



## Intellectual Property Rights

EXHIBITORLIVE is making preparations for the upcoming Show and doing its best to help your company have a successful Show. EXHIBITORLIVE has initiated measures to assist exhibitors with the protection of their rights at the Show and to ensure proper protection of Intellectual Property Rights of its Show exhibitors. This includes the protection of trademarks, service-marks, copyrights and patents. If an exhibitor anticipates that others might infringe on their rights, they should consider taking action now, including obtaining restraining orders from a court with jurisdiction over EXHIBITORLIVE.

### What you Can Do

If you have a pending dispute regarding your company's intellectual property rights and the infringing company is exhibiting at the Show then you should consider bringing the following to EXHIBITORLIVE:

- The court case number. If you apply for a temporary restraining order (TRO) or injunction while at the Show, it can reference the ongoing case number.
- A copy of any applicable federal registration (patent, trademark, copyright, service mark).
- The name and contact information of your attorney, if any.

Prior to the Show if you feel there is a reasonable risk of a problem involving your company's intellectual property rights including copyright, trademark/trademark or patent, come to the Show prepared.

On-site if you suspect another company has copied your product or has infringed on your legal rights, i.e. copyright, trademark/trademark or patent, report this by telephone to the Show Management office (number to be provided at the Show) and a representative of EXHIBITORLIVE will come to your booth.

### Action

EXHIBITORLIVE will take one of the following actions:

- Upon receipt of a complaint from an exhibitor, EXHIBITORLIVE will review the complaint with the exhibitor. If that exhibitor has a legal instrument, i.e. TRO (Temporary Restraining Order), Injunction or other legal document from Clark County or Federal Court with jurisdiction over the convention center, EXHIBITORLIVE will confer with legal counsel to determine what action may be taken, and then meet with the company that is accused of infringing. This will include...
  - > Recommendation to remove the items in question from the exhibit
  - > If deemed advisable, EXHIBITORLIVE will attempt to bring you and the alleged violating party together in a meeting in the Show Management office in an attempt to resolve the matter
  - > Take no action if it is determined there is no action necessary

If EXHIBITORLIVE determines that a complaint is valid, but the alleged violating exhibitor will not attend such meeting nor remove the product, then you are advised to take legal recourse, which might include seeking a restraining order, injunction, or cease-and-desist order from a court with jurisdiction over the convention center.

If EXHIBITORLIVE requests removal of a product that might be infringing, and the exhibitor refuses to do so, and if following EXHIBITORLIVE it is determined by a court of competent jurisdiction that a company was in violation, then that company will be prohibited from exhibiting in the following two (2) EXHIBITOR Shows.

## **Show Rules**

EXHIBITOR/LIVE Rules and Regulations must be observed at all times. Violation by either party could result in any or all of the following actions at the discretion of EXHIBITOR/LIVE:

- Closure of your booth
- Loss of History Priority Points
- Exclusion from future EXHIBITOR shows

Specific rules that apply to either party in this situation are:

- Do not enter or loiter around the booth of the other party
- Do not harass or antagonize the other party
- Do not remove anything from any exhibitor's booth
- Do not register or give a badge to anyone not qualified to be in the Show
- Do not photograph or video either party's booth or products
- Exhibitor is responsible for obtaining all necessary licenses and permits to use live music, photographs or other copyrighted material in exhibitor's booth or display
- or trade secret rights or privileges
- If you obtain a court order, do not serve it yourself or have it served by an outside third party. Bring the order and/or the process server to the Show Management office. EXHIBITOR/LIVE will attempt to bring the party being served to the Show Management office for service

*It is EXHIBITOR's objective to do everything legally possible to protect your rights.*