



PENTAIR

BRAND STANDARDS

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10.1 DEFINITION OF TRADEMARKS

If you have questions at any time, please don't hesitate to reach out to your segment marketing leader, marketing manager global brand standards and/or your assigned legal counsel for help.

TRADEMARKS & COPYRIGHTS

At Pentair, whenever you create product packaging, labelling, manuals, communication materials or other documents on which our trademarks appear, proper use is critical to legally protect and strengthen these valuable intangible assets. This also helps to achieve consistency in promoting Pentair products and service worldwide.

These guidelines are intended to help you in clarifying, identifying, protecting, and promoting correct and consistent trademark and copyright usage in marketing and communications at Pentair.

WHY IT'S IMPORTANT TO USE TRADEMARKS CORRECTLY

The correct trademark symbol should be used with a brand/name/logo in order to be able to legally enforce a company's trademark rights. Materials including packaging, labels, manuals etc. are routinely submitted to trademark registration offices worldwide as evidence of a company's trademark usage. When using a trademark, it is important to ensure that it is used in the same way for which it has been registered (e.g. using the same word(s), font, color, and/or graphic logo). Otherwise it will be difficult or impossible to obtain or maintain the corresponding trademark registration.

Proper usage of other companies' trademarks is also important to respect their trademark rights and to avoid costly disputes and infringement claims with third parties.

WHAT IS A TRADEMARK?

A trademark is a word, phrase, symbol, design, color, sound, or a combination thereof, that serves to identify goods or services from those of another.

REGISTERED TRADEMARK SYMBOL



This symbol indicates that the preceding name/logo has been registered as a trademark with a national trademark office. Use this symbol on products/marketing materials only in countries **wwhere it is sure the trademark has been registered for those particular goods and/or services in relation to which the trademark is used.**

TM TRADEMARK SYMBOL



The symbol is usually used for unregistered trademarks, to provide notice of a claim of common-law rights (rights through the use). The symbol can be used

1. in connection with an unregistered mark that has been consistently used for several years
2. where a trademark application has been filed, but does not yet have a final registration

10.2 USING PENTAIR TRADEMARKS

Determining When and How to use a Trademark Symbol

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It is recommended, if possible, to use the ® or ™ symbol in communications and marketing materials on product brands and names, following the indications below:

CHECK THE LIST TO DETERMINE IF/WHICH TRADEMARK SYMBOL TO USE.

A regularly updated list of all Pentair registered Trademarks is available on [mypentair.com](https://www.mypentair.com) at <https://www.mypentair.com/en-us/working-here/brand-materials.html>.

From this list, you can identify:

- Whether the product brand, product name and/or logo you wish to use has been registered (or is pending), AND
- in which country(ies) it is registered (or pending)
 - If the marketing material is intended to be used ONLY in countries where you identify that the trademark has been registered in relation to those goods, you can use the ® symbol.
 - If the marketing material is intended to be used in countries where a trademark application has been filed but not registered, and/or the brand has been consistently used in a country for several years, you can use the ™ symbol (with exception of China).
 - If the marketing material is intended to be used in countries where you don't know about any local registration, don't use any trademark symbol but rather use the footnote statement only.

DETERMINING HOW TO USE A PENTAIR TRADEMARK

RESOURCES:
Pentair Brand Standards & Web Style Guidelines
Pentair PowerPoints
Pentair Business Documents
Pentair Fonts
Logos
Stock Photos
Trademarks
Videos

[mypentair.com/brand-materials](https://www.mypentair.com/brand-materials)

Footnote statement:

All indicated Pentair trademarks and logos are property of Pentair. Third party registered and unregistered trademarks and logos are the property of their respective owners.

THE “FIRST USE” PRACTICE

The first time a trademark name is used on each new printed material/surface, use the specific trademark symbol along with the footnote statement at the end of the material.

THE “LATER USE” PRACTICE

Once the “first use” practice has been applied, you can drop the trademark symbol from the trademarked name in subsequent mentions on that surface if repeated with the same generic descriptor. You can also drop the word Pentair from the beginning of the product name, unless Pentair is the only name (trademark) the product carries.

Important: Do not use trademark symbols on logo lockups.

