

# Limited licence

For use of intellectual property rights



## A. Licensee details

**Company business name and registered number:**

**Your website:**

**Contact person:**

**Telephone number:**

**Email address:**

## B. Licence terms

**Licensed IPR:**

The intellectual property is the logo in colours yellow and black with the text ALDERMORE as featured in appendix A.

**Permitted use:**

To use the licensed IPR on your website and printed marketing materials to promote your working relationship with Aldermore bank within the United Kingdom and to assist you in marketing our products and services to your customers.

**Territory:**

United Kingdom

**Licensed period:**

For the 12 months commencing on the date of signature of this agreement, with such licensed period renewing automatically on the anniversary of such date, subject to earlier termination by Aldermore bank.

**Royalty/licence fee:**

This licence shall be royalty-free.

**General conditions:**

The licensed IPR must be used only for the permitted use and in the form illustrated at appendix A, and in accordance with Aldermore's brand guidelines as contained at appendix B.

- Aldermore bank ("Aldermore", "we", "us" etc.) hereby grants you a revocable, non-assignable, non-transferable royalty-free, non-exclusive licence to use the licensed IPR solely in connection with the permitted use in the territory for the licensed period.
- You acknowledge and agree that (i) you will not use the licensed IPR in any manner except as permitted by the provisions of this agreement, (ii) you will only use the licensed IPR in the form stipulated by us and observe any reasonable directions given by us as to colours and size or representations of the licensed IPR; (iii) you will not harm or damage the rights, image or reputation of Aldermore (or any company in the Aldermore group) and (iv) all rights in and to the licensed IPR (including any goodwill arising from your use of the IPR) shall belong to Aldermore, and include ability for Aldermore to request a confirmatory assignment from the licensee.
- Aldermore gives no warranties or indemnities in respect of the licensed IPR and none shall be implied.
- The licensee shall indemnify Aldermore against all liabilities, costs, expenses, losses and damages (including but not limited to any direct, indirect or consequential losses, loss of profit, loss of reputation and all interest, penalties and legal costs (calculated on a full indemnity basis) and all other professional costs and expenses) suffered or incurred by Aldermore as a result of any claim arising from the use of the licensed IPR by the licensee.
- If you become aware of any infringement or threatened infringements of Aldermore's intellectual property rights in the licensed IPR, you will promptly notify us.
- Any information in whatever form that you acquire about Aldermore which is not already in the public domain shall be treated as confidential and shall not be disclosed to any third party unless required for legal reasons.
- We may revoke and/or terminate this licence at any time and for any reason.
- This agreement may be executed in any number of counterparts, each of which when executed shall constitute a duplicate original, but all counterparts together shall constitute a single agreement.
- This agreement shall be governed and construed in accordance with English law and both parties agree to submit to the exclusive jurisdiction of the courts of England and Wales.

## C. Please sign below to indicate your acceptance of the above terms.

Signed for and on behalf of Aldermore bank

Signed for and on behalf of licensee

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

## Appendix A

# Aldermore

## Appendix B Aldermore Brand Guidelines

### Logo Master

Our Master Logo is our most valuable asset and our mark of distinction. We must treat it with respect. Never abuse our logo. It doesn't have arms so it can't fight back.

The Master Logo should be used in consumer and business facing materials at all times and ideally on a white background.



### Logo Master sizes

Logos need space to stand out, so we've set an exclusion zone around ours.

Use the width and height of the circle to determine the width of the exclusion zone around the logo.

The Aldermore Logo has been designed to work at all sizes, from small screen devices to large exhibition banners.

The minimum usage size for screen is a width of 60px.

The minimum usage size for print is a width of 25mm

Master Logo



Exclusion Zone



Minimum size screen



60px (width)

Minimum size print



25mm (width)