

E.SUN Bank Guidelines for Trademark and Logo Usage

E.SUN Bank (hereinafter “E.SUN”) considers its trademarks and logos (including all the registered or unregistered trademarks and logos E.SUN owns, such as terms, names, symbols, figures, three-dimensional representations, slogans, or random combinations of the items cited above; including but not limited to the trademarks and logos specified on E.SUN’s trademark and logo list; hereinafter “E.SUN Trademarks”) important intellectual property and assets that must be used correctly in all communication exchanges, documents, and electronic messages. If you are a vendor that provides E.SUN with products or services, you shall display or use E.SUN Trademarks in accordance with provisions in related agreements signed with E.SUN. Without E.SUN’s prior written consent, you shall not use E.SUN Trademarks or suggest in any manner that E.SUN has any association with your products or services.

If you are a licensee under an E.SUN Trademarks licensing agreement signed with E.SUN that spells out special provisions governing the usage of E.SUN Trademarks, you shall use them in accordance with the aforesaid provisions in the licensing agreement. If there are no such special provisions, you shall abide by the usage guidelines set forth below to ensure correct usage of E.SUN Trademarks.

1. Using E.SUN Trademarks

- 1.1 Make sure that usage is truthful, fair, and not misleading.
- 1.2 Make sure that usage does not misrepresent, mislead, or otherwise confuse others into believing that E.SUN manufactures or provides or is the source of goods or services not actually made or provided by E.SUN.
- 1.3 Make sure that usage does not involve introducing E.SUN Trademarks into the name (s) of your product, service, domain, or company and trademark or logo, or adopting a trademark or logo that is confusingly similar to E.SUN Trademarks.
- 1.4 Always use an E.SUN Trademark as an adjective, accompanied by an appropriate noun. Do not use an E.SUN Trademark as a noun or verb or make it possessive. Do not join an E.SUN Trademark to other words, symbols, or numbers, either as one word or with a hyphen. Do not abbreviate E.SUN

Trademarks.

- 1.5 Do not use an E.SUN Trademark for goods or services for which it was not originally intended. Do not alter it in any way. Do not make puns out of it or present it in a negative light.
- 1.6 Correctly acknowledge E.SUN's ownership of E.SUN Trademarks while using them.

2. Using E.SUN Logos

- 2.1 Use only the primary artwork sanctioned by E.SUN.

E.SUN logos are single, standalone pieces of artwork. When reproducing the logos, use only the master artwork provided by E.SUN. Do not alter or distort the appearance of the logo in any way, for example, by adding your own design elements or colors or changing the font. The logo must always look sharp, clean, and meticulously produced.

- 2.2 Allow a minimum clear space around the E.SUN logo.

Always allow for a minimum clear space around the E.SUN logo. Never violate the clear space with any graphic elements, words, or charts.

- 2.3 Maintain legibility.

Do not reproduce any E.SUN logo in a manner that causes it to become illegible or blurry.

- 2.4 Do not use E.SUN logos as a decorative element.

Do not use any E.SUN logos for purely decorative purposes in any marketing literature or packaging or on any website without E.SUN's written consent.

3. Abuse of E.SUN Trademarks by others

If you come across any logos, icons, or images that are likely to cause confusion with E.SUN Trademarks or become aware of the usage of any E.SUN Trademark in violation of these Guidelines, including but not limited to failure to identify E.SUN Trademarks as belonging to E.SUN, please notify us by providing a copy of the article or other medium in which the trademark violation has been committed by email: 0536@email.esunbank.com.tw.





4. Disclosure and revision of these Guidelines and the list of E.SUN Trademarks





E.SUN discloses these Guidelines and the list of E.SUN Trademarks on its website

(<https://www.esunbank.com.tw/bank/about/announcement/legal-disclaimers/report>)

and reserves the right to unilaterally revise these Guidelines and the list of E.SUN Trademarks at any time.

List of E.SUN Trademarks and Logos

Registration No.	Name	Trademark/Logo
Registration No. of Service Logo 00056512	E.SUN: Text & Artwork (Original Service Logo)	
Registration No. of Associated Service Logo Registration No. of Original Service Logo 00056512	E.SUN: Text (Original Service Logo)	
Registration No. of Service Logo 00057147	E.SUN: Text (Original Service Logo)	
Registration No. of Associated Service Logo 00152037 Registration No. of Original Service Logo 00056512	E.SUN: Text & Artwork (Original Service Logo)	

Registration No.	Name	Trademark/Logo
Registration No. of Service Logo 00154110	E.SUN: Text & Artwork (Original Service Logo)	
Registration No. of Service Logo 00156664	E.SUN: Text & Artwork (Original Service Logo)	
Registration No. of Service Logo 00156831	E.SUN: Text & Artwork (Original Service Logo)	
Registration No. of Service Logo 00160952	E.SUN: Text & Artwork (Original Service Logo)	

Registration No.	Name	Trademark/Logo
Registration No. of Associated Service Logo 00056532 Registration No. of Original Service Logo 00056512	E.SUN Bank Logo (Original Service Logo)	
00903652	E.SUN: Text & Artwork	
Registration No. of Associated Trademark 00909997 Registration No. of Original Trademark 00903652	Refreshing E.SUN	
00965499	E.SUN: Text & Artwork	