



Intellectual Property

01 | What needs to be protected?

The Seacret identity is one of our most valuable assets, and therefore, must always be protected. Seacret, and other names as may be adopted or used by Seacret, are propriety trade names, trademarks, copyrights, service marks, designs, or symbols (collectively “marks”). As we know you can appreciate, these marks are of great value to Seacret. Therefore, Seacret Agents are strictly prohibited from using them in any unauthorized manner. This includes, but is not limited to, website URLs, online content, marketing materials, photography, signage, storefronts, etc.

Only Seacret Direct, LLC and its wholly owned subsidiaries are authorized to use such logos, names, trademarks, copyrights, and other proprietary information.

Simply put, *any activity that may cause market confusion (i.e., causes an individual to believe that the communication is from or is the property of Seacret HQ) is prohibited.*

02 | Creating your own materials?

If there is an occasion where a Diamond Agent or above wishes to create a flyer or other promotion using any of the Seacret protected marks, the material containing the mark must be approved *prior to use*. **There is no exception to this requirement.** The production of any material containing logos, names, trademarks, and other proprietary information of Seacret or their subsidiaries is strictly prohibited without prior written authorization. Please submit any such requests to the Compliance Department at compliance@seacretdirect.com.

03 | Infringement

As Independent Seacret Agents you may use the SA logo available to you via your back office. This logo clearly identifies your status with Seacret and should be used in all marketing and promotion of Seacret, along with your full name.

Trademark infringement occurs when use of a mark is used without authorization and trademark law serves the important function of protecting brand identification. Copyright infringement occurs when a copyrighted work is reproduced, distributed, performed, publicly displayed, or made into a derivative work without the permission of the copyright owner. This can include videos of events/conventions, articles, products, logos, and pictures.

If you have any questions about this or any of our policies, please contact the Compliance Department at compliance@seacretdirect.com. We are here to help you.