



USER AGREEMENT

between
Frankfurt School of Finance & Management gemeinnützige GmbH
Adickesallee 32-34
60322 Frankfurt am Main

And
Use contractor's company

Address line 1

Address line 2

hereinafter "FSFM"

hereinafter referred to as the "Contracting Party"

and together "Parties"
via
the use of Company Key Words and Signs of FSFM

§ 1 Ownership

- (1) FSFM is the owner of the company name "Frankfurt School of Finance & Management gGmbH", which is registered at the Local Court of Frankfurt am Main under registration number HRB 82018. FSFM is also the owner of the company key words "Frankfurt School of Finance & Management" and "Frankfurt School" (hereinafter "Company Key Words").
- (2) FSFM is also the owner of registered trademarks (hereinafter "Trademarks"). FSFM also uses registered logos (hereinafter "the Logos").

§ 2 Permission to use

- (1) Within the framework of the cooperation with the Contracting Party, FSFM shall permit the Contracting Party to use the Company Key Words and the Signs on the website of the Contracting Party, on advertising boards and for events of the Contracting Party for advertising purposes, in printed form, in particular in brochures and flyers, in downloadable electronic files and in PowerPoint presentations as shown on page 2 of the user agreement.
- (2) The Contracting Party undertakes to arrange the use in such a way that FSFM does not appear as the author or responsible party for the content of the website, the advertising board, the document, the downloadable electronic file or the PowerPoint presentation. The criterion for the assessment is the objective recipient horizon. Please pay attention to the Corporate Design Guidelines (appendix 1).

§ 3 Revocation of use and end of the permission to use

- (1) The permission of use can be revoked in whole or in part by FSFM at any time without giving reasons in writing or in text form.
- (2) The Contracting Party's right of use shall end, without requiring the cooperation of the Parties, upon termination of the cooperation.
- (3) In the event of revocation pursuant to paragraph 1 or termination pursuant to paragraph 2, the Contracting Party shall be obliged to remove the Company Key Words and Signs immediately from the website and from the downloadable electronic files and PowerPoint presentations and to refrain from future use. If trademark rights should have arisen for the Contracting Party due to the use of the Company Key Words or the Signs, the Contracting Party shall transfer these rights to FSFM on termination of the contract. FSFM accepts this transfer.

§ 4 Design of the Company Key Words and the Signs

- (1) The Contracting Party shall be obliged to use the graphic artwork of FSFM, which FSFM shall make available to the Contracting Party.
- (2) Company Key Words and Signs must remain unchanged in terms of design, font and colour and should be used in line with the FS Corporate Design Guidelines.



§ 5 Warranty and liability

- (1) FSFM does not guarantee that no rights of third parties are infringed by the use of the Company Key Words or the Signs. However, FSFM states that it is not aware of any such rights.
- (2) FSFM shall not be liable for damages incurred to the Contracting Party due to the use of the Company Key Words or the Signs, insofar as these are not based on intentional or grossly negligent behaviour attributable to FSFM.

§ 6 Written form

Amendments and supplements to this User Agreement, including this written form clause, as well as collateral agreements, must be made in writing to be effective.

§ 7 Choice of law, place of jurisdiction, relevant language

- (1) This User Agreement is subject to the law of the Federal Republic of Germany, unless the mandatory law of another country applies in individual cases.
- (2) For all disputes arising out of or in connection with this User Agreement, including the validity of the User Agreement, the Regional Court of Frankfurt am Main shall have exclusive jurisdiction to the extent permitted by law. FSFM reserves the right to take legal action against the contracting party at its registered office.
- (3) The German language version shall be decisive for the interpretation of this User Agreement.

§ 8 Severability Clause

Should individual provisions of this User Agreement be invalid or unenforceable or become invalid or unenforceable after conclusion of the User Agreement, the validity of the rest of the User Agreement remains unaffected by this. The invalid or unenforceable provision shall be replaced by a valid and enforceable provision whose effects come as close as possible to the economic objective which the Parties pursued with the invalid or unenforceable provision. The above provisions shall apply accordingly in the event that the User Agreement proves to be incomplete.

Annex 1: Corporate Design Guidelines for logo use

Logos

Please pay attention to the Corporate Design Guidelines.

1



2



Place, Date

Place, Date

Signature / Company stamp

Frankfurt School of Finance & Management gemeinnützige GmbH

Signature / Company stamp



ANNEX 1: CORPORATE DESIGN GUIDELINES FOR LOGO USE

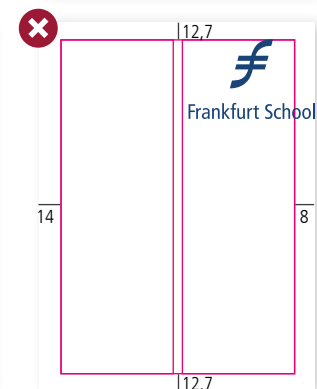
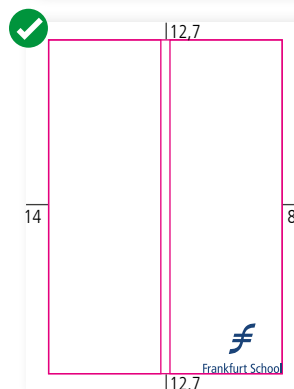
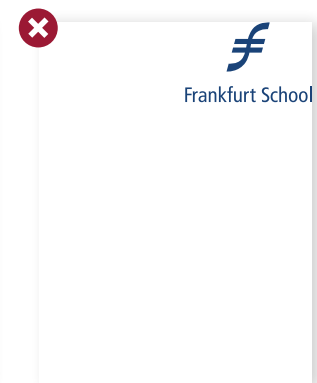
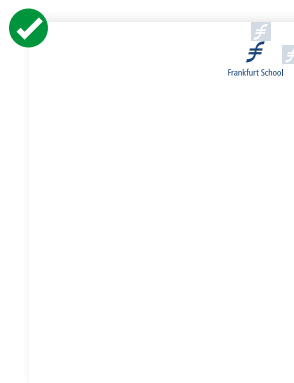
Format

This is the official Frankfurt School Logo. This is used for any printmaterial and the website. The Logo has specific sizes on different formats. On A4 the width of 41 mm and on A5 the width of 31 mm is used. Unproportional stretching of the Logo is not permitted. It has to be resized proportionally. Don't use a width below 25mm.



Positioning

If your page format is not listed please use the 'f' container for the right positioning. The Logo should always have enough clear space to breath and stand out. No other text or design elements should be placed within the space surrounding the logo, measured by the 'f' container. Don't place the Logo without a spacer.



Page size/format	width of brand mark	Distance from edge
105mm x 210 mm	21 mm	8 mm
148 mm x 105 mm (A6)	24 mm	8 mm
210 mm x 105 mm	24 mm	8 mm
210 mm x 148 mm (A5)	26 mm	14 mm
297 mm x 210 mm (A4)	30 mm	14 mm
420 mm x 297 mm (A3)	50 mm	14 mm

ANNEX 1: CORPORATE DESIGN GUIDELINES FOR LOGO USE



Frankfurt School

Usage

Frankfurt School logos should only be used in either its original color scheme or when necessary in white- or grayscale. Any other alteration to the color scheme is prohibited. The logo should neither be stretched nor compressed. The predefined minimum distance should be maintained. The dimensions for distances and sizes can be found below.

The official Frankfurt School Slogan is used for official communications in the following cases.

- ✓ Inhouse documents
- ✓ Business papers
- ✓ Certificates
- ✓ Cooperations
- ✓ External requests
- ✓ Official publications (News, Interviews etc.)
- ✓ FS Websites
- ✓ Business cards

