



1.0 PURPOSE

The purpose of this policy is to define the proper procedures for maintaining, protecting, and using Company trademarks. Company trademarks are extremely valuable assets and are synonymous with the outstanding product and services offered by the Company.

2.0 SCOPE

This policy applies to all Brinks employees, inclusive of The Brink's Company, Brinks Incorporated, Brink's Administrative Services, All Brinks entities and any acquired entities.

3.0 RESPONSIBILITY

3.1 Human Resources Responsibility

The Global Human Resources Leader has ultimate responsibility for the interpretation and administration of this policy.

3.2 Manager Responsibility

The Manager at each location is responsible for complying with the procedures outlined in this policy.

3.3 Employee Responsibility

The employee is responsible for complying with the procedures outlined in this policy.

4.0 POLICY

The Brink's Company trademarks appear in a variety of media, including: documents, marketing materials, brochures, corporate gift items, letterhead, business cards, fax cover sheets, emails, web sites, signs, uniforms, bags, etc. This policy applies to all usage of The Brink's Company's trademarks.

Employees are expected to respect all laws regarding trademarks and other intellectual property with respect to the Company trademark and other trademarks. Additionally, all trademarks of The Brink's Company are to be used in accordance with the general rules of usage contained in this policy and the Standards of Corporate Identification Manual.

4.1 Use Trademark as Adjective; Use of Brink's and CompuSafe

A trademark, when properly used, is a descriptor (an adjective). Effort should be made not to use any company trademarks as nouns or verbs.



In describing our services, it is preferred to say “Brink’s armored vehicle,” “Brink’s armored truck,” or “Brink’s armored car,” and to avoid simply saying “Brink’s truck,” which term has a higher risk of becoming a generic term for “armored truck”.

With respect to usage of “CompuSafe®,” the following usage should be avoided whenever possible: “Put the money in the CompuSafe®.”

The following are preferred: CompuSafe® intelligent safe; CompuSafe® family of safes; and CompuSafe® automated safe.

4.2 Use Trademarks Consistently

Always ensure that the spelling and graphic treatments of a trademarks (e.g., the hyphens, quotes, periods, capitalizations, etc.) are used correctly. Please note that the corporate name contains an apostrophe.

4.3 Use Registration Notice

Whenever a Brink’s registered trademark is used, the document’s most prominent or first usage of the mark must show the ® notice adjacent to the trademark. Alternatively, the document must state “[referenced trademark] is a registered trademark of Brink’s Network, Inc.”

If no registration exists, or if registration has been applied for but has not yet been issued, the ™ notice should be used instead. The Brink’s Truck logo and the SECURITY SINCE 1859 slogan are marks that should always be accompanied by the ™ notice.

4.4 Use Competitor Trademarks Appropriately

It is important to use other companies’ trademarks appropriately. If you are unsure of appropriate usage, contact the Corporate Legal Department in Richmond, Virginia.