

THE ROYAL MINT'S GUIDELINES & CONDUCT AGREEMENT

Please ensure to read these terms before signing your acceptance of them.

PARTIES

The Collectors Trove, a division of Imported Packaging Solutions, incorporated and registered in England and Wales with company number 05048727 whose registered office is at Imported Packaging Solutions L, Unit C, 126 Rickmansworth Road, Watford, Hertfordshire. WD18 7WR.

The Reseller, any person, entity or Company that The Collectors Trove sells the Product to for onward sale to its consumers.

The Royal Mint Limited, incorporated and registered in England and Wales with company number 06964873 whose registered office is at The Royal Mint, Llantrisant, Pontyclun, CF72 8YT.

DEFINITIONS

Guidelines: The Royal Mint's and The Collector's Trove's advertising and promotional guidelines and any other guidelines (including brand guidelines) as supplied to the Reseller, as may be amended from time to time. See The Royal Mint's Official Guidelines ref. TCTRMBG150120 shown overleaf.

Licensed Product: those Products featuring third party intellectual property rights that The Royal Mint has been granted a license for from a Licensor.

Licensor: the owner or someone otherwise entitled to license and exploit certain copyright, goodwill trademarks or other intellectual property rights featured on Licensed Products.

Product(s): such products as offered by The Collectors Trove to the Reseller for onward sale to its consumers.

Trade Marks: means all registered and unregistered intellectual property rights in the name "Royal Mint" and associated logos including the mark that is the subject of registration number EU006043863.

AGREEMENT

- 1) The Reseller agrees that it will not carry out any activities that will or may weaken, damage or be detrimental to the Trade Marks or the reputation or goodwill associated with the Trade Marks, or that may invalidate or jeopardise any registration of the Trade Marks of The Royal Mint;
- 2) The Reseller agrees that it will not carry out any activities that will or may weaken, damage or be detrimental to the reputation of The Royal Mint;
- 3) The Reseller agrees that it will not carry out any activities that will breach the Guidelines;
- 4) The Reseller agrees that it will conduct itself in the appropriate manner expected of a person, entity or Company selling products from a brand such as The Royal Mint.

REMEDY

Should The Collectors Trove become aware of any breach or detrimental conduct carried out by the Reseller in regards to the agreement above, The Collectors Trove will immediately notify the Reseller taking the appropriate actions to remedy the Reseller's breach or detrimental conduct. This may include immediately ceasing trading with the Reseller and revoking the Reseller's right to use The Royal Mint logo, trademarks, service marks, badges or images.

The Collectors Trove may also instruct the Reseller to immediately stop using or referring to The Royal Mint logo, trademarks, service marks, badges or images and seek confirmation from the Reseller that this has happened.

The Collectors Trove will also inform The Royal Mint of the Reseller's breach or detrimental conduct.

Conduct that will breach the Guidelines or that may weaken or be detrimental to the reputation or goodwill associated with the Trade Mark or The Royal Mint, but is not limited to the following actions:

- (a) publishing of defamatory or misleading posts;
- (b) Resellers purporting to be an official Royal Mint partner/distributor/reseller;
- (c) misleading sales and marketing practices;
- (d) the packaging and sale of coins taken out of circulation including passing of such product as product made by or in conjunction with The Royal Mint;
- (e) releasing commemorative coins in brilliant uncirculated and proof standards into circulation in order to harm the reputation or goodwill associated with The Royal Mint or its Trade Marks;
- (f) publishing of Embargoed Information, which includes the publishing of any words or images which may cause the public to speculate about the contents of the Embargoed Information;
- (g) repackaging of the Products into unauthorised and unapproved packaging, including the breaking up of coin sets to sell as individual coins;
- (h) unauthorised and unapproved use of The Royal Mint's or the Licensor's assets.

Please note that from time to time, The Collector's Trove may ask to be provided with proof that the recipient is adhering to the terms of this agreement. In addition, The Royal Mint and The Collectors Trove reserve the right to check, seek examples of and approve how The Royal Mint logo, trademarks, service marks, badges or images are being used by the Reseller.

THIS AGREEMENT MUST BE SIGNED BY THE BUSINESS OWNER OR IN THE CASE OF A COMPANY, BY A DULY AUTHORISED SIGNATORY.

IF YOU HAVE ANY QUESTIONS ABOUT ANY OF THE ABOVE, PLEASE ENSURE TO ASK US BEFORE RETURNING THIS AGREEMENT.

I/We hereby confirm that we have read, understood, acknowledged and agree to abide by "The Royal Mint's Guidelines & Conduct Agreement" shown above. I/We also confirm that we have read and understood and agree to follow "The Royal Mint's Official Guidelines ref. TCTRMBG150120" shown overleaf.

Date: _____ Signed: _____ Name Printed: _____ Position: _____

Use of The Royal Mint's Trademarks

These guidelines are for The Royal Mint's licensees, authorised resellers, official retailers, distributors, customers and other parties wishing to use The Royal Mint's trademarks, service marks or badges including images in promotional, advertising, instructional or reference materials, or on their websites, products, labels, or packaging. Use of The Royal Mint's trademarks, service marks, badges or images for commercial purposes without the prior written consent of The Royal Mint may constitute trademark infringement and unfair competition in violation of UK, EU, USA or any other national laws governing the use and/or registration of such marks. Use of The Royal Mint's trademarks, service marks, badges or images may be prohibited, unless expressly authorised.

