

REED EXHIBITIONS
IP ISSUES AND PROCEDURES

Dear Exhibitor,

We respect the Intellectual Property (“IP”) rights of all of our exhibitors and take these matters very seriously. Please review this document in its entirety and follow the procedures outlined below so that we may efficiently and effectively react to your IP claim against another exhibitor.

Please provide the following items in an electronic (PDF) format only and E-mail to Matthew Kunkes (matthew.kunkes@relx.com):

- A.) A letter or e-mail showing that you have already reached out to the exhibitor concerning the alleged infringing item (the “Accused”).
- B.) The U.S. Patents, U.S. Trademark Registrations or U.S. Copyright Registrations in question, and proof that such rights are currently effective.
- C.) Contact information (e-mail address) of your designated representative authorized to act on your behalf at the Venue/Exhibition.

Because photos are not allowed onsite, Management will radio a Staff member closest to the Accused booth to take photos of the alleged infringing product/materials:

- D.) Photos of products or copies of materials being shown at the Exhibition.

Please allow Management at least 24 hours to review and act, as appropriate, in the sole discretion of Management, on the evidence you provide and to respond with the steps, if any, Management intends to take.

Respectfully,

Management

IP Issues

Management respects the Intellectual Property (“IP”) rights of others and expects all exhibitors to do the same. In connection with the exhibitions managed by Reed Exhibitions, the following points apply:

1. Management is not and will not act as an arbiter of the existence of valid and subsisting rights in intellectual property of a complaining exhibitor.
2. Management is not and will not become an enforcement agent or representative relating to the alleged intellectual property rights of any exhibitor.
3. The role of Management is strictly to try to protect the integrity and peace of the Venue/Exhibition and to preserve the Exhibition environment in a manner to allow all exhibitors the opportunity to receive the benefit of their exhibits.
4. Management will cooperate and act consistently with any duly issued court order, writ, judgment or injunction against an exhibitor. In so acting, Management is a neutral party and Management’s presence during service of any court issued documents during the Exhibition is strictly for the purpose of carrying out Management’s responsibility to try to protect the integrity and peace of the Exhibition.
5. Management will acknowledge existing Federally recognized rights (such as U.S. Patents, U.S. Trademark Registrations and U.S. Copyright Registrations) where proof of the current validity of these rights is provided by the Exhibitor/IP Rights Holder to Management, and will assist in communicating those asserted rights to another exhibitor alleged to be in violation of these rights.
6. Management may take steps which, in its sole discretion, are believed reasonable and appropriate to try to achieve an accommodation and/or resolution of IP rights issues between exhibitors.
7. Management reserves the right to ask an exhibitor, against whom another exhibitor has raised a complaint of infringement of Federally recognized IP rights, to produce appropriate documentation reflecting the right or license of the exhibitor to display and market any complained of product(s) or material(s).
8. Management will, when it is deemed reasonable and appropriate in its sole discretion, ask (and possibly insist) that an exhibitor remove items or materials from that exhibitor’s booth only where the asserted Federal rights, after being shown to Management to be currently subsisting, clearly cover the items or materials of the alleged infringing exhibitor in the reasonable judgment of Management.
9. Exhibitors claiming ownership of IP Rights that are allegedly being infringed by another exhibitor agree to follow the IP Procedures.
10. Management shall designate for the Exhibition/Venue site an IP Ombudsperson who shall have the authority to deal with intellectual property issues arising at the Show on behalf of Management, consistent with the IP Procedures.

IP Procedures

These IP Procedures shall be followed in connection with any perceived violations of IP rights of one exhibitor by another at the Exhibition. However, exhibitors are advised that Management will not interpret claims of a utility patent, interpret the scope of protection for a registered trademark or registered copyright, or specifically make any judgments as to the sufficiency of disclosures in patents, the validity of any patents, likelihood of confusion between different marks, fame of a mark, dilution of a mark, fair use of another's mark, priority of rights in a mark, what amounts to a substantial taking of a copyrighted work or what is a fair use of a copyrighted work.

1. Complainant will approach and/or communicate with the Management's designated IP Ombudsperson for the Venue/Exhibition and provide the following:
 - A.) Evidence that the IP rights issue has been communicated by the Complainant to the representative(s) of the allegedly infringing exhibitor – either before the Exhibition or during the Exhibition;
 - B.) Evidence to support the claimed Federally recognized rights, that is, clean and clear copies of the U.S. Patents, U.S. Trademark Registrations or U.S. Copyright Registrations in question, and proof that such rights are currently subsisting;
 - C.) Evidence as to the products and/or materials being used by the allegedly infringing exhibitor at the Exhibition which are asserted to be covered by the Federally recognized rights – this may be clear photos of products or copies of materials being shown at the Exhibition (photos of products from other locations besides the Exhibition or pictures from websites will not suffice); and
 - D.) Contact information for a designated representative of the Complainant authorized to act on Complainant's behalf at the Venue/Exhibition.
2. Complainant will allow Management at least 24 hours to review and act, as appropriate in the sole discretion of Management, on the evidence provided by Complainant and to respond to Complainant with the steps, if any, Management intends to take.