



PHILIP MORRIS INTERNATIONAL

Designing a Smoke-Free Future

IQOS Trademark Guidelines

Philip Morris Products S.A.

2024



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Introduction

These IQOS Trademark Guidelines (“**Guidelines**”) serve as a reference guide to outline the proper usage of IQOS trademarks by Philip Morris Products S.A.’s (“**PMPSA**”) licensees, authorized resellers, business partners, legal age consumers or any other third party intending to make lawful use of IQOS trademarks for any purpose.

Following these Guidelines helps us safeguard our valuable trademark rights and strengthen our corporate and brand identities. It is therefore our priority to ensure that you make only proper use of IQOS trademarks.

PMPSA is the sole owner of all trademarks pertaining to the IQOS brand. Please refer to the Schedule for a list of our key IQOS trademarks. Unless expressly permitted by these Guidelines or authorized by PMPSA, the use of IQOS trademarks is generally prohibited.

These Guidelines are not exhaustive. If your intended use of IQOS trademarks has not been covered or if you have any questions regarding these Guidelines, please contact us by email at **[EMAIL ADDRESS]**.





General dos and don'ts

- ✓ Always capitalize IQOS trademarks in the form as shown in the Schedule e.g. "IQOS" or "HEETS" and use IQOS trademarks in plain font and in the same size as any surrounding text.
- ✓ Only use IQOS trademarks in an accurate referential manner e.g. "compatible with IQOS ILUMA device" or "for use with IQOS ILUMA device".
- ✓ Always use the full name of IQOS products in the first or most prominent mention of the product (e.g. "IQOS ORIGINALS DUO" and not merely "ORIGINALS" or "DUO").
- ✓ Use correct terminology when referring to IQOS heated tobacco products. IQOS consumables are known as "heated tobacco units" and IQOS devices and consumables are collectively known as "heated tobacco systems". For example, "IQOS ILUMA heated tobacco system" collectively refers to the IQOS ILUMA device and TEREA SMARTCORE STICKS heated tobacco units.
- ✓ Include the following attribution within the credit notice section of your product or service listing, description, documentation or communication: "[IQOS] is a trademark of Philip Morris Products S.A."



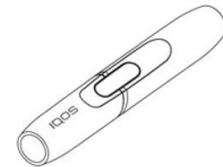
General dos and don'ts

- ✘ Do not use any IQOS logo (e.g. , stylized word mark (e.g. **IQOS**) or graphic symbol (e.g. ) in any color for any purpose (including in connection with any website, products or promotional materials) unless licensed or otherwise authorized by PMPSA.
- ✘ Do not use, in whole or in part, any IQOS trademarks or trademarks similar to IQOS trademarks (including local translations and transliterations of IQOS trademarks) as or as part of any company name, company logo, trade name, store name, product name or domain name.
- ✘ Do not use IQOS trademarks in any manner that would indicate or imply PMPSA's affiliation with, or endorsement or sponsorship of, yours or any other third party's product or service unless authorized by PMPSA. For example, you cannot claim to be an "IQOS Reseller", name your online store "Official IQOS Store" or register a domain name such as "iqos-shop.net" for your business.
- ✘ Do not use IQOS trademarks as a verb (e.g. "*our vape lounge allows customers to IQOS*").
- ✘ Do not use or imitate any IQOS slogan or tagline (e.g. "**TOGETHER. FORWARD.**").



General dos and don'ts

- ✗ Do not use any trademark symbols (i.e. ™ or ®) alongside any IQOS trademarks. Such use is reserved for PMP SA only as the trademark owner.
- ✗ Do not alter or use any alteration of the IQOS trademarks such as for example "IQ", "ICOS", "IQOSZONE" or "アイコス" (ai-ko-su).
- ✗ Unless expressly authorized by PMP SA, do not in any way reproduce IQOS packaging, trade dress, product images, product designs, logos, visuals, website designs or other copyrighted content owned by PMP SA such as the following:



Commercial use on websites, online marketplaces and social media

You may not use IQOS trademarks in your store name, product name or social media account name e.g. “HEETS Online Store”, “IQOS leather case” or “@iqos_official”, or in any way or manner to directly or indirectly promote products that are not manufactured or sold under the authorization of PMPSA.

You may use IQOS trademarks in a standard font (but not IQOS logos, stylized word marks or graphic symbols) to refer to IQOS products that are manufactured or sold under the authorization of PMPSA on websites, online marketplaces and social media. Such references should always be accurate and not misleading as to any affiliation, endorsement, or sponsorship between IQOS trademarks, IQOS products or PMPSA, and yours or a third party’s business, products or services.

For example, you may indicate that yours or a third-party product “*works with IQOS devices*” or that “*IQOS products are available for sale*” on your online store.

Unless expressly authorized in writing by PMPSA, you are prohibited from using any reproduction of IQOS packaging, trade dress, product images, product designs, logos, visuals, website designs or other copyrighted content owned by PMPSA on your website, store or social media page.



Third-party products for use with IQOS devices

Third-party products for use with IQOS devices include protective cases, pocket chargers, replacement USB charging cables, cleaning tools, ceramic trays for disposal of heated tobacco units, etc. that are not manufactured, sold, or endorsed by PMPSA.

