must not falsely suggest to the public that Friendship Retirement Corp. is the origin of any of the goods and services a Vendor/Contractor describes in its advertising or product information.

Further Information

Only Friendship Retirement Corporation's Legal Department may grant authorization for trademark, copyright, or other intellectual property uses. If you wish to use the Friendship

Retirement Corp.'s trademark, copyright, or other intellectual property in any manner not described in this document, please contact info@focuslawfirm.com.

Friendship Retirement Corp's. Marks

Friendship Retirement Corp. has the following registered trademarks/copyrights to date:

1. Glencroft Senior Living



2. Glencroft at Home
(Standard Character Mark)

3. Center for Modern Aging



4. Glencroft Center for Modern Aging



5. ZoeLife



Notices

For Technical Assistance, Please contact the Friendship Retirement Corp. Help Desk:

Friendship Retirement Corp.
8611 North 67th Avenue
Glendale, AZ 85302
Phone: 623-847-3004
Email: helpdesk@Glencroft.com

For Legal Notices, Please contact Friendship Retirement Corp. Legal Contact:

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10575 North 114th Street, Suite 103
Scottsdale, Arizona 85259
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