

Guidelines for advertising and sales promotion of Swiss Bionic Solutions products and business opportunities

Trademark and materials protected by copyright

All names, trademarks, service trademarks, logos, correspondence, texts, DVD-films, material from the internet and programs supplied by Swiss Bionic Solutions are copyright protected by Swiss Bionic Solutions.

Advertising Materials

Only current literature and advertising materials published by Swiss Bionic Solutions are permitted for presentation, description and promotion of Swiss Bionic Solutions products. Due to different legal requirements in individual countries, only Swiss Bionic Solutions literature and advertising material designed for these countries can be used.

No business cards or other personalized sales promotion articles, printed with protected names, brand and or logos, are allowed unless exclusively permitted or produced by Swiss Bionic Solutions.

Internet

You are permitted to use exclusive Swiss Bionic Solutions representative web pages as well as web-based tools produced by Swiss Bionic Solutions, to advertise products and services of Swiss Bionic Solutions. You are further permitted to establish your own internet pages for business opportunities, which contain links to the Swiss Bionic Solutions homepages.

Self developed websites or pages containing trademarks or other copyright protected information of Swiss Bionic Solutions are not permitted. Further, these internet pages are not permitted to contain information about Swiss Bionic Solutions products, pictures of products, production facilities or employees with the exception of the established rights within these guidelines. You are not permitted to use the internet for the purpose of advertisement for Swiss Bionic Solutions, its products and services, in any way or form.

Under the following circumstances your authorities expand for your own webpages:

Once you have reached the position of manager, you are permitted to establish your own independent internet pages, for the purpose of advertising business opportunities, products and services of Swiss Bionic Solutions. All internet pages are subject to scrutiny and approval. Any changes to these pages after scrutiny require written approval. Logos, scripts, proposals, photos, and text that you require for your own internet pages can only be obtained from the marketing department of Swiss Bionic Solutions and cannot be scanned or copied on your own. Logos or scripts are not to be forged. Any references to trademarks and product names must be marked with the symbol.

You are not allowed to use the name Swiss Bionic Solutions or any copyright protected product names for specific internet addresses/URLS, meta-tags, search applications or e-mail addresses, without prior permission.

The representative is not allowed to use this website for other companies, the promotion or sales of their products which are in direct competition of Swiss Bionic Solutions.

A representative is not allowed to copy the Swiss Bionic Solutions website or use it in any altered form which could create the impression that it is the Swiss Bionic Solutions homepage.

In case of non-compliance of these regulations, Swiss Bionic Solutions has the right to request the immediate removal of the internet pages.

The legal requirements for the internet regulations state that the registered domain owner is at all times responsible for the written and graphical content, even when text and pictures have been copied from other sources.

E-mail, Fax-Advertising

It is not permitted to forward information concerning your internet pages, to persons who specifically did not request information for business opportunities and/or products of Swiss Bionic Solutions, known as so called "Spam-Mails" (unrequested e-mails) or for fax advertising.

Trade Shows, Exhibitions, Events, Seminars

Seminars and other events, which revolve around Swiss Bionic Solutions products and distribution concepts requires the permission of Swiss Bionic Solutions.

Participation in tradeshow and other events requires the written approval from Swiss Bionic Solutions. The application has to be submitted in writing, at least 4 weeks prior to the event.

Entries in Telephone Books and Link exchanges

Only when a representative has reached the position of "manager", is he/she permitted to advertise in telephone directories or similar publications, including the entry of a "toll-free" phone numbers, using the name "Swiss Bionic Solutions" or their products. These ads are only allowed to appear in the appropriate sections of telephone directories or similar publications. All entries have to read as follows:

"Independent Health Technician of Swiss Bionic Solutions."

Followed by his/her name, address and phone number.

Media Inquiries

To ensure an accurate and uniform delivery of information about Swiss Bionic Solutions, its products and business opportunities, a representative is obligated to forward to Swiss Bionic Solutions all media inquiries concerning the company, its policies and products without delay.

General

When conducting business, representatives are not permitted to create the impression that they are acting on behalf or in the name of Swiss Bionic Solutions. However, they are obligated to introduce themselves as independent Swiss Bionic Solutions representatives or health technicians.

Internet-homepages, letterheads, business cards, posters, marketing and advertising, car lettering must always without exception clearly include: "Independent Health Technician of Swiss Bionic Solutions."

Representatives are not permitted to make false or misleading statements about Swiss Bionic Solutions products or the distribution system, as well as disregard the legal regulations concerning advertising of medical products. Swiss Bionic Solutions does not accept liability for verbal or written statements or promises made by distribution partners.

Further, Swiss Bionic Solutions is not legally or otherwise responsible or liable for false or misleading statements or actions made by representatives. Furthermore, Swiss Bionic Solutions reserves the right to request the return or cancellation of any commissions paid resulting from such activities. The above also includes specific diagnostic and medical statements or advice.

The representative can only make claims about his/her earnings as well as his/her achieved income in the framework of his/her activities provided this claims are true and can be proven. These claims, if true, must also include references with respect to personal experience and expenditures necessary to achieve income in this business. Claims about income can never indicate that a certain amount of income is guaranteed, secured or achievable.

Should a representative violate any of the above mentioned guidelines, Swiss Bionic Solutions reserves the right, following a written warning, to further engage in legal procedures which could lead to the termination of the contract.

Swiss Bionic Solutions reserves the right to change these guidelines at any time. The guidelines are intended to assist Swiss Bionic Solutions and its representatives to comply with the official laws, rules and regulations, which govern product advertising and business activities of Swiss Bionic Solutions.