



## **Hytolive® Trademark License Agreement**

Genosa ID, S.L. (hereinafter “**LICENSOR**”), the owner of the trademark Hytolive® has established this trademark licensing agreement and labeling standards for its use. The trademark and logo must be incorporated in labels and marketing collateral to identify this unique ingredient, protecting its brand and intellectual property.

Iaf Network S.p.A. (hereinafter “**CUSTOMER**”) accepts the privileges of this Trademark License Agreement from LICENSOR and is granted a right to use the Hytolive® trademark under the terms of this agreement by agreeing to the conditions and requirements provided for herein:

### **I. Authorized Channels of Distribution**

This agreement will be authorized for the dietary supplements area.

### **II. Marking Requirements**

A. LICENSOR grants a right for CUSTOMER to:

1. display the Hytolive® trademark, and/or any related logo, on the labels of its Hytolive®-containing products which are a part of this Agreement (camera-ready and/or computer logo artwork provided by LICENSOR);
2. submit labels/packages and marketing collateral for products containing Olive fruit extract for notification prior to printing.
3. comply with all applicable laws and regulations, regulatory guidelines in all marketing materials, advertisements and labeling claims. Customer specifically agrees to make no disease claims associated with Olive fruit extract.

B. Labeling Requirements

1. For multiple ingredient formulas containing Hytolive®, LICENSOR will cooperate with CUSTOMER to abbreviate the required language above on a case-by-case basis to accommodate label space limitations.
3. LICENSOR could change the logo design or expressions associated at any time. This change will be duly communicated to the CUSTOMER in six (6) months writing notification in advance. CUSTOMER will have a period of one (1) year to change their packaging and adapt to the new format.

C. Product Submission Requirements

CUSTOMER must provide each finished, bottled and labeled product containing Hytolive® to LICENSOR upon completion.



### **III. Restrictions on Use**

With respect to this Agreement, use of the Hytolive® trademark, patents pending, research data or marketing collateral which are proprietary to LICENSOR, is restricted to the promotion of the Hytolive® ingredient in CUSTOMER's labeling and advertising materials. CUSTOMER agrees that it shall not feature, display nor relate in any manner, either directly or indirectly, the Hytolive® trademark, patent number(s), research data or advertising slogan(s) which are proprietary to LICENSOR to any of its products or ingredients that do not contain Hytolive® or LICENSOR-supplied Olive fruit extract and are not part of this Agreement.

### **IV. Contract Manufacturers**

CUSTOMER warrants that all of its contract manufacturers and/or vendors involved in the manufacturing of any of the products that are a part of this Agreement are aware of and shall be subject to the terms and conditions of this Agreement. CUSTOMER further agrees to assume full responsibility for compliance of its contract manufacturing and/or vendors to the covenants described herein.

### **V. Term**

This agreement is valid for three (3) years following acceptance of an executed agreement with the LICENSOR, and automatically renews for a period of one year unless CUSTOMER is notified in writing that the agreement has been changed or terminated.

### **VI. Conflict with Other Documents**

CUSTOMER agrees that in the event of any conflict or inconsistency between the terms and/or conditions of this Agreement and of any other document, instrument or agreement, oral or written, by and between CUSTOMER and LICENSOR (including, but not limited to, any purchase order of CUSTOMER), the terms and conditions of this Agreement shall be controlling over and supersede the terms and conditions of such other document, instrument or agreement.



**As an authorized representative of CUSTOMER, I hereby agree to the above.**

Name : Alessandro Coradi \_\_\_\_\_ Title : Legal Representative of IAF NETWORK S.p.A.

Signature : \_\_\_\_\_ Date : 01.12.2021

Office Address: Via Flero 46 Torre Sud, 25125 Brescia ITALY

Contact Phone: +39 030 7751464 \_\_\_\_\_ Contact Fax: +39 030 7756617

Corporate Website: <https://www.iafstore.com/ita>

Mail: [info@iafstore.com](mailto:info@iafstore.com)



**For LICENSOR use only:**

Approved by: Carlos Peña (CEO)

Date:

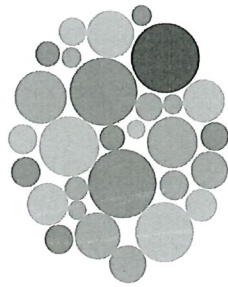
Offices address: c / Iván Pavlov, 8 Edif. 1 (bajo G) – Parque Tecnológico de Andalucía (Málaga 29590 – Spain).

Contact Phone: +34 952 02 85 80

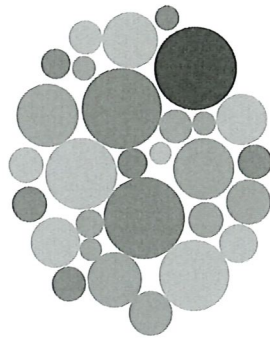
Corporate Website: [www.genosa.com](http://www.genosa.com)

Mail: [info@genosa.com](mailto:info@genosa.com)

APPENDIX 1 (LOGO)



**HYTolive**<sup>®</sup>  
OLIVE YOUR LIFE



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