

INTELLECTUAL PROPERTY DEPARTMENT

*Crystal Lagoons*®

**TRADEMARK USAGE MANUAL**

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The trademarks and brands of Crystal Lagoons are important and valuable assets of Crystal Lagoons Intellectual Property. In order to preserve and protect these trademarks and brands, it is essential that they are used properly.

Crystal Lagoons owns a growing portfolio of trademarks and service marks that include, but is not limited to Crystal Lagoons®, Public Access Lagoons®, PAL®, Wedding Peninsula® and Hot Reef® (“Crystal Lagoons Trademarks” or “Trademarks”).

Crystal Lagoons makes available and distributes this Manual to its employees, customers, licensees and vendors to provide easy-to-follow recommendations on the correct use of its Trademarks. Follow the recommendations in this Manual for using Crystal Lagoons Trademarks properly in all online and printed material including communications, documents, social media, websites, press releases, advertising, newsletters, videos, packaging, etc.

The contract, license or technology and service agreement executed with Crystal Lagoons establishes which Trademarks each customer, licensee and vendor have the right to use.

Please refer to your agreement for further details, and if you have any questions or comments please email [marketing@crystal-lagoons.com](mailto:marketing@crystal-lagoons.com).

## RECOMMENDATIONS

### 1. Use the Trademarks as Adjectives

Trademarks are proper adjectives and never nouns or verbs. A trademark should be always used as an adjective qualifying a generic noun that defines the product or service. Generic nouns are terms frequently used immediately after a trademark to provide a description of the product or service (e.g. Under Armour® sports clothing or Microsoft® software).

Crystal Lagoons Trademarks should be used as adjectives qualifying their corresponding generic noun. Table 1 below shows the Crystal Lagoons Trademarks and their corresponding generic nouns.

**Table 1**

TRADEMARK	DESCRIPTIVE TERM(S)
Crystal Lagoons®	technology for construction and operation of man-made lagoons
<i>Crystal Lagoons</i> ®	technology for construction and operation of man-made lagoons
Public Access Lagoons®	project / business model
PAL®	project / business model
Hot Reef®	water heating technology
Wedding Peninsula®	entertainment and events facility

Note that words often have synonyms, may be shortened or expressed in different ways or one trademark may cover a wide range of products and services, so there may be more than one acceptable generic descriptor to accompany a trademark (e.g. man-made lagoon powered by Crystal Lagoons® technology or simply Crystal Lagoons® technology).

Table 2 below provides some examples.

Table 2

INCORRECT	CORRECT
The image above shows the layout of the first <b>Crystal Lagoons</b> .	The image above shows the layout of the first <b>man-made lagoon powered by Crystal Lagoons® technology</b> .
The 2-acre <b>Crystal Lagoon</b> is now in its final stages of construction.	The 2-acre <b>Crystal Lagoons® amenity</b> is now in its final stages of construction.
The company is proud to announce the first <b>Crystal Lagoons</b> .	The company is proud to announce the first <b>man-made lagoon with Crystal Lagoons® technology</b> .
The <b>Crystal Lagoon</b> in Texas. 10 Acres of Sparkling Relaxation.	A <b>turquoise man-made lagoon powered by Crystal Lagoons® technology</b> in Texas. 10 Acres of Sparkling Relaxation.
The Company broke ground on its 12-acre <b>Public Access Lagoons</b> in Texas.	The Company broke ground on its 12-acre <b>Public Access Lagoons® project</b> in Texas.
The company has signed contracts for 130 <b>PAL</b> this year.	The company has signed contracts for 130 projects with the <b>PAL® business model</b> this year.
<b>Hot Reef</b> makes it possible to keep the bathing area warm at a low cost.	<b>Hot Reef® heating technology</b> makes it possible to keep the bathing area warm at a low cost.
You can celebrate your next event in our <b>Wedding Peninsula</b> .	You can celebrate your next event in our <b>Wedding Peninsula® facility</b> .

## 2. Use Plural or Singular as Appropriate

Crystal Lagoons Trademarks should be used always in plural or singular form, as appropriate, in accordance to Table 1. In consequence, you should **never** use: “**Crystal Lagoon**”, “**Public Access Lagoon**”, “**PALs**”, “**Wedding Peninsulas**” or “**Hot Reefs**”.

### 3. Use Trademark Notation

A trademark notation indicates the registration status of a trademark. When using Crystal Lagoons Trademarks, you should designate the registration status by using a trademark notation (® or ™). Table 1 lists the trademark notation that should accompany each of the Crystal Lagoons Trademarks.

An attribution of the ownership of the Crystal Lagoons Trademarks may also be included in the following format: “\_\_\_\_\_ is a trademark of Crystal Lagoons group of companies”. (e.g. PAL® is a trademark of Crystal Lagoons group of companies).

The trademark notation should be used at least once throughout a text and preferably in titles and headings or the first time the Crystal Lagoons Trademarks appear in the text.

The trademark notation of the Crystal Lagoons Trademarks may vary over time. Please be alert of publication of any new version of this Manual to stay up-to-date on any changes.

