

Please use the following as a general list of guidelines when creating any marketing piece on Drivewear:

USE OF LOGOS

1) The Drivewear logo:



should appear alone or with a simple underline



- NO additional tag line.
- The Drivewear logo should only appear in black or white, no colors:



2) The Activated by Transitions logo:



should appear in the lower right hand corner of at least one page (leading or ending) of any marketing piece. It should not be smaller than 1” across, and should appear only in the blue or grayscale colors shown above.

COPY AND TRADEMARKS

1) Stylistically, our design logo shows “DriveWear”, but when we discuss these lenses in text, we prefer to use “Drivewear” (no Capital letter in the middle). *Here is an EXAMPLE of suggested and approved text summarizing the Drivewear technology (with correct trademark notations and capitalizations):*

Drivewear[®] lenses uniquely combine two of the most advanced technologies found in the eyeglass industry today: Transitions[™] Photochromic Technology and NuPolar[®] polarization.

2) In text, refer to Drivewear lenses (that is, use Drivewear as a descriptor). Add ® the first time it appears on the page – or just put the Drivewear logo at the top.

3) On one page or longer marketing materials, include the following acknowledgements at the bottom of the (last) page:

US Patent 6926405; other patents pending. DRIVEWEAR and NUPOLAR are registered trademarks of Younger Optics. TRANSITIONS and ACTIVATED BY TRANSITIONS are registered trademarks of Transitions Optical, Inc.

4) On one page or longer marketing materials, include this reference:

For more information and technical details, visit www.drivewearlens.com

APPROVAL AND/OR ADDITIONAL ASSISTANCE

Whenever possible, please send marketing pieces to Younger Optics for review and approval before printing and/or distributing.

Artwork and logos are available for download through the Drivewear website at www.drivewearlens.com. Younger Optics can also provide additional artwork and logos as needed upon request.

For assistance with any of the above, please contact Amy Rosner at arosner@youngeroptics.com.