

NARCAN® Trademark Use Guidelines

Emergent BioSolutions Inc.'s (Emergent) trademarks, service marks, trade names, and trade dress related to our NARCAN® Nasal Spray product are valuable assets. You may use the NARCAN® word trademark (“NARCAN® Trademark”) in text to refer to NARCAN® Nasal Spray if you follow these guidelines, and your use is accurate, fair, and not misleading. Any goodwill generated by your use of the NARCAN® Trademark inures exclusively to and belongs to Emergent Operations Ireland Limited, and its parent company Emergent BioSolutions Inc.

By using the NARCAN® Trademark, you acknowledge that Emergent Operations Ireland Limited is the sole owner of the trademark and that you will not interfere with or otherwise challenge Emergent Operations Ireland Limited's ownership of the trademark, the validity of the trademark, or Emergent Operations Ireland Limited's use or registration of the trademark alone or in combination with other words. 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.

Authorized Use of the NARCAN® Trademark

1. Use the Correct Trademark Symbol

Use the registered trademark symbol immediately after the NARCAN® Trademark when referencing the NARCAN® Nasal Spray product in the United States or Canada.

2. Use the Correct Trademark Notice Statement

Use an accurate trademark notice statement on the same page that the NARCAN® Trademark appears. The format of the trademark notice statement in the United States and Canada follows:

NARCAN is a registered trademark of Emergent Operations Ireland Limited.

If you are outside of the United States or Canada, the correct format is:

NARCAN is a trademark of Emergent Operations Ireland Limited, registered in the United States, Canada and other countries and regions.

3. Use the NARCAN® Trademark in All-Caps as an Adjective Modifying a Noun

Trademarks are adjectives used to modify nouns, where the noun is the generic name of a product or service. As adjectives, trademarks may not be used in the plural or possessive form. Use the NARCAN® Trademark in all-caps immediately preceding the noun “Nasal Spray”: NARCAN® Nasal Spray.

Correct: The first responder packed two NARCAN® Nasal Sprays in his kit.

Incorrect: The first responder packed two NARCANS in his kit.

4. Referential Use Must Be Accurate

Certain referential use of the NARCAN® Trademark may be appropriate to describe NARCAN® Nasal Spray, including in the event that NARCAN® Nasal Spray is compatible with a third-party product. Provided that such use of the trademark and reference to NARCAN® Nasal Spray is accurate, the NARCAN® Trademark should be used in a referential phrase such as “for use with,” and should not be used as a part of any third-party product or service name. The NARCAN® Trademark must be used in a less prominent manner than the third-party product or service name. The rest of these Guidelines must also be followed.

NARCAN® Trademark Use Guidelines

5. Include an Appropriate Disclaimer of Endorsement

The use of the NARCAN® Trademark must not create a sense of endorsement, sponsorship, or false association with Emergent or its related entities, or any of their products and services. A disclaimer of affiliation, similar to the following, should be included: “[Product name / Company name / Publication Name] is not affiliated with, sponsored by or endorsed by Emergent Operations Ireland Limited or Emergent BioSolutions Inc.”

Unauthorized Use of the NARCAN® Trademark

1. Do Not Use or Register the NARCAN® Trademark as a Part of Your Name

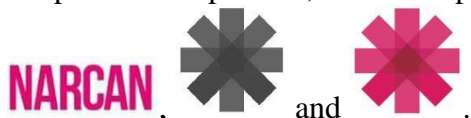
You may not use or register, in whole or in part, the NARCAN® Trademark or any other Emergent trademark, including any symbols, logos, or an alteration thereof, as or as part of a company name, trade name, product name, or service name.

2. Do Not Modify the NARCAN® Trademark

Do not shorten or abbreviate the NARCAN® Trademark. Do not make up names that contain the NARCAN® Trademark, a variation or phonetic equivalent of the mark.

3. Do Not Use Any Logos or Stylized Trademarks Without Written Authorization

Do not use any logos, design marks or stylized marks owned by Emergent or any related entity in any marketing, promotional or advertising materials as their use may create the perception that Emergent endorses or sponsors the product, service or promotion. Such logos, design marks and stylized marks include:



4. Do Not Use the NARCAN® Trademark Prominently

The NARCAN® Trademark should not be used more prominently than the surrounding text and should be used less prominently than any other third-party trademarks, logos or trade names. Any third-party trademarks and names should be distinguished visually from the NARCAN® Trademark.

5. Do Not Use the NARCAN® Trademark in a Disparaging Manner or in False Advertising

You may not use the NARCAN® Trademark to disparage NARCAN® Nasal Spray or Emergent, or any related entities, or to otherwise portray NARCAN® Nasal Spray or Emergent in a false, defamatory or negative light. Do not use the NARCAN® Trademark in false or misleading advertising.

6. Trade Dress

Do not use or imitate the distinctive trade dress, product packaging, website design, logos, stylization or typefaces associated with NARCAN® Nasal Spray.

7. Slogans and Taglines

Do not use or imitate any slogan or tagline associated with NARCAN® Nasal Spray or otherwise owned or used by Emergent.

NARCAN® Trademark Use Guidelines

8. Merchandise and Other Products

Do not manufacture, sell or distribute any merchandise or other products bearing the NARCAN® Trademark or any other Emergent trademark, including any symbols, logos, or an alteration thereof.

9. Domain Names

Do not use or register the NARCAN® Trademark, or any other Emergent trademark, or any alteration or variation thereof, as any part of a second level domain name.

10. Do Not Use the Trademark in a Manner That Causes Confusion as to Endorsement

Do not use the NARCAN® Trademark in any marketing, promotional or advertising materials as their use may create the perception that Emergent, or any related entity, endorses or sponsors the product, service or promotion.

Images of NARCAN® Nasal Spray

Do not use images of NARCAN® Nasal Spray in marketing, promotional or advertising materials for commercial purposes, as such use may cause others to be confused that Emergent endorses or sponsors the offering. Images of NARCAN® Nasal Spray may be used for non-commercial purposes, including educational purposes. In those instances, Emergent requests that you use images of NARCAN® Nasal Spray from the media kit located at <https://www.emergentbiosolutions.com/media-resources/>. Neither the image, nor any other reference to NARCAN® Nasal Spray, should create any indicia of endorsement or sponsorship by, or other association with, Emergent or its related entities. Images of NARCAN® Nasal Spray should not be used for non-commercial purposes that do not involve NARCAN® Nasal Spray products (e.g., for purposes that involve naloxone products other than NARCAN® Nasal Spray).