### 4. Highlight the Trademarks

Highlighting a brand from the surrounding text can help identify it. Crystal Lagoons Trademarks may be highlighted from the surrounding text by using the following formats:

- bold letters (e.g. **Crystal Lagoons®**);
- capital letters in all the trademark (e.g. CRYSTAL LAGOONS®);
- italics (e.g. *Crystal Lagoons®*);

It is important that the use of Crystal Lagoons Trademarks is consistent. Therefore, the Trademarks should be represented in the same format each time and not in different formats. (e.g. avoid using Crystal Lagoons® and CRYSTAL LAGOONS® in the same text or marketing material).

### 5. Do not alter the Trademarks

Trademarks should not be altered in their grammatical structure or appearance. Except for the variations suggested in the section 4 above, Crystal Lagoons Trademarks should not be altered in their grammatical or visual structure or appearance, and especially it is important:

- Not alter the spelling (e.g. Cristal Lagoons);
- Not to make inconsistent use of capital letters (e.g. CRYSTAL lagoons);
- Not to omit words or letters (e.g. Public Lagoons; Crystal);
- Unless expressly authorized by Crystal Lagoons, not to combine Crystal Lagoons Trademarks with other trademarks, brands, signs, symbols, logos, etc.;
- Not to translate Crystal Lagoons Trademarks into other languages.

## 6. Differentiate between Crystal Lagoons Trade Name and Trademark

A business name or trade name is a company's officially registered name, while a trademark is any word, phrase, symbol, design, or a combination of these things that identifies a specific good or service.

Crystal Lagoons is the business name of Crystal Lagoons and also the trademark that identifies its technology and services. As opposed to when you refer to Crystal Lagoons® technology and services and use the trademark notation (®), when using Crystal Lagoons as a business name, you should not add the trademark notation.

In the alternative, terms like "company" or a specific business name of the Crystal Lagoons group of companies may be used, if appropriate (e.g., Crystal Lagoons US Corp, Crystal Lagoons Technologies, Inc., etc.).

**Table 3**

INCORRECT	CORRECT
<b>Crystal Lagoons® has developed and patented the Crystal Lagoons® technology</b> that makes it possible to build stunning man-made lagoons with turquoise waters.	<b>Crystal Lagoons company is a multinational that has developed and patented the Crystal Lagoons® technology</b> that makes it possible to build stunning man-made lagoons with turquoise waters.
<b>Crystal Lagoons®</b> has a total of 176 projects in development or negotiation in the U.S.	<b>Crystal Lagoons U.S. Corp.</b> has a total of 176 projects in development or negotiation in the U.S.

## 7. Avoid Using the Possessive Form

Trademarks should not be used in the possessive form. Nevertheless, business names and trade names can be used in the possessive form.

In this context, the use of possessive can be acceptable only when referring to Crystal Lagoons as a business name or trade name (e.g. Crystal Lagoons' newest lagoon projects in the Middle East), but never when referring to Crystal Lagoons as a trademark in connection with the characteristics of the services or products. Table 4 below provides a clear example.

**Table 4**

INCORRECT	CORRECT
<b>Crystal Lagoons' excellent water quality</b> can transform any destination into an idyllic beach paradise.	The <b>excellent water quality of the man-made lagoons powered by Crystal Lagoons® technology</b> can transform any destination into an idyllic beach paradise.

## 8. Use PAL® and Public Access Lagoons® as Independent Trademarks

The PAL® and Public Access Lagoons® trademarks should not be used as acronyms. In consequence, uses such as “Public Access Lagoons (PAL)” or “PAL (an acronym for Public Access Lagoons)” should be avoided.

Phrases such as “also known as” or “also called” may be appropriate (e.g. Public Access Lagoons®, also known as PAL®).

Table 5

INCORRECT	CORRECT
The <b>Public Access Lagoons® (PAL®)</b> business model brings turquoise waters and white sand beaches to the city.	The <b>Public Access Lagoons® business model, also known as PAL®</b> , brings turquoise waters and white sand beaches to the city.

## ADDITIONAL EXAMPLES

Table 6 below provides additional examples of incorrect and correct uses of the Crystal Lagoons Trademarks for the purpose of serving as a reinforcement of how to properly implement our recommendations.

Table 6

INCORRECT	CORRECT
Powered by the world-renowned <b>Crystal Lagoon technology</b> .	Powered by the world-renowned <b>Crystal Lagoons® innovative and patented technology</b> .
The entire idea of the project is built around the <b>Crystal Lagoon amenity</b> – a pioneering, innovative and sustainable technology that has been patented worldwide.	The entire idea of the project is built around the <b>man-made lagoon powered by Crystal Lagoons® sustainable technology</b> that has been patented worldwide.
Winston Ranch project is a private one, however there will be more <b>public access lagoons</b> in the near future, which is exactly what you need.	Winston Ranch project is a private one, however there will be more <b>Public Access Lagoons®</b> developments in the near future, which is exactly what you need.
The first <b>Public Access Lagoon (PAL)</b> by Crystal Lagoons in Asia.	The first <b>Public Access Lagoons® (also known as PAL®)</b> project by Crystal Lagoons company in Asia.
<b>Crystal Lagoon</b> & La Reserva.	<b>Crystal Lagoons® amenity</b> & La Reserva.

Here, we are excited to showcase the world's top amenity with Hillsborough County's only <b>Crystal Lagoon®</b> which just opened for residents to enjoy.	Here, we are excited to showcase the world's top amenity with Hillsborough County's only <b>man-made lagoon powered by Crystal Lagoons® technology</b> which just opened for residents to enjoy.
A <b>Crystal Lagoon community.</b>	A <b>community with a Crystal Lagoons® amenity.</b>
South-East Asia' <b>First Crystal Lagoons®.</b>	South-East Asia' First <b>man-made lagoon by powered by Crystal Lagoons® technology.</b>
The community will include <b>1.2 million sqm of beautiful Crystal Lagoons</b> and 22 kms of white sandy beaches.	The community will include 1.2 million sqm of <b>beautiful man-made lagoons powered by Crystal Lagoons® technology</b> and 22 kms of white sandy beaches.

## SAMPLE TEXT

By way of reference, the following is an example of text that applies the recommendations for the correct use of the Crystal Lagoons Trademarks explained in this Manual.

### **PAL®: The Revolutionary business model of Crystal Lagoons company.**

Crystal Lagoons US Corp, a leading international water innovation company, has opened its new regional office in Dubai, highlighting its commitment to the Middle East. With patents in more than 190 countries worldwide, Crystal Lagoons® innovative technology allows the construction and operation of unlimited sized man-made lagoons with high clarity turquoise waters. Crystal Lagoons® technology is changing people's lifestyles around the world.

Most recently, the Public Access Lagoons® business model (also known as PAL®) developed by Crystal Lagoons group of companies is bringing turquoise waters and white sand beaches to cities and urban settings, allowing developers to create idyllic beach life steps away from people's homes, while generating a new business through ticketed entry to the lagoon and year-round entertainment including water sports, concerts, weddings, events, trade shows, day clubs, restaurants, retail, and more.

The Hot Reef® heating technology makes it possible to keep designated swimming areas of the PAL® projects at comfortable warm temperatures at low costs, allowing to extend the use of the lagoon during the colder months.



## RESTRICTIONS FOR CUSTOMERS, LICENSEES AND VENDORS

The use of the Crystal Lagoons Trademarks in advertising, promotional and sales materials or any commercial document is reserved for Crystal Lagoons authorized licensees, customers, and vendors. The purpose and restrictions to use the Crystal Lagoons Trademarks by such parties are established and governed by their respective contract or technology licensing and service agreement (“TLSA”) executed with Crystal Lagoons. Unless the TLSA or contract executed with Crystal Lagoons provides otherwise, Crystal Lagoons authorized licensees, customers, and vendors shall:

- a. use the Crystal Lagoons Trademarks in accordance with the Trademarks Usage Manual;
- b. correct, modify or remove any marketing material that does not comply with the recommendations of the Trademark Usage Manual upon receiving written notice from Crystal Lagoons;
- c. not register or apply for, in any jurisdiction throughout the world, trademarks, service marks, business names, corporate names, trade names, or any similar, which include all or part the Crystal Lagoons Trademarks or any other term likely to be confused therewith;
- d. not challenge, contest or interfere with Crystal Lagoons’ proprietary interest in the Crystal Lagoons Trademarks;
- e. refrain from any acts or omissions which infringe upon, dilute, tarnish or weaken the Crystal Lagoons Trademarks;
- f. not use the Crystal Lagoons Trademarks for a purpose other than that for which the Crystal Lagoons Trademarks have been licensed; and
- g. not register or apply in any jurisdiction throughout the world for domain names, social media names and platforms, keywords, metatags, telephone numbers, or any internet or electronic communication means, which include all or part the Crystal Lagoons Trademarks or any other term likely to be confused therewith.

Please refer to your contract or agreement for details on any restrictions agreed upon with Crystal Lagoons in relation to the use of the Crystal Lagoons Trademarks.

Do not hesitate to email [marketing@crystal-lagoons.com](mailto:marketing@crystal-lagoons.com) if you have any questions.

## QUESTIONS AND CONTACT

If you have questions regarding the use of the Crystal Lagoons Trademarks, please email:

[marketing@crystal-lagoons.com](mailto:marketing@crystal-lagoons.com)

Customers, licensees and vendors of Crystal Lagoons shall contact the Crystal Lagoons Marketing department should they need to develop promotional material, press releases, campaigns or any other material that makes use of Crystal Lagoons Trademarks. Crystal Lagoons Marketing department will work closely with your team to review these materials and provide advice on the correct use of Crystal Lagoons Trademarks.

## MONITORING

Crystal Lagoons monitors its Trademarks regularly. If you become aware of any unlicensed or incorrect use, please email:

[ip@crystal-lagoons.com](mailto:ip@crystal-lagoons.com)

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