Note: For more information on how to use and refer to the Pentair brand, Pentair product brands and product names, see the Branded Portfolio (Chapter 4).

For any other questions, please contact your segment Content Marketing Manager, marketing manager, global branding, or your legal counsel.

OFFLINE APPLICATION PRACTICE – PACKAGING & PRINTED MATERIALS (MANUALS, SALES SHEETS, BROCHURES, CATALOGS)

Example: Pentair EasyTouch Brochure

WHO SAYS POOL AUTOMATION HAS TO BE COSTLY AND COMPLICATED.

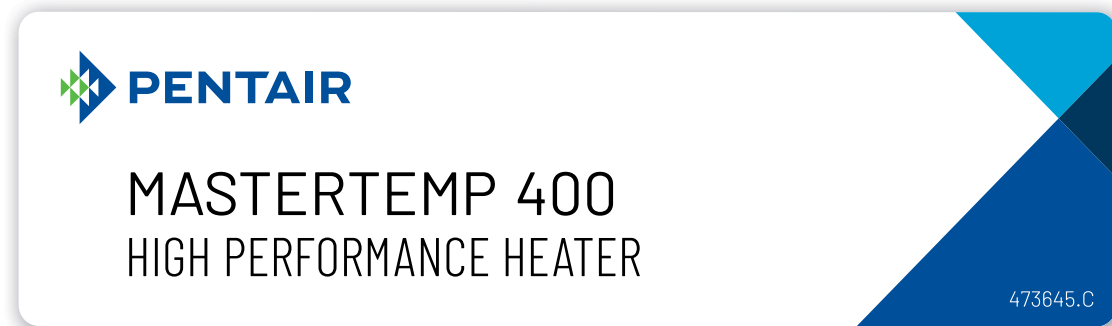
Scheduling and controlling the operation of pool and spa equipment and related poolscape accessories is now blissfully automatic, simple and affordable. Pentair EasyTouch® Pool and Spa Control Systems eliminate the inconvenience of repeated trips to the equipment pad, memorizing operating sequences, opening and closing valves and resetting time clocks and thermostats.

What’s more, EasyTouch systems set the standard for operating simplicity with push-button operation and clear, intuitive instructions and displays. Your EasyTouch system includes all circuitry and fully programmable controls in a single Load Center installed near your pool or spa equipment. This avoids expensive wiring and installation costs to make an EasyTouch system affordable for any budget.

In order to mitigate the complexity associated with distribution to different countries, it is recommended not to use trademark symbols on products or product labels that are attached to the product. If there is space on product labels, please use the footnote statement: All indicated Pentair trademarks and logos are property of Pentair. Otherwise ensure correct reference and statement is on product packaging.

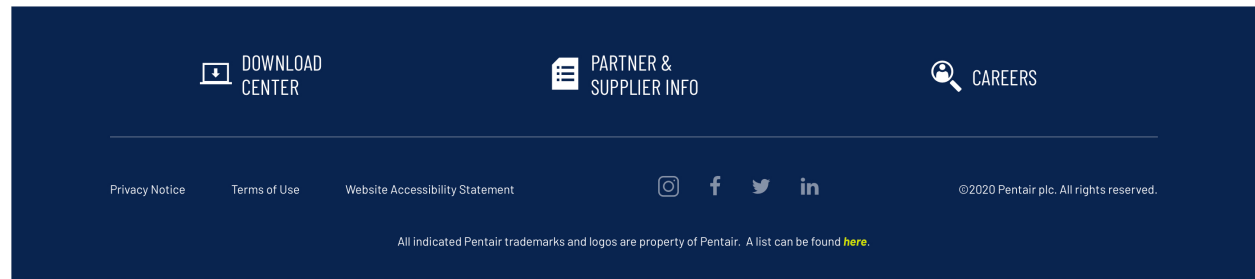
OFFLINE APPLICATION PRACTICE – PRODUCTS

PRODUCT LABEL Example



On pentair.com and other Pentair websites, it is not necessary to use any trademark symbols. The footnote statement is sufficient. On other Pentair websites, please link back to the trademark section of pentair.com :
<https://www.pentair.com/en/registrations.html>.

