

## **Legal guideline for the spray gun design**

With the "Custom Design Gun" programme, SATA gives you an opportunity to acquire a SATA spray gun with an individual special surface that you can design yourself. Of course it is extremely easy these days to find images, logos or slogans on the Internet that one would like to apply on a special surface. Often, however, this is not permissible, since these creations, produced by other parties, are often copyright-protected.

In the following, we will provide a brief guideline that may help you design your SATA spray gun with an individual special surface without violating any laws. Copyright and trademark protection are of special significance in this case.

### **What is copyright law?**

In general, copyright law protects works of literature, science and the arts. These include, in particular, photographs, paintings and drawings, but also books, motion pictures and pieces of music. Only the author, i.e. the creator of the work, his or her legal successor, e.g. an heir, or a licensee are entitled to exploit the work.

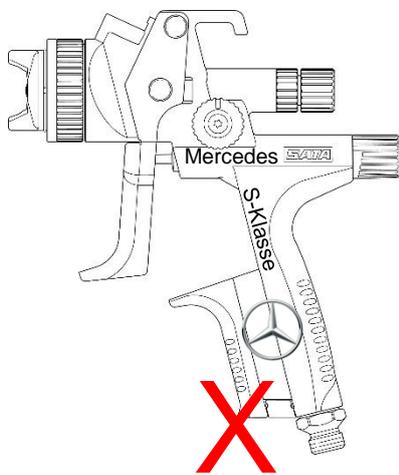
### **What is a trademark?**

Words, including names of persons, images, letters, numbers, but also three-dimensional designs such as the form of a product or its packaging, or also colours and colour combinations can be protected under trademark law. These include, for example, product names or company logos. Company names and titles of works, e.g. movie, book or music titles, can also be protected under trademark law.

## What does this mean for the design of your spray gun? – Don'ts and Do's

### The Don'ts – What you are not allowed to use for your special surface:

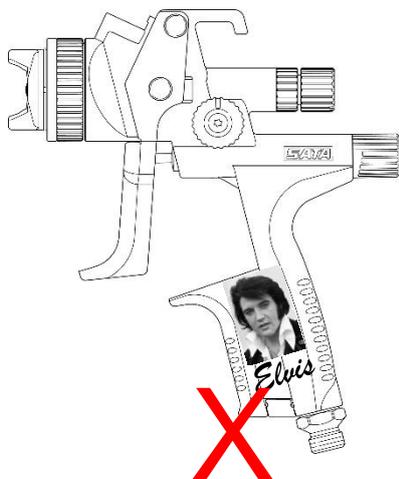
The design of your special surface must not include any motifs protected by a third party under copyright or trademark law unless you have their permission. We have gathered some examples by way of explanation. Please note that the following list makes no claim to be exhaustive. SATA reserves the right to verify and reject the uploaded images. We ask for your understanding that we are not able to or are allowed to carry out individual legal verification. On the whole it is your sole responsibility to ensure that your individually designed special surface does not violate the rights of third parties. You can find more information in our T&Cs and in the addition to the T&Cs for the "Custom Design Gun" programme.



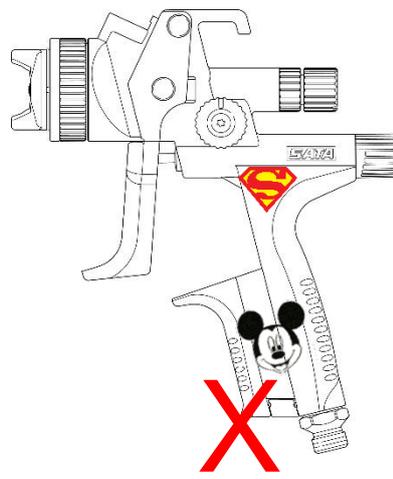
no company names, product names,  
company logos or company slogans



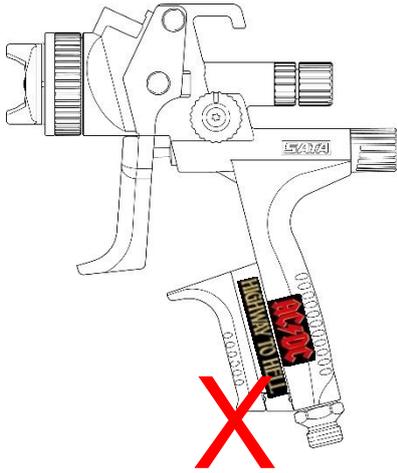
no logos of sports  
clubs



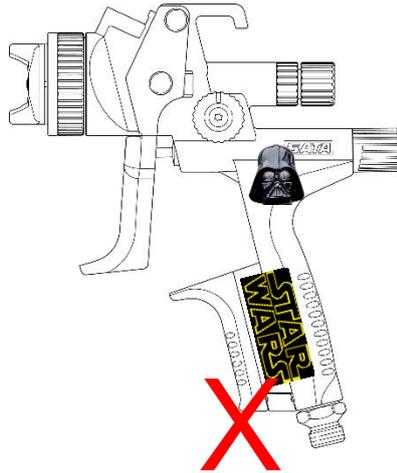
no photos of  
celebrities



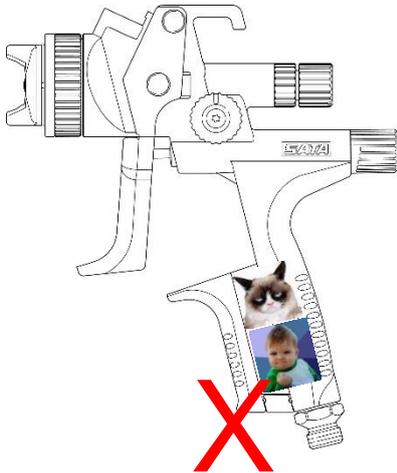
no figures or symbols from  
comics or cartoons



