

BRAND QUALITY STANDARDS
THE PETITE KNOCK OUT[®] ROSE
'Meibebino' PP 30,811 CPBRAAF | U.S. Utility Patent Pending
Grown and sold in the U.S. and Canada

EFFECTIVE JULY 1, 2021

All plants shipped to retailers or customers must:

- Be free of any potential pests and diseases
- Have a full canopy of foliage. At a minimum, foliage must fill container to the edge and fill the plant from top to bottom.

Mandatory Containers:

The Petite Knock Out[®] Rose container is required and can be purchased from the Licensor, the approved manufacturer or the approved distributor of the branded containers. The container is available in a true 2 quart, true 6 quart and true 2-gallon size.

- Petite Knock Out[®] Rose Trees are only allowed to be sold in a 2-gallon branded container or a decorative container, 10" or larger.
- The containers may only be used for the Petite Knock Out[®] Rose variety.

Exceptions to this requirement include:

- If Licensed Product is to be sold in a decorative or mixed container, any type of decorative container from any vendor may be selected, provided that the container has an actual volume of 2.5-gallons or more, is one solid color, and is void of any graphic designs, writing, logos, labels, stamps, images, etc. Hanging basket containers are not permitted.
- For mail order, landscapers and direct-to-consumer sales, any type of plain container from any vendor may be selected, provided that the container is one solid color and void of any graphic designs, writing, logos, labels, stamps, images, etc.
- When written permission from Star[®] Roses and Plants is granted for one-time special programs.

On all mandatory containers that require UPC, barcode, or "grown by..." information, the sticker must not interfere with the graphics and logos on the mandatory containers.

Labels shall consist only of plain text with a barcode and/or retail pricing. Anyone wishing to indicate they are the Grower/Licensee of the Finished product can apply a label that reads "Grown under license from Star[®] Roses and Plants by (Name of Grower/Licensee)."

- Recommended Decorative Container:
10" Egg Planter, Coffee (Available in 13" as well)
<https://www.southernpatio.com/products/planters/hdr-012320-9-egg-planter-coffee/>

Mandatory Tags:

- The mandatory Petite Knock Out® Rose variety tag must accompany each finished plant; no other tags may be used in addition to the mandatory tag.
- Only the mandatory Petite Knock Out® Rose variety tag provided from Licensor can be used. Stick tags will be designated for 2-quart containers, and pre-strung brand tags will be designated for 6-quart containers and larger. Tags can only be strung on the plant or displayed on an elevator stake. Tags cannot be attached to the container. Creating, printing or producing plant tags or any type of packaging labels or displaying other trademarks, images or cultural information is strictly prohibited.

Have the following minimum plant dimensions:

- 6” to 8” tall for 2-quart containers in leaf
- 10” to 12” tall for 6-quart containers in leaf

Dormant Plants:

- A fully dormant plant should be cut back to 1/2 the minimum size standards and be fully rooted to the bottom of the container prior to shipping.

Recognizing the importance of maintaining the value and brand quality of The Knock Out® Family of Roses, our minimum suggested landed pricing is as follows:

- 2-quart container: \$5.35 U.S. \$6.88 Canada
- 6-quart container: \$9.45 U.S. \$12.15 Canada
- 2-gallon plant: \$11.25 U.S. \$14.47 Canada
- 2-gallon tree: \$19.95 U.S. \$25.65 Canada
- Any plant sold in a 2.5-gallon or greater size container must meet or exceed the 2-gallon minimum specifications and pricing.



The Petite Knock Out® mandatory 2-quart container with 6-pack tray



The Petite Knock Out® mandatory 6-quart container



The Petite Knock Out® recommended 10-inch container



The Petite Knock Out® Tree recommended 2-gallon container

STAR® ROSES AND PLANTS TRADEMARK USAGE GUIDELINES for the KNOCK OUT® and MEET PETITE™ Trademark

Star® Roses and Plants/Conard-Pyle (hereinafter the “Company”) trademarks and logos are among the most critical elements of our identity and convey many aspects of our business. The KNOCK OUT® Family of Roses and the MEET PETITE™ marks are widely recognized as a positive industry symbol that highlights our commitment to the Plant and Horticultural Industry nationally and internationally.

A trademark is a word, name, symbol, device, design or phrase adopted and used by the Company to identify its goods and to distinguish them from the goods of others. Trademarks, otherwise known as brands, are usually marked with either a ™ or an ® symbol (the Company typically uses ™ to designate an unregistered trademark and an ® to designate a registered trademark).

The KNOCK OUT® and MEET PETITE™ trademarks are protected marks that are used in connection with roses and marketed nationally and internationally to signify the quality and excellence for which the Company is known. The Company has obtained valuable rights through proper, lengthy, exclusive and continuous use of its trademarks. Adherence to the following usage guidelines will help us maintain the integrity of our brands and preserve their value.

Referential Trademark Usage:

The KNOCK OUT® and MEET PETITE™ trademarks identify the brand or source of a line of Company plant products, namely roses, and may be used on tags affixed to the products or on elevator stakes as indicated in the Compliant Container and Tag example attached hereto. The marks may also be used in related marketing and promotional literature, print materials and other related media provided that:

- You adhere to these trademark usage guidelines
- You do not imply a relationship or association with the Company that does not exist
- You use appropriate notice on all trademark usage
- You always use trademarks and logos in the manner intended by the Company
- You do not use them for goods or services for which they were not originally intended. You may not alter them in any way.
- You do not incorporate the Company trademarks or logos into your or other third-party product names, service names, trademarks, logos, or company names.
- You ensure that any use of the Company trademarks and logos are (a) truthful, fair and not misleading and (b) comply with Company guidelines, which may be modified by the Company at any time at its sole discretion.

General Trademark Usage Guidelines:

Use appropriate markings. Always designate the trademark with the appropriate symbol - ™ or ®.

Use the Company trademarks as an adjective. A trademark is an adjective that modifies a noun; the noun is the generic name of a product or service. Always use the KNOCK OUT® and MEET PETITE™ trademark as an adjective to identify the brand or source of the plant product followed by the generic plant name. Never use the KNOCK OUT® or MEET PETITE™ trademark as a cultivar name or as a noun to identify the plant itself. Do not use the KNOCK OUT® or MEET PETITE™ trademark in the plural or possessive form.

Example:

Correct:

Knock Out® Family of Roses

Knock Out® roses

Meet Petite™ The First Miniature Knock Out® Rose

Incorrect: (incorrect because single quotes denote a cultivar name, not a trademark)

Rosa 'Knock Out'

Rosa 'Meet Petite'

Policing

The Company has a legal responsibility to police the use of its marks. If you become aware of an improper use of the KNOCK OUT® or MEET PETITE™ trademark, including infringement by third parties, please immediately report them to the Company.

Agreement

You may not use any Company trademarks without a license or written agreement from the Company. All usage of trademarks or logos shall be in accordance with these guidelines.

Applicable Company Trademarks

KNOCK OUT® and



The colors white and Pantone 390C green are claimed as features of the mark above. The mark consists of the wording "THE KNOCK OUT FAMILY OF ROSES" in lower case lettering in white against a green background in Pantone 390C.

MEET PETITE™ and



The colors white and pink are claimed as features of the design mark above. The mark consists of the wording "MEET PETITE!" depicted in white stylized letters, with the word "MEET" above the word "PETITE" with an exclamation point to the right of the word "PETITE!", and a smaller white circle appears around the wording.