

These Trademark Guidelines (the “Guidelines”) apply to your use of the Kroger trademark and any other Kroger affiliate trademark (each a “Trademark” and collectively the “Trademarks”) that have been approved in advance by The Kroger Co. and/or its affiliates (“Kroger”). Strict adherence to the Guidelines is necessary and any use of a Trademark in contravention of the Guidelines will automatically terminate any license granted to you in relation to your use of a Trademark.

- We will provide a Trademark image for your use. You may not alter the Trademark in any manner, including but not limited to, changing the proportion, color, or font of the Trademark, or adding or removing any element(s) from the Trademark.
- You may use the Trademark only for the purpose expressly authorized by Kroger and your use must: (i) comply with the most up-to-date version of all agreement(s) with Kroger regarding your use of any of the Trademarks; (ii) comply with the most up-to-date version of the Guidelines; and (iii) comply with any other terms, conditions, or policies that Kroger may issue from time to time that apply to the use of the Trademark.

- You may not use the Trademark in any manner that implies sponsorship or endorsement by Kroger other than by using the Trademark as specifically authorized under the applicable agreement with Kroger.
- You may not use the Trademark to bring the Kroger brand, its products or services into disrepute, or in a manner which, in Kroger's sole discretion, may diminish or otherwise damage or tarnish Kroger goodwill in the Trademark.
- The Trademark must comply with the relevant logo standards guidelines (e.g., Kroger logo requirements: <https://media.graphcms.com/JkZYPn4zRd6NKkoEEHW9> ).
- You acknowledge that all rights, title and interest in the Trademark are the exclusive property of Kroger, and all goodwill generated through your use of the Trademark will inure to the benefit of Kroger. You will not take any action that is in conflict with Kroger's ownership of and/or rights in the Trademark.
- Kroger reserves the right to modify the Guidelines and/or the Trademarks at any time and to take appropriate action against any use without permission or any use that does not conform to the Guidelines.

For any queries or assistance in relation to the Guidelines, please reach out to your business contact at 84.51°/KPM.