



# Qont Trademark Policy

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## Purpose

This policy explains how Qont trademarks may be used, what uses are not allowed, what is protected, and how Qont safeguards its brand. It is written to help partners, press, vendors, and staff use the brand correctly, it supports clear and honest communication, and it reduces confusion in the market.

## Scope

This policy applies globally, it covers all uses of the Qont name and logo in print, digital, product, packaging, events, and services. It applies to external parties and to internal staff, it sets one standard everywhere.

## Definitions

“Trademarks” means the Qont name, the Qont logo, and any protected wordmarks, design marks, icons, and brand elements that identify Qont. “Brand assets” means approved files and materials that show the Qont name or logo as provided by Qont. “Use” means any display, mention, placement, registration, or reproduction of the Qont name or logo in any medium.

## Qont Trademarks

Qont trademarks are protected names and symbols that identify the company and its products, they are owned and controlled by Qont. Only Qont may grant permission to use these marks, permission must be written, specific to the use, and current.

## General Principles

Qont trademarks must be used in a way that is fair, accurate, and respectful, they must not mislead people or suggest endorsement where none exists. Use must be clear and honest, it must not confuse customers about who is providing a product or service.

## Permission Required

Any external use of the Qont name, logo, or brand assets requires written permission from Qont. Partnerships or vendor relationships do not grant automatic rights, resellers, distributors, press, creators, and event organizers must request permission in advance and wait for written approval.

## Descriptive Reference

Editorial or descriptive reference to Qont is allowed when it is truthful and limited to words, for example in news reporting or product comparisons, the Qont logo must not be used without written permission. References must not suggest sponsorship or endorsement, and they must be limited to what is necessary to identify Qont.

## Prohibited Uses

Use is not allowed if it alters the logo or wordmark in any way, including changing colors, proportions, effects, or type. Use is not allowed if it places the Qont name inside another product name, company name, or service name. Use is not allowed if it creates lookalike designs or sounds that lead to customer confusion. Use is not allowed if it suggests endorsement, partnership, or sponsorship without written permission. Use is not allowed on merchandise, packaging, or paid media without written permission.

## Digital Use

The Qont name must not be used in website domains, social media handles, app titles, or store listings without written permission. Search ads and SEO content must not imply affiliation or ownership by Qont. Icons and avatars must not copy or mimic the Qont logo. App previews, screenshots, and listings must follow this policy and any platform rules.

## Visual Presentation

The Qont logo must be clear, readable, and shown as provided by Qont, it must not be stretched, distorted, cropped, covered, or placed behind another mark. Do not block, overlay, or

mask the Qont logo with other graphics or text, do not place it in unsafe, offensive, or inappropriate settings. Use only approved files from Qont, keep clear space around the logo so it remains distinct and easy to recognize.

## Attribution

When Qont grants written permission to use its trademarks, an attribution line must appear in the material, for example, “Qont and the Qont logo are trademarks of Qont.” Do not add symbols or statements that Qont has not provided, follow the exact wording Qont supplies in its approval.

## Partnerships and Affiliations

Working with Qont does not grant any trademark rights, partners and vendors must follow this policy at all times. Co-branding, joint statements, and promotional materials require separate written approval for each use, Qont may limit scope, timing, and placement, and may revoke permission at any time.

## Internal Staff Guidance

Employees must follow this policy in all work, they must use only approved brand assets from Qont, and they must not promise rights to external parties. Any external request to use the Qont name or logo must be sent to the brand or legal team, staff must not issue approvals on their own.

## Enforcement and Protection

Qont protects its trademarks through monitoring and legal action where needed, it may issue warnings, request removal, and publish statements to correct confusion. Qont will take action against misuse, imitation, or confusion that harms customers or the brand, this includes misleading domains, social handles, and lookalike designs.

## No Endorsement

Use of the Qont name or logo must not imply that Qont endorses or sponsors a product, service, event, or organization unless Qont has granted written permission for that specific use. Marketing or press language must be clear and accurate to avoid confusion.

## Global Standard

Trademark laws differ by region, Qont applies one standard of protection everywhere, this policy sets the baseline and may be supported by local rules and guidance.

## Reporting and Permission Requests

To report misuse or to request permission, contact Qont through the Contact Us page or submit a request in the reporting portal. Provide clear copies and links, describe how and where the mark is used, and include timelines and materials. Qont will review requests and reports and will respond in a reasonable time.

## Changes and Updates

Qont may update this policy to support new brand assets or to improve clarity, updates will be posted in the Legal Library page, the most recent version applies.

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## Quick Links

[Careers Portal](#)   [Legal Center](#)   [1800 998 711](#)   [Website](#)