You may use IQOS trademarks in standard font (but not IQOS logos, stylized word marks or graphic symbols) on packaging, instruction leaflets or promotional materials in respect of such third-party products ONLY to describe functionality and/or compatibility with IQOS products and you must always comply with ALL the following guidelines:

- IQOS trademarks (or any confusingly similar mark) should not form any part of the product's name and should not be used in a standalone manner.
- IQOS trademarks should not appear more prominently than the product name or brand name.
- Do not use or imitate IQOS packaging, trade dress, product images, product designs, logos, or visuals on your product packaging.
- Any reference to IQOS trademarks should not be misleading as to any affiliation, endorsement, or sponsorship between PMPSA and your business, products, or services. For example, the phrase "pocket charger for use with IQOS ILUMA device" is acceptable but not the phrase "IQOS ILUMA pocket charger" as the latter phrase may imply an affiliation with PMPSA.
- Any reference to IQOS trademarks should always be truthful and accurate. For example, the phrase "compatible with IQOS devices" must only be used if the product is in fact compatible with, and does not affect the performance of, IQOS devices.
- You are required to include the following statement on your product packaging or instruction leaflet: "[IQOS] is a trademark belonging to Philip Morris Products S.A. [NAME OF THIRD PARTY] is not affiliated with, representative for, or agents of, Philip Morris Products S.A. and [NAME OF THIRD PARTY]'s products are not endorsed, reviewed, tested, or supported by Philip Morris Products S.A. All liability for such products remains with [NAME OF THIRD PARTY] as product manufacturer."



Seminars, publications, and social media

Publishers, organizers and operators of publications (e.g. books, media articles and magazines), seminars and social media accounts of non-commercial nature may wish to use IQOS trademarks for informational purposes.

In these circumstances, it is acceptable to use IQOS trademarks in plain font and to refer to authorized IQOS products (e.g. “PMP SA to launch new IQOS ILUMA device”). However, IQOS trademarks should not appear larger or more prominently than the name and logo of the publication, seminar or social media account on all relevant materials.

IQOS trademarks may be used as part of a publication title, seminar name or social media post heading provided that the use is only to refer to authorized IQOS products and does not appear larger or more prominently than the surrounding text.

Do not use any IQOS packaging, trade dress, product images, product designs, logos, visuals, website designs or other copyrighted content owned by PMP SA on any relevant materials without express authorization from PMP SA.

For publications, the following disclaimer of sponsorship, affiliation, or endorsement by PMP SA should be included in a prominent location: “[NAME OF PUBLICATION] is an independent publication and has not been authorized, sponsored or otherwise approved by Philip Morris Products S.A.”



Licensed or authorized use of IQOS trademarks

PMPSA's licensees and authorized parties may use IQOS trademarks (including IQOS logos, stylized word marks or graphic symbols) in promotional materials only to the extent as licensed or authorized.

Please refer to the terms of your respective agreement with PMPSA which define your permitted scope of use of IQOS trademarks. If your agreement does not provide any usage guidelines, please refer to these Guidelines.

When making use of IQOS trademarks, authorized parties or licensees must include an indication of their license or authorization in a prominent location on relevant materials.

For example, if you are an authorized reseller, you must indicate that you are an "IQOS Authorized Reseller" in your store; or if you are a licensed product manufacturer, you must indicate that the product is "*Manufactured under license from PMPSA*" on your product packaging.

If you are unsure of your scope of use of IQOS trademarks or the nature of your relationship with PMPSA, please contact your PMPSA business partner.



Closing information

The latest version of these Guidelines is accessible on our IQOS website: **[URL]**.

By using IQOS trademarks, you agree: (i) to follow these Guidelines as well as any terms in your agreement with PMPSA, if any; (ii) that PMPSA does not guarantee such use will preclude any governmental or third party challenges, objections or legal action; and (iii) that PMPSA shall not be liable to you or any third party for any direct or indirect damages or liabilities resulting from such use.
















PMPSA reserves the right to modify these Guidelines at any time and object to any use of IQOS trademarks even if such use is not expressly prohibited by these Guidelines.

If your intended use of IQOS trademarks has not been covered or if you have any questions regarding these Guidelines, please contact us by email at **[EMAIL ADDRESS]**.



Schedule

Word Marks				
IQOS	IQOS ILUMA	IQOS ORIGINALS	BONDS	VEEV
IQOS DUO	IQOS ILUMA PRIME	IQOS ORIGINALS DUO	BONDS by IQOS	IQOS VEEV
IQOS MULTI	IQOS ILUMA ONE	IQOS ORIGINALS ONE	ROUNDHEAT TOBACCO SYSTEM	VEEV NOW
HEATSTICKS	SMARTCORE INDUCTION SYSTEM	HEATCONTROL TECHNOLOGY	BLENDS	VEEV ONE
	TEREA	HEETS		
	TEREA SMARTCORE STICKS			
	SENTIA			

Stylized Word Marks, Logos and Graphic Symbols				
				
				
				





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