



BRAND & TRADEMARK GUIDE

2025

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BLUE FORCE GEAR®

AMERICAN MADE AND PROUD TO SERVE.

The brand book outlines the standards and best practices for the company image, voice, and engagements consistency.

The image we project for Blue Force Gear sets the tone for the first impression to new prospective customers, confirms our level of professionalism to our current customers, and instills consistency in who we are as a trusted leader in load carriage manufacturing in the industry.

Our brand voice will be carried through consistent and confident messaging, through print, digital media, and the selected partners we choose to align our brand with.

Character is everything and we uