

# VITAHEALTH SKINCARE PTY LTD

## INTELLECTUAL PROPERTY POLICY

This Policy forms part of the Stockist Agreement for each of the stockists

### 1. Purpose

The purpose of this Policy is to:

- (a) provide consistent rules, processes and guidelines to protect Environ's intellectual property that includes the registered trade marks listed in Annexure A (**Environ Trade Marks**), common law trade marks, commercial names, copyright materials including photographs, reports and artistic words. Together these rights are referred to as **Environ IP**;
- (b) ensure that Stockists are aware of their obligations; and
- (c) formalise a business culture of respecting the Intellectual Property rights of Environ and third parties.

### 2. Environ IP

- (a) Environ Skin Care (Proprietary) Limited (Environ) owns all Environ IP.
- (b) Stockists:
  - may not use Environ IP except as authorised in the Stockist Agreement;
  - must comply with any directions of Environ or Vitahealth concerning the use of the Environ IP; and
  - must not alter or deface any Environ IP in any manner.
- (c) **Approved Content Only:** Stockists may use approved content featuring Environ IP on their websites to promote the Environ brand. This content must not be repurposed in any way to support information about the stockist or any other brands.
- (d) **Official Product Images and Information:** Stockists are authorised to use only official Environ product images and product information as provided by Vitahealth.
- (e) **Use of Official Quotes:** Official quotes from Environ are permitted, provided they are sourced directly from official brand communications and are used in their intended context.
- (f) **No Creation of New Content:** Stockists must not create their own content related to Environ using Environ IP. For example, high resolution product range images cannot be used in creating social media posts or website banners.
- (g) **No Use of Model Imagery:** Environ model imagery is off-limits. Non-compliance may result in licensing fees and penalties from talent

management. Stockists are not permitted to use Environ licenced model imagery (or expired model imagery) to create content of any kind.

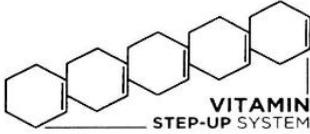
- (h) **Restricted Sharing:** Environ stockist educational material is protected by copyright and may not be shared online or with consumers.
- (i) **No Google Ads:** Creating Google Ads using ENVIRON® IP or trade marks is not permitted. Stockists are also forbidden from bidding on Environ brand trade mark terms in Google ads, as these terms are the intellectual property of Environ and are reserved for the brand's use.

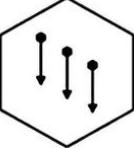
### 3. Preservation of Environ's rights

- (a) Stockists must at all times use their best endeavours to promote the value and validity of the Environ IP and to protect the reputation of Environ in the Environ IP.
- (b) Stockists acknowledge that all use of the Environ Trade Marks and any resulting goodwill inure to Environ's benefit.
- (c) Stockists must not challenge, question or in any way impair the validity of any Environ Trade Marks

## Annexure A

| Trade Mark  | No      | Country   |
|---|---------|-----------|
| ENVIRON   | 1284527 | Australia |
|  | 877208  |           |
| IONZYME   | 860502  | Australia |
| MASQUE CRYSTAL  | 897962  | Australia |
| C-BOOST   | 897965  | Australia |
| C-QUEL  | 1043752 | Australia |
| C-QUENCE  | 1043753 | Australia |
| EVENESCENCE   | 1116774 | Australia |
| AVST  | 1166011 | Australia |
| DERMA-LAC   | 1331278 | Australia |
| RAD   | 1331281 | Australia |
| ROLL-CIT  | 1331282 | Australia |
| FOCUS-CIT   | 1331285 | Australia |
| IONZYME FOCUS   | 1331287 | Australia |

| Trade Mark  | No      | Country   |
|---|---------|-----------|
| EssentiA  | 1380349 | Australia |
| ENVIRON - A BEAUTIFUL SKIN FOR A LIFETIME   | 1424619 | Australia |
| ENVIRON COOL PEEL   | 1464561 | Australia |
| APRÈS-CIT   | 1524360 | Australia |
| SONO DFP312   | 1524361 | Australia |
| AVANCE DFP312   | 1524370 | Australia |
|    | 1525539 | Australia |
| ENVIRON REVIVAL MASQUE  | 1537510 | Australia |
| ENVIRON FLASH   | 1593436 | Australia |
| ENVIRONFLASHBAR   | 1593437 | Australia |
| FLASH BAR   | 1593438 | Australia |
| VIREEN 4  | 1619925 | Australia |
| ENVIRON PHARMA  | 1621760 | Australia |
| RAD SHIELD  | 1661767 | Australia |
|   | 1704106 | Australia |
| STEP UP SYSTEM  | 1721076 | Australia |
|  | 1721153 | Australia |
|  | 1728749 | Australia |
| EVEN MORE HYDRA+  | 1735876 | Australia |
| EVEN MORE COVER+  | 1735877 | Australia |
| FOCUS CARE MOISTURE+  | 1794120 | Australia |
| FOCUS CARE COMFORT+   | 1794126 | Australia |
| FOCUS CARE YOUTH+   | 1794128 | Australia |
| FOCUS CARE RADIANCE+  | 1794131 | Australia |
| FOCUS CARE CLARITY+   | 1835313 | Australia |
| MELA-SMART SYSTEM   | 1880617 | Australia |
| IONZYME   | 1934761 | Australia |
| EVEN MORE   | 1994855 | Australia |

| Trade Mark  | No      | Country   |
|---|---------|-----------|
|    | 2001305 | Australia |
|    | 2001306 | Australia |
|    | 2001307 | Australia |
| <br>Powerhouse Formulations  | 2006373 | Australia |
| <br>Powerhouse Formulations + DF Technology = Performance Intelligence | 2008612 | Australia |
| <b>3DSynergé</b>  | 2134518 | Australia |
| <b>Seriéence</b>  | 2139791 | Australia |
|    | 2161561 | Australia |
| <b>ENVIRON AVST</b>   | 2196568 | Australia |
| <b>ENVIRON SKIN CARE</b>  | 2196569 | Australia |