BRAND PROTECTION POLICY

Contractor shall not use Duke Energy’s (including Duke Energy’s parent, affiliates and/or subsidiaries) name or the fact that Contractor is performing Services for Duke Energy in any press releases, media statements or public communications or otherwise publicize this Agreement without Duke Energy’s prior written consent; which shall be at Duke Energy’s sole discretion. Contractor shall not use Duke Energy’s (including Duke Energy’s parent, affiliates and/or subsidiaries) name, logos, copyrights, trademarks, service marks, trade names, or trade secrets in any way without Duke Energy’s prior written consent, which shall be at Duke Energy’s sole discretion; and Duke Energy shall not be deemed to have granted Contractor a license of, or granted Contractor any rights in, any of the foregoing by entering into this Agreement. Additionally, Contractor agrees to cooperate with Duke Energy in maintaining good community relations. Duke Energy will issue all public statements, press releases, and similar publicity concerning any Services, its progress, completion, and characteristics. Contractor shall not make or assist anyone to make any such statements, releases, photographs or publicity without prior written approval of Duke Energy.

INTRODUCTION – Duke Energy is often asked to participate in vendor marketing and PR initiatives. The company is not in business to promote the products and services of other companies.

Default language in Duke Energy’s supplier agreements prohibits the use of our name in press releases, media statements or any other method of public communication. Suppliers are also prohibited from using the name and/or logo of Duke Energy or any of its subsidiaries and affiliates.

This policy is designed to protect our company by preventing vendors from leveraging the Duke Energy brand for their own gain and preventing Duke Energy from appearing to endorse one vendor over another.

NEWS RELEASES – Duke Energy typically does not allow its vendors to issue news releases about their work with us. Most requests for such releases will be denied.

Exceptions: There may be times when there is a compelling reason for Duke Energy to participate in such activities.

Duke Energy may choose to work with a vendor on a news release if there is significant PR value to Duke Energy to do so. It is the responsibility of the Corporate Communications lead for the business unit involved (and his/her immediate management as necessary) along with the company’s subject matter expert to determine if there is PR value gained by the exception.

The chief communications officer and chief procurement officer must provide final approval for exceptions and will see all vendor-related press releases before they are distributed.

Duke Energy may issue news releases that mention vendor companies – if there is news value in the release and the vendor company agrees. Vendor companies may echo these news releases after Duke Energy has released them. Information about the vendor relationship with Duke Energy must be limited to what was publicly disclosed in the Duke Energy release. Vendors cannot include language that creates the impression that Duke Energy endorses them or their products/services. The Duke Energy Corporate Communications contact for the project must have an opportunity to review and approve the vendor release.

In rare exceptions, a joint press release will be allowed. Ideally, Duke Energy will be the lead company on the release. But there may be occasions where a number of companies are involved and another organization takes the lead on the news release. If another company issues a release, a Duke Energy media contact should be named on the release.

News releases that report "contracts have been signed," or similar announcements, should be avoided.
SOCIAL MEDIA POSTS – Duke Energy does not allow vendors to include our name or information about their relationship with us in their posts, except under the following circumstances:

- Permission has previously been granted for a vendor-issued news release. Information must be limited to the content of this release.
- Duke Energy employees are speaking at a public event or event hosted by the vendor. Content must be limited to information shared at the event.
- Content is from a previously published white paper in which Duke Energy has participated.

Posts must not contain content that creates the impression that Duke Energy endorses the vendor or its work associated with the project.

NONPROFITS – Duke Energy will cooperate as much as possible with nonprofit organizations and educational institutions on news releases by those organizations about the company’s charitable gifts. A Duke Energy contact is not required on these releases. However, they should be reviewed and approved by the Duke Energy Foundation.

In addition, Duke Energy will also cooperate with organizations of which we hold membership (e.g., Edison Electric Institute, Nuclear Energy Institute, etc.).

MEDIA INTERVIEWS – Duke Energy does not allow its vendors to conduct media interviews about their work with Duke Energy, unless the topic is already in the public domain via news release or previously published article. Content of the interview, relative to Duke Energy’s involvement with the vendor, must be limited to facts previously disclosed in a Duke Energy news release.

WHITE PAPERS AND TECHNICAL PRESENTATIONS – Duke Energy experts and vendors may participate in white papers, journal articles, technical presentations and/or conferences if approved by the participating department and Corporate Communications. White papers, articles, abstracts and presentation slides must be reviewed in advance by the Duke Energy manager of the group producing the work and the department’s Corporate Communications representative. Approval to author such materials does not grant permission for a news release, marketing communications or use of the Duke Energy logo. Duke Energy employees who attend industry conferences must limit discussion about the company’s relationship with any particular vendor to project facts. These attendees are not Duke Energy spokespersons and must not endorse or recommend a vendor or their services.

TESTIMONIALS/ENDORSEMENTS – Duke Energy employees should not provide testimonials on behalf of vendors or endorse their products and services. In addition, the Duke Energy name and logo cannot be used on these materials.

MARKETING MATERIALS – Duke Energy does not allow its vendors to produce or distribute marketing materials that mention their work with Duke Energy unless the topic is already in the public domain via news release or previously published article to which Duke Energy agreed. Any marketing material that meets these criteria must then be approved by the Duke Energy subject matter expert and the Corporate Communication lead on that topic before publication.

APPAREL AND UNIFORMS – Only Duke Energy employees and augmented staff may wear apparel items (including personal protective equipment) bearing the Duke Energy name or logo. Employees of all other contract companies doing business on behalf of Duke Energy must wear apparel bearing the name and/or logo of their respective companies. The Duke Energy name, logo, or names of Duke Energy projects or facilities may not be added to apparel items (including those used as promotional or giveaway items), bearing the names or logos of contractor companies.
LOGO USAGE – Duke Energy does not allow its vendors to use the Duke Energy logo, in any manner, without prior approval from Duke Energy’s chief communications officer and chief procurement officer (or his/her designee).