ONLINE PRACTICE- USING PENTAIR TRADEMARKS DIGITALLY



Footnote statement:

All indicated Pentair trademarks and logos are property of Pentair. Third party registered and unregistered trademarks and logos are the property of their respective owners.

1. Use the appropriate trademark symbol after each trademark used in a product name. Follow it with the complete generic descriptor, capitalizing the first letters of each word in the full product name. Don't abbreviate or alter the spelling or form of the trademark.

Examples:

Pentair® Flotec™ SOS Flood Kit
Pentair® X-Flow™ Xiga™ Technology

2. In the case that a product only carries the Pentair brand and no trademarked name, then begin the Product name with the Pentair mark.

Example:

Pentair® Pool Heater A30

3. Model or product numbers should follow the generic descriptor.

CORRECT:

Pentair® Everpure™ Water Filter Cartridge EF-3000

4. Do not use a registered trademark symbol in the graphic logo lockup, either on Pentair or on the product brand name.
5. Referring to the company Pentair? Then no trademark symbol. When using Pentair to designate the company rather than a specific product, never use any trademark symbol.

CORRECT:

The Pentair corporate communications team is located in Golden Valley, Minnesota.

INCORRECT:

Pentair® is a global company.

USING TRADEMARKS WITH PRODUCT BRANDS & NAMES

Examples



USE CORRECT TRADEMARK GRAMMAR

1. Always use the trademark as a proper adjective, not a noun. Whenever possible a trademark should be followed by the common descriptive name (noun) of the product it refers to.

CORRECT:

Pentair sells Pentair® Everpure™ Water Filter Cartridges.

INCORRECT:

Pentair sells Everpures.

2. Never use a trademark as:

A. a verb (e.g., “Everpure your home.”)

B. a possessive (e.g., “Everpure’s”)

C. a noun (e.g., “Let’s go change the Everpures.”)

D. in plural form (e.g., “Let’s sell some Everpures.”)

TRANSLATING AND TRANSLITERATING TRADEMARKS

Do not translate trademarks unless this is due to a local legal requirement (e.g. tagline in France).

Transliteration is the process of transferring a word from the alphabet of one language to another. It helps people pronounce words and names in foreign languages. It is used most often in languages that are different than Latin-based alphabets (ie Chinese, Russian, Japanese). Do use transliteration version when necessary (e.g. China, Russia, Japan). Refer to your Brand and Legal contact.

Example:

“Pentair” into Chinese characters.

A SCENARIO EXAMPLE

The Pool content manager in the Consumer Solutions segment needs to develop a new box and marketing support materials for the Pentair Prowler 930 Pool Cleaner, for sale in the USA only. The product uses the EcoSelect technology and is part of the Trade Grade product line.

1. Check current trademark list, available in the brand materials section of mypentair.com.
 - Prowler: The trademark registration is valid in the USA
 - EcoSelect: The trademark registration is valid in the USA, and EU countries
 - Trade Grade: This wordmark has not been registered in the USA (or any other country)
2. As the product will be sold in the USA only, the ® symbol can be used on both the Prowler and EcoSelect wordmarks. Apply the “first use” rule on the packaging and any marketing materials.
3. Include the trademark footnote statement on all materials, referencing Pentair and any third party trademarks, ie “All indicated Pentair trademarks and logos are property of Pentair. Third party registered and unregistered trademarks and logos are the property of their respective owners.”
4. On marketing materials (not the packaging), include the copyright statement “© 2021 Pentair. All rights reserved.”

TRADEMARK USAGE EXAMPLE ON MARKETING MATERIAL

PENTAIR ecoselect TRADEGRADE
Trusted by the world's most demanding pool professionals.

PROWLER® 930

ROBOTIC INGROUND POOL CLEANER

The ultimate in pool cleaning convenience and control... right from your smartphone

KEY FEATURES

- Bluetooth® Wireless Technology Enabled Smart Device Control
- Dual-Level Filtration with Top-Access Basket
- Robust Caddy
- Built-In Weekly Timer with Fast-Clean Mode

The Bluetooth® word mark and logos are registered trademarks owned by the Bluetooth SIG, Inc. and any use of such marks by Pentair Water Pool and Spa, Inc. is under license. Other trademarks and trade names are those of their respective owners.

