

FISKE BROTHERS REFINING COMPANY

d/b/a Lubriplate Lubricants Co.

TRADEMARK ENFORCEMENT POLICY

Fiske Brothers Refining Company d/b/a Lubriplate Lubricants Co. (“Lubriplate”) is the oldest independent lubricant manufacturer in the United States, having continuously operated since 1870. Over its more than 150-year history, Lubriplate has built an exceptional portfolio of trademarks and brand identifiers that represent its commitment to quality, innovation, and customer trust.

Protection of Our Trademarks

Lubriplate’s trademarks are among its most valuable assets. Lubriplate actively and aggressively polices the use of its marks throughout the United States and worldwide. Unauthorized use of Lubriplate’s trademarks—including use that is likely to cause confusion, that falsely implies sponsorship or affiliation, or that dilutes the distinctive quality of Lubriplate’s famous marks—will not be tolerated.

Lubriplate will take all appropriate legal action to enforce its trademark rights, including sending cease-and-desist demands, seeking injunctive relief, and pursuing claims for damages, disgorgement of profits, and attorneys’ fees to the full extent permitted by applicable law, including under the Lanham Act, 15 U.S.C. § 1051 *et seq.*

False Advertising

Lubriplate also enforces its rights against false advertising—including any representation that falsely suggests a product is a genuine Lubriplate product, that a product was sourced from or approved by Lubriplate, or that a party is affiliated or associated with Lubriplate when it is not. Such conduct constitutes actionable false advertising under Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a), and Lubriplate will pursue all available remedies.

Copyright Protection

Lubriplate’s product literature, technical data sheets, catalogs, images, and other published materials are protected by copyright. Reproduction, copying, or distribution of Lubriplate’s copyrighted materials without express written authorization is prohibited and will be subject to enforcement action.

Online Marketplaces

Lubriplate actively monitors online marketplaces, including but not limited to eBay, Amazon, and similar platforms, for unauthorized use of its trademarks, sale of counterfeit or mislabeled products, and other infringing activity. Parties found to be engaging in such conduct will be subject to immediate legal action.

Reporting Infringement

If you become aware of any unauthorized use of Lubriplate's trademarks, false advertising involving Lubriplate's marks, or any other potential infringement of Lubriplate's intellectual property rights, please contact us at:

Lubriplate Lubricants Co.

129 Lockwood Street

Newark, NJ 07105

Phone: 800-733-4755

Email: jimg@lubriplate.com

Lubriplate's Registered Trademarks

The following are registered trademarks owned by Lubriplate Lubricants Company:

- **LUBRIPLATE®** — Lubriplate's flagship trademark, in use since 1931, for industrial, automotive, marine, recreational, and household lubricants and greases, registered in the United States and throughout the world.
- **SYNXTREME®** — Registered trademark for Lubriplate's line of synthetic, high-performance lubricants and greases.
- **LUBRI-ARMOUR®** — Registered trademark for Lubriplate's proprietary anti-microbial additive technology incorporated in select food-grade lubricants.

Note: Unauthorized use of the above marks, or any mark confusingly similar thereto, may subject the user to legal action. This list may be updated from time to time as Lubriplate's trademark portfolio expands.