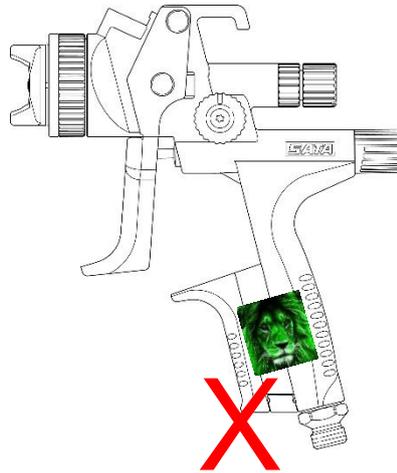
no band names or logos,  
no song titles



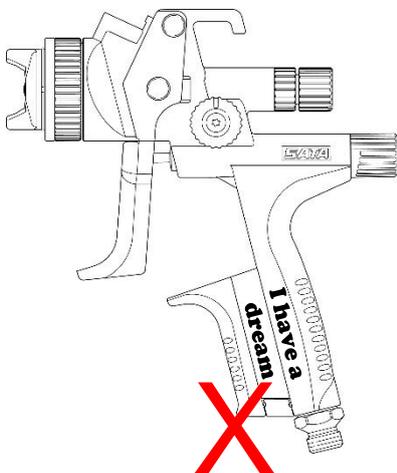
no film titles, film logos, film  
quotes or characters from



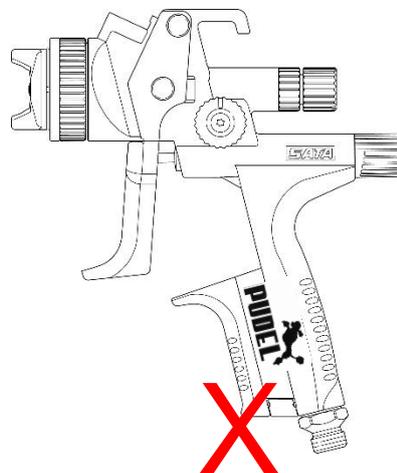
no images from memes or  
viral Internet videos



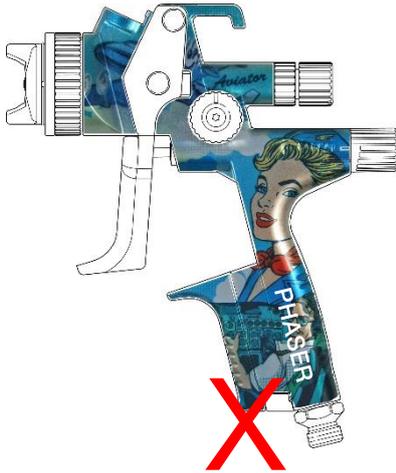
no images from Google,  
Facebook, Instagram etc.



no quotes from other people



no brand parodies



no SATA brands and designs

In summary:

- No names, logos, slogans, images or drawings for example
  - of musicians or bands,
  - of athletes or sports teams
  - of comic or cartoon characters,
  - of actors or celebrities,
  - from books, films and TV series,
  - of characters from books, films and TV series,
  - of companies or products,
  - of current or past SATA products incl. SATA special models even in distorted form in the sense of caricature or a brand parody;
- no Internet memes;
- no images from viral Internet videos or from the internet, e. g. from Google image search, Facebook or Instagram, unless the author has expressly indicated that the image is freely available to use;
- no quotes from other people, e.g. from films and TV series, books or cartoons;
- no song titles or longer excerpts from song lyrics;
- no offensive, violence-glorifying, politically or religiously offensive, xenophobic, extremist, sexist or otherwise illegal or offensive images or texts.

**The Do's What you are allowed to use for your special surface:**

- Images and text that you have created completely by yourself and have not copied;
- Images and text that have entered the public domain, e.g. that are no longer subject to copyright protection, which in most countries is 50 or 70 years after the death of the creator, in some countries up to 100 years after the death of the creator);
- Images and text that have been made available for free commercial use;
- Images and text for the use of which you have obtained the permission of the copyright holder.

**Additional information**

You can find additional information about trademark and copyright law here:

- Beim US organisation USPTO: <https://www.uspto.gov/trademark>,  
<http://tmsearch.uspto.gov>

- Beim US Copyright Office: <https://www.copyright.gov>, <https://www.copyright.gov/rrc>
- The European Office: <https://euipo.europa.eu>, <https://www.tmdn.org/tmview/welcome>
- The German patent and trademark office: <https://www.dpma.de>, <https://register.dpma.de>
- A solicitor specialising in copyright and trademark law (please note that consulting a solicitor can be associated with great expense and may still not lead to a clear answer.)

**Note: This legal guideline does not constitute a legal consultation and is merely intended as an aid in designing your special surface.**