FEATURES AND PERFORMANCE THAT MAKE POOL CARE A BREEZE	PROWLER 930	PROWLER 930	PROWLER 930
Powerful, high-speed scrubbing brush	✓	✓	✓
For aboveground pools	✓	✓	✓
High-velocity water motor	✓	✓	✓
Programmable daily cleaning schedule	✓	✓	✓
Dual filtration systems	✓	✓	✓
Bluetooth® wireless technology	✓	✓	✓
Compatible with pool automation	✓	✓	✓
Fast clean mode	✓	✓	✓

PENTAIR ecoselect TRADEGRADE

800.251.1000 | 800.251.1000 | 800.251.1000 | pentair.com



IMPORTANT NOTE: If the business plans to sell the product through a direct or indirect channel to other countries besides the USA, a different application of the symbols would be required.

10.3 COPYRIGHTS

Copyright on Pentair Assets

Copyright Infringement

Copyright Notice

When working with providers (e.g. agencies) for marketing and communications materials assets:

Negotiate full buy-out license/transfer agreements whenever possible, i.e. no limitation regarding:

- Duration / time period
- Use (right to copy, adapt, modify, translate in any language)
- Support (all supports/media, including Internet and social media)
- Territory (worldwide)

When the materials are received from the agency/ creator for use by Pentair, be sure that all rights have been assigned to Pentair, and that the agreement / proof of rights are linked to the creative material (for example detailed and stored with the asset in the AEM DAM or business files).

Any material developed by a provider should be fully assigned to Pentair (i.e. becomes Pentair's property). Before using or modifying any material developed for Pentair, Pentair needs to ensure all rights on that material.

ASSIGNMENT OF RIGHTS CLAUSE FOR AGENCY CONTRACTS

When making the contract or agreement with the agency, please include the following Rights Clause.

Assignment of rights clause:

The Agency agrees to assign to Pentair all Intellectual Property rights, on all contents/videos/images/picture/photos ("Material") created for Pentair (for any entity belonging to Pentair Group) and it acknowledges that Pentair (any entity belonging to Pentair Group), will therefore has an exclusive right to all the mentioned Material from the Effective Date of the agency agreement/ business relationship and for an unlimited period of time".

COPYRIGHTS ON PENTAIR ASSETS

Stay smart, connected and protected with Pentair Home.
Insist on Pentair. Learn more at Pentair.com/home-app

© 2021 Pentair. All Rights Reserved. All indicated Pentair trademarks and logos are property of Pentair. Third party registered and unregistered trademarks and logos are the property of their respective owners. App Store® is a registered trademark of Apple, Inc. in the U.S.A. and/or other countries. Google Play® is a registered trademark of Google LLC in the U.S.A. and/or other countries.



COPYRIGHT INFRINGEMENT

A copyright infringement can occur when copyrighted material is used without proper rights or authorization. There are two scenarios that can occur:

1. A 3rd party uses Pentair material without Pentair authorization

If this instance occurs, please contact your assigned Legal Counsel.

2. Pentair infringes a 3rd party's copyright (for example; Pentair uses a photo or artwork without having obtained the usage rights from the creator or rights holder)

We should ensure that this does not happen. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. If in doubt, please contact the creator of the artwork or your content marketing manager for assistance.

Pentair Copyright Notice Example

© 2021 Pentair. All rights reserved.

COPYRIGHT NOTICE

You should include a copyright notice on the bottom of each piece of printed and/or digital material. This puts the world on notice of our rights on the material. The notice consists of four elements:

- The © symbol
- The year of the last update of the content
- Pentair
- The statement "All rights reserved."

10.4 LEGAL ENTITY NAME USAGE

LEGAL ENTITY NAME USAGE

A legal entity name is the official legal name of a company as registered through or with a local trade register. Legal entity names might include acronyms that indicate the entity type (e.g., Co., Inc., AG, GmbH., Pty. Ltd., plc, Corp., etc.). The legal entity name is different than a brand or trademark of a company, and therefore should be used differently.

