

Usage Guidelines Exhibit A Company's usage of the Mars Marks is limited to the following:

- a. The Mars Marks may appear solely on the Company Product's front and side packaging panels, if any, (ii) within its ingredient deck and (iii) on menus, table tents, coupons, and such other point-of-sale materials as may be approved in advance in writing by Mars.
- b. The Mars Marks will appear in upper case block letters followed by the registration symbol ®.
- c. No Mars characters may be used. In addition, there will be no picture, illustration, photograph or any other representation of the Mars Product showing the letter 'M' trademark or other Mars, Incorporated trademark as appropriate.
- d. The Mars Marks will not be in primary position on any Company Product packaging and will be secondary relative to the Company Product name:
 - i. The Mars Marks must be a smaller size than the other words in the Company Product name, i.e., it will be in smaller size and will not appear in bolder type.
 - ii. The Mars Marks will only be used following a "made with" (or similar) claim, e.g.:
Made with M&M'S® MINIS® Milk Chocolate Candies
 - iii. The Mars Marks will not be part of the name of the Company Product.
- e. The Mars Marks must not appear in the ingredient listing. Company will list the ingredients of the Mars Product itself.
- f. Upon request and as applicable, Company will submit a sample of the Company Product and its packaging, if any, both pre and postproduction to ensure compliance with these guidelines.
- g. Company will include the following allergen statement clearly on the Company Product packaging, if any: M&M'S® candies may contain peanuts.
- h. Company must include an affiliation disclaimer on packaging as follows: Mars Chocolate North America, LLC does not manufacture, distribute or sell this product and has no affiliation with its maker.
- i. Company will use colors on packaging of the Company Product that are complementary to the color of the Mars Product used therein.

Approved Legal Acknowledgements for Food Service Customers

No use of the the M&M'S Characters is permitted.

For use in the United States only:

M&M'S® Brand Chocolate Candies

®/™ M&M'S and the letter M are registered trademarks of Mars, Inc. ©Mars, Incorporated. Used under license by (insert name of licensee).

M&M'S® Brand MINIS Chocolate Candies

®/™ M&M'S, the letter M and M&M'S MINIS are registered trademarks of Mars, Inc. ©Mars, Incorporated. Used under license by (insert name of licensee).

SNICKERS® Brand

®/™ SNICKERS and the SNICKERS Parallelogram are registered trademarks of Mars, Inc. ©Mars, Incorporated. Used under license by (insert name of licensee).

MILKY WAY® Brand

®/™ MILKY WAY is a registered trademarks of Mars, Inc. ©Mars, Incorporated. Used under license by (insert name of licensee).

TWIX® Brand

®/™ TWIX is a registered trademarks of Mars, Inc. ©Mars, Incorporated. Used under license by (insert name of licensee).

3 MUSKETEERS® Brand

®/™ 3 MUSKETEERS is a registered trademark of Mars, Inc. ©Mars, Incorporated Used under license by (insert name of licensee).

If more than one Brand is to be used, you may modify to include multiple Brands, e.g.

®/™ 3 MUSKETEERS and SNICKERS are registered trademark of Mars, Inc. ©Mars, Incorporated. Used under license by (insert name of licensee).

When space constraints exist:

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