APPENDIX A
LDS BUSINESS COLLEGE is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

LDS BUSINESS COLLEGE

INSTITUTIONAL MARKS

VERBIAGE

GENERAL INFORMATION

LOCATION: SALT LAKE CITY, UT
ESTABLISHED DATE: 1896
CONFERENCE: N/A

MASCOT MARKS

ADDITIONAL PERTINENT INFORMATION

- College seal permitted on products for resale.
- Alterations to seal permitted.
- Developing/interlocking graphics permitted with seal.
- College business consumables:
  - College Business Health & Beauty
  - College business permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross-branding with other marks permitted.
- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with College marks.

In addition to the Indicia above, any Indicia adopted hereafter and used or approved for use by LDS BUSINESS COLLEGE shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.