Local law or regulations may require the indication of a legal entity name on materials or communications. For example, for shipping/customs documents it is required to indicate both the name of the legal entity exporting/selling the products and the brand of the products sold. Similarly, contracts require a legal entity to be indicated as a contracting party. However, standard marketing material may not require a legal entity to be referenced.

As a general rule, Pentair Segment and Business Unit names (e.g. "Consumer Solutions", "Industrial Filtration") should not be used on any marketing materials, product packaging, contracts or other official documents, because they are not legal entity names.

Always contact your assigned Legal Counsel to understand if a legal entity name is required to be used and what is the correct legal entity name to use.

Pentair plc: There are very few circumstances where it is appropriate to use this entity name. If you believe that your situation necessitates use of this legal entity, please contact your assigned legal counsel for guidance.

The following are examples where reference to an official legal entity name is normally required:

1. Legal contracts
2. Invoices, purchase orders, order acknowledgements
3. Product labels
4. Regulatory and legal filings
5. Permits and licenses
6. Other business registrations (e.g., trademark, domain name and patent filings, specifically, to denote which entity owns the registration)
7. Press Release (Note: any press release should be guided by and approved by VP Communications)
8. Website 'Contact Us' page, where the local address needs to have the legal entity name to be deliverable
9. Certain countries require all official correspondence and business cards to include the legal entity name (e.g., Germany)
10. Other items based on local law or product specific regulations



IMPORTANT NOTE: On use of Pentair plc: You should never use the legal entity name "Pentair plc" unless you have been given specific authorization.

10.5 MERGERS & ACQUISITIONS

GENERAL PHILOSOPHY ON THE INTEGRATION OF NEW BUSINESSES TO THE PENTAIR ENTERPRISE THROUGH ACQUISITION:

The following are three scenarios with the first scenario being the standard policy. Final decisions will require approval of the Executive Management Team, process led by the Chief Growth Officer.

ALWAYS (THE STANDARD POLICY)

1. Integrate Pentair signage, branding and philosophy as soon as possible, ideally Day One of close.
2. No competing logos allowed of acquired brand and the Pentair brand.
3. Master brand architecture is our standard (refer to Chapter 40). We will always lead with Pentair. This is intended to preserve the purchased company brand equity and integrate the asset into the Pentair family.
4. Day One is very important as we begin the cultural integration of the new company into the Pentair enterprise and deliver expectations that begin with how employees experience the new company.
5. Web sites will be fully integrated in one year if not sooner.

RARE (REQUIRES APPROVAL)

There is a significant brand equity of an acquired entity:

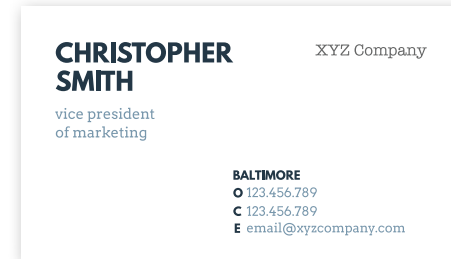
1. Integrate Pentair signage, branding and philosophy as soon as possible (non-negotiable).
2. Time phase out of competing logos, not to exceed one year.
3. Web sites will be fully integrated in one year.
4. Any advertising, trade shows, brochures and customer facing materials can include both logos, but will be separated and positioned with Pentair leading.

ALMOST NEVER (REQUIRES APPROVAL)

1. Impact of an acquired company can significantly hurt the Pentair brand.
2. Pentair does not have management control over the entity.
3. Acquired company does not fit our enterprise model.
4. Acquired company is a wholly owned subsidiary of the Pentair Corporation, acting Independently.

BUSINESS CARDS

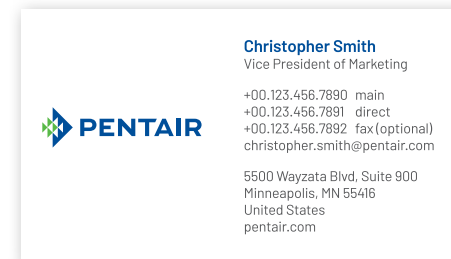
Pre-Acquisition



Newly Acquired



Fully Integrated



IMPORTANT NOTE: If you are not sure how to correctly refer to a company or product brand that has been recently acquired, please contact your VP of Marketing or your assigned Legal Counsel.