



ROSES *and* PLANTS

Rev 11/22/ 2022

BRAND QUALITY STANDARDS
THE KNOCK OUT® FAMILY OF ROSES®
Grown and sold in the U.S. and Canada

EFFECTIVE JULY 1, 2022

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 to the edge of the container and from top to bottom of
- the plant.

Mandatory Containers:

The Knock Out® Family of Roses® container is required and can be purchased from the Licensor or the approved manufacturer or approved distributor of the branded containers, which includes true capacity 1, 2 and 3-gallon.

- The containers may only be used for The Knock Out® Family varieties.

Exceptions to this requirement include:

- If Licensed Product is grown in a trade #5 container or larger, any type of container from any vendor may be selected, provided that the container has an actual volume of 3.5 gallons or more, is one solid color and is void of any graphic designs, writing, logos, labels, stamps, images etc.
- For mail order and direct to consumer sales (eCommerce), any type of container from any vendor may be selected provided that the container is one solid color, void of any graphic designs, writing, logos, labels, stamps, images etc. Please see our eCommerce Brand Guidelines for further information.
- 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).”

Mandatory Tags:

- The mandatory The Knock Out® Family of Roses® variety tag must accompany each finished plant; no other tags may be used in addition to the mandatory tag. Tags can only be strung on the plant or displayed on an elevator stake. Tags cannot be attached to the container.
- Only the mandatory The Knock Out® Family of Roses® variety tag provided from Licensor can be used. 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:

- 8” to 10” tall for 1-gallon containers in leaf
- 12” to 15” tall for 2-gallon containers in leaf
- 15” to 18” tall for 3-gallon 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:

- 1-gallon container: \$7.95 U.S. \$10.19 Canada
- 2-gallon container: \$11.45 U.S. \$14.68 Canada
- 3-gallon container: \$13.75 U.S. \$17.62 Canada
- Any plant sold in a 3.5-gallon or greater size container must meet or exceed the 3-gallon minimum specifications and pricing.



The Knock Out® Family of Roses® mandatory container



Double **Knock Out**® mandatory tag



Compliant use of Knock Out® Roses mandatory container and tag

STAR® ROSES AND PLANTS TRADEMARK USAGE GUIDELINES for the KNOCK OUT® 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® mark is 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 (a ™ designates an unregistered trademark and an ® designates a registered trademark).

The KNOCK OUT® trademark is a registered mark that is 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 and continuous use of its trademark. Adherence to the following usage guidelines will help us maintain the integrity of our brand and preserve its value.

Referential Trademark Usage:

The KNOCK OUT® trademark identifies 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 mark 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® 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® trademark as a cultivar name or as a noun to identify the plant itself. Do not use the KNOCK OUT® trademark in the plural or possessive form.

Example:

Correct:

The Knock Out® Family of Roses®
Knock Out® roses
Rosa 'Radtko' Double **Knock Out**®
Knock Out®
Rainbow **Knock Out**®

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

Rosa 'Knock Out'
The Knockout Rose
The Red Knock Out Rose

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® 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®



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.