



Enagic India Kangen Water Pvt. Ltd.

CIN: U41000KA2015PTC136310

Circular EIKB-CIR-0720083

Date -05/01/2021

To, Dear Valued Direct seller/ Distributor Leaders,

Greetings from Enagic India.

Sub: Regarding Use of Enagic' s Trademark, Trade Name and Copyright Material.

It is hereby declared from Enagic India Kangen Water Pvt. Ltd. through Circular number – with an immediate effect on and from 23/12/2020 that the name of the Company (Enagic® India Kangen Water Pvt. Ltd.) and other names (Kangen Water™, Change your Water Change your Life™) as may be adopted by the company are proprietary Trade names and Trademarks of “**Enagic India Kangen water Pvt. Ltd. (Enagic India)**” As such, these marks are of great value to the Company and in an expressly authorised manner exclusively in relation to the distribution of the Products of the Company.

According to **Section 10** Of our Policy and Procedure handbook Enagic Independent Distributors/Direct Seller bound to follow certain terms and conditions for using Trademark of our company. Kin

- A) According to Section 10.1** Enagic Direct Sellers agree not to advertise Company products or services in any way other than the advertising or promotional materials made available to Enagic Direct Sellers by the Company.
- B) Section 10.2** Enagic Direct Sellers agree not to use any written, printed, recorded or any other material in advertising, promoting or describing the products or services or the Company marketing program, or in any other manner, any material which has not been copyrighted and supplied by the Company, unless such material has been submitted to the Company and approved in writing by the Company before being disseminated, published or displayed.
- C) Section 10.3** The Company will not permit the use of its copyrights, designs, logos, trade names, trademarks, etc., without its prior written permission. Enagic Direct Sellers shall not use the Company logo in marketing or sales materials, except upon approved business cards. The trademarked term Kangen Water™ or Trademark of the Products ‘Enagic Leveluk’ must also be appropriately annotated. In addition to general prohibitions on use of the Company trademarks or logos, the Company specifically prohibits the use of Company trademarks or logos in conjunction with the sale of any other non-Company products.
- D) Section 10.4** All Company materials, whether printed, on film, produced by sound recording, or on the internet, are copyrighted and shall not be reproduced in whole or in part by Enagic Direct Sellers or any other person except as authorized by the Company. Permission to reproduce any materials will be considered only in extreme circumstances. Therefore, an Enagic Direct Seller should not anticipate that approval will be granted, even if the same is sought by the Enagic Direct Seller in this regard.
- E) Section 10.5** A Company Enagic Direct Seller shall not produce, use or distribute any information relative to the contents, characteristics or properties of Company product or service which has not been provided directly by the Company. This prohibition includes but is not limited to, print, audio, or video media.



- F) **Section 10.6** A Company Enagic Direct Seller shall not produce, sell or distribute literature, films or sound recordings which are deceptively similar in nature to those produced, published and provided by the Company for its Enagic Direct Sellers. Nor shall an Enagic Direct Seller purchase, sell or distribute non-company materials which imply or suggest that said materials originate from the Company or are in any manner similar to the Products of the Company in functionality, purpose, utility or otherwise.
- G) **Section 10.7** Any display ads or institutional or trademark advertising copy, other than covered in the foregoing rules, must be submitted to the Company, and be approved in writing by the Company prior to publication.
- H) **Section 10.8** All advertising, direct mailing, and display must be approved in writing before being disseminated, published, or displayed. Advertising on radio, TV, newspapers, magazines, and websites except through the permitted website under Clause 11.2 is strictly prohibited.

Any person indulging in such practice is therefore advised to immediately stop such practice and all are requested to bring to the notice of the company person for taking suitable disciplinary action under Companies Policy and Procedure. Such disciplinary action may include immediate suspension and even termination to Enagic Direct Seller ship.

We hope that through right education and enforcement of Enagic policies, together we will be able to build even a stronger and sustainable business which offers the best products and opportunity.

For and on behalf of Enagic India Kangen Water Pvt. Ltd.



Authorized Signatory

Compliance Department.

