



Trademark Policy

Pensmore Reinforcement Technologies, LLC (PRT) dba as Helix Steel, has built a brand around its Twisted Steel Micro Rebar. Helix Steel's trademarks are important corporate assets and Helix Steel requires that they be used properly. To preserve its reputation and to protect its trademarks, Helix Steel diligently guards against any violation of its trademarks. Helix Steel acknowledges the desire of third parties to show affiliation with Helix Steel. Without written permission from Helix Steel, however, you should not use Helix Steel's trademarks, service marks, or names in a manner that suggests affiliation or association with Helix Steel. Only parties with written permission from Helix Steel are allowed to use Helix Steel's trademarks in accordance with applicable terms.

Helix Steel Trademarks

Helix Steel maintains a portfolio of trademarks, which take various forms and may include letters, words, logos, designs, images, slogans, colors, product shapes, product packaging, and sound. Please refer to the "Trademarks" link on the helixsteel.com webpage for a listing of Helix Steel trademarks. Please note, however, that this listing is not all-inclusive and the absence of any mark on this list does not mean that it is not a Helix Steel trademark.

Certain activities may constitute infringement or dilution of Helix Steel's trademarks, and are not permitted. Please review the following list of ways to avoid unauthorized use of Helix Steel's trademarks:

- Do not use a Helix Steel trademark or name in a manner that is likely to cause confusion about the origin of any product, service, material, course, technology, program or other offerings.
- Unless you have prior permission from Helix Steel, do not use a Helix Steel trademark or name in a manner that is likely to give the impression or otherwise imply an affiliation or association between you, your products or services, and Helix Steel, or any of its products, services, programs, materials, or other offerings.
- Do not use the Helix Steel corporate logo or any other Helix Steel logo in any materials without the written permission of Helix.
- Do not use any Helix Steel trademark or name as or as part of a company, product, service, solution, technology, or program name without written permission of Helix Steel.
- Do not use a Helix Steel trademark or name in a manner that is likely to dilute, defame, disparage, or harm the reputation of Helix Steel.
- Do not use any trademark, name, or designation that is confusingly similar to the Helix Steel name or any Helix Steel trademark.
- Do not copy or imitate any Helix Steel trade dress, type style, logo, product packaging, or the look, design, or overall commercial impression of any Helix Steel website, blog, or other materials.
- Do not register or use any domain name that incorporates any Helix Steel mark or name.
- Do not register or seek to register a Helix Steel trademark or name, or any mark or name that is confusingly similar to a Helix Steel mark or name.



Helix Steel Corporate Logo

Unless you have prior written permission from Helix Steel, do not use the Helix Steel corporate logo to show or imply an affiliation with Helix Steel. Qualified third parties can show an affiliation or association with Helix Steel through Helix Steel's reseller program.

Permissible Use

As stated above, you should not use Helix Steel's marks or names in any way that implies an association or affiliation with Helix Steel unless you have prior permission from Helix Steel. Helix Steel does grant permission to third parties to use its marks and names where appropriate. In addition to complying with the other aspects of this Policy, and provided you have prior written permission from Helix Steel, any such permissible use of Helix Steel's marks or names also must comply with the following Guidelines and any license or usage requirements for use of the specific mark or logo.

Helix Steel acknowledges that the use of Helix Steel trademarks, excluding any Helix Steel logos, may be necessary to refer to Helix Steel's products or services or to describe the subject matter of some materials, products, and/or programs. All such use must be accurate and descriptive in nature and comply with this Policy and these Guidelines.

- Do not alter, adapt, modify, animate, or morph any Helix Steel trademarks. Examples of what not to do include abbreviating or shortening a trademark (for example, Helix™ to H), combining or hyphenating a trademark with another prefix or word (for example, Helix™-led), or using a slash mark with any trademark (for example, Helix™/XYZCo).
- Do not use the Helix Steel name or Helix Steel trademarks next to your name or the name of your products or services.
- Do not use the Helix Steel name or any Helix Steel trademark as part of a product, service, solution, or program name.
- Do not combine any Helix Steel name or mark with any other letters, numbers, words, or any design or logo.
- Do not use any Helix Steel name or trademark as the visual focal point of any materials.
- The Helix Steel name or Helix Steel trademarks must not be more prominently displayed than your name or your product or service name.
- The Helix Steel name or Helix Steel trademarks must be visually distinguishable from your name and your product and service names.
- All reference to Helix Steel or use of any Helix Steel mark or name must be truthful, accurate, and not misleading.
- Do not use Helix Steel's trademarks as nouns. Helix Steel's trademarks must be used as adjectives with nouns that properly and accurately identify the Helix product, service, program, material, or technology to which you are referencing.
- Do not use Helix Steel's marks in a plural or possessive form.
- Always use the proper spelling for Helix Steel's trademarks.
- Do not use Helix Steel's marks or names in any way they were not intended to be used. Helix Steel's marks should be used for the corresponding product or services for which they were originally intended.



- Use the ® or ™ symbol in connection with any Helix Steel trademark and the following acknowledgement of Helix Steel's ownership of its marks and/or logos:

“[insert permissible mark] [is a/are] registered trademark[s] or trademark[s] of Pensmore Reinforcement Technologies d.b.a. Helix Steel. and/or its affiliates in the United States and certain other countries.”

Trademark Permission Requests

To request permission to use a Helix Steel trademark contact us at trademarks@helixsteel.com

Copyrights

This website and all items including, but not limited to, brochures, technical sheets, and newsletters that are made and distributed by Helix Steel through the Helix Steel website are copyrighted by Helix Steel. Trademarks, logos, and other items that are provided to us are owned by their respective holders.

Disclaimer

This policy document is not intended to serve as legal advice. Should you have questions regarding your legal rights or duties, please consult your own attorney. Should you have further questions regarding Helix Steel policy for its trademarks, please contact trademarks@helixsteel.com.