

***dorix®***

***Trademark Project***

***Presentation***

***y 2012***



**RADICI  
GROUP**

# *The purpose of the Project:*

*dorix® Trademark is synonymous with quality and tradition*

*Radici Group, in accordance with the corporate policy, has decided to implement a new strategy to increase its value and safeguard its market image*

# *The Project path:*

- ✓ *dorix® Trademark registration (y 2010)*
- ✓ *dorix® New web site launching (September 2011)*
- ✓ *Trademark project's presentation to the Market (September 2011)*
- ✓ *Authorization to eligible Applicants (last quarter of 2011)*
- ✓ *Publication of the List of Licensees (December 2011)*
- ✓ *Promotion of the dorix® Trademark (starting from January 2012)*

# *dorix<sup>®</sup> Trademark registration:*

- ✓ *at the Office for Harmonization in the Internal Market (OHIM)*  
*<http://oami.europa.eu/ows/rw/pages/index.en.do>*
- ✓ *under registration number 009135096*

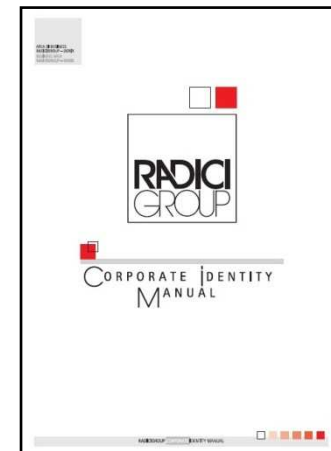


# *Trademark Corporate Identity:*

- ✓ *by RadiciGroup Corporate Marketing*
- ✓ *to indicate how the Trademark can be used*



*Annex B*



# dorix<sup>®</sup> New web site launching

- ✓ launching of the New dorix<sup>®</sup> Web Site
- ✓ divulged by newsletter to the market

[www.radicigroup.com/dorix](http://www.radicigroup.com/dorix)



## Trademark project's presentation

- ✓ to the Market by dorix<sup>®</sup>

A screenshot of a trademark application form. The form is titled 'Application for the Use of the dorix® Trademark'. It includes fields for the applicant's name, address, contact information, and a section for the trademark itself. The form is partially filled out with yellow text. The Radici Group logo and the Dorix logo are visible at the top of the form. The form is presented as a document being reviewed or prepared for submission.

**RADICI**  
GROUP

# *Authorization phase*

- ✓ *the Applicant sends a fulfilled request to dorix GmbH*
- ✓ *accompanied by a sample of the item containing the dorix® fibre*

*Address:*

*dorix GmbH – Marketing Office  
D- 95152 Selbitz, Hofer Str. 23,  
Phone: +49 (0) 9280 98103-0 Fax: +49 (0) 9280 1513*

- ✓ *the Applicant receives the authorization from dorix GmbH*
- ✓ *the authorization is valid for 12 months from the date of issuance*
- ✓ *the authorization may be renewed before the expiry date*

*For further information please refer to the official regulation:*

*“Terms and Conditions for the Use of the dorix® Trademark”*

# *Publication of the List of Licensees*

- ✓ *on the New dorix® Web Site*
- ✓ *to inform the Market about eligible licensees for the Trademark*



## *Promotion of the dorix® Trademark*

- ✓ *starting from January 2012*
- ✓ *through main strategic trade fairs across Europe*
- ✓ *through a communication action plan (web, newsletters, magazines)*
- ✓ *through specific co-marketing actions with customers*