The Royal Mint's trademarks, service marks, badges, trade names and trade dress are valuable assets. In following these guidelines you help The Royal Mint protect its valuable trademark rights and strengthen its corporate and brand identities. By using any trademark of The Royal Mint's, in whole or in part, you are acknowledging that The Royal Mint is the sole owner of the trademark and promising that you will not interfere with The Royal Mint's rights in the trademark, including challenging The Royal Mint's use, registration of or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse or bring into disrepute any Royal Mint trademark. The goodwill derived from using any part of The Royal Mint's trademarks exclusively inures to the benefit of and belongs to The Royal Mint. Except for the limited right to use as expressly permitted under these guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any questions regarding these guidelines, please talk to your Collector's Trove representative.

1. Company, Product or Service Name: you may not use or register, in whole or in part, The Royal Mint or any other Royal Mint trademarks, service marks, badges or images for commercial purposes, including the Royal Mint-owned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name or service name except as specifically noted in these guidelines or in any agreement in place with The Royal Mint.
2. The Royal Mint trademarks, service marks, badges or the Royal Mint-owned graphic symbols and images: you may not use The Royal Mint Official Retailer or The Royal Mint Logo or any other Royal Mint-owned graphic symbol, logo, mark or icon on or in connection with websites, products, packaging, manuals, promotional/advertising materials, or for any other purpose except pursuant to an express written trademark license or grant of rights from The Royal Mint, such as contained in a Retailer agreement without express agreement with The Royal Mint.
3. Variations, Takeoffs or Abbreviations: you may not use an image or other variation owned by The Royal Mint or alter in anyway The Royal Mint logo, service marks, badges, graphic symbols or images for any purpose. Third parties cannot use a variation, phonetic equivalent, foreign language equivalent, takeoff or abbreviation of The Royal Mint trademark for any purpose. The following are not acceptable: TRM, The British Mint, the Royal British Mint etc.
4. Disparaging Manner: you may not use The Royal Mint, The Royal Mint logo, service marks, badges, graphic symbols or images and/or The Royal Mint Official Retailer trademark or any other Royal Mint-owned graphic symbol, logo, or icon in a disparaging manner.
5. Endorsement or Sponsorship: you may not use The Royal Mint, The Royal Mint Official Retailer or any other Royal Mint trademark, service marks, badges, including the Royal Mint-owned graphic symbols/images, or icons, in a manner that would imply The Royal Mint's affiliation with or endorsement, sponsorship or support of a third-party product or service.
6. Merchandise Items: you may not manufacture, sell or giveaway any merchandise items, such as t-shirts, gifts or mugs, bearing The Royal Mint or copyright© by The Royal Mint, The Royal Mint Official Retailer, RMR, Royal Mint Refinery or any other Royal Mint trademark (whether registered or unregistered), including symbols, logos or icons, except pursuant to an express written trademark license or agreement from The Royal Mint.
7. The Royal Mint's Trade Dress: you may not imitate the distinctive Royal Mint packaging, website design, logos or typefaces.
8. Slogans and Taglines: you may not use or imitate any Royal Mint slogan, official marketing campaign or tagline without approval and express written permission by The Royal Mint.

Rules for proper use of The Royal Mint's trademarks

1. Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service.
2. As adjectives, trademarks may not be used in the plural or possessive form. Always spell and capitalise The Royal Mint's trademarks exactly as The Royal Mint illustrates them to you. Do not shorten or abbreviate The Royal Mint's product names. Do not make up names that contain The Royal Mint's trademarks.
3. Publications, Seminars and Conferences:
 - a. The Royal Mint or any other Royal Mint-owned graphic symbol, logo, icon or image does not appear on or in the publication or on any materials related to the publication, seminar, or conference without approval and express written permission from The Royal Mint.
 - b. A disclaimer of sponsorship, affiliation, or endorsement by The Royal Mint, similar to the following, is included on the publication and on all related printed materials: "(Title) is an independent (publication) and has not been authorised, sponsored or otherwise approved by The Royal Mint."
 - c. A trademark attribution notice is included in the credit section giving notice of The Royal Mint's ownership of its trademark(s). Please refer to the section below titled "Proper Trademark Notice and Attribution."
4. Websites: websites that serve only as non-commercial electronic informational forums concerning Royal Mint product(s) may use the appropriate Royal Mint mark, provided such use complies with the guidelines set forth in Section 3 above.
5. Compatibility: Retailers may not use The Royal Mint logo or other Royal Mint-owned graphic symbol/logo in a referential phrase on packaging or promotional/advertising materials to describe that the third-party product is compatible with the referenced Royal Mint product, provided they comply with the following requirements:
 - a. The Royal Mint word mark is not part of the product name.
 - b. The Royal Mint word mark is used in a referential phrase such as "runs on," "for use with," "for," or "compatible with."
 - c. The Royal Mint word mark appears less prominent than the product name.
 - d. The product is in fact compatible with, or otherwise works with, the referenced Royal Mint product.
 - e. The reference to The Royal Mint does not create a sense of endorsement, sponsorship or false association with The Royal Mint or Royal Mint products or services.
 - f. The use does not show The Royal Mint or its products in a false or derogatory light.

Should you have any questions or concerns, please contact The Royal Mint's official authorised partner, The Collectors Trove. These guidelines are up to date as of 24/06/2016 and may be updated by The Royal Mint and/or The Collectors Trove at its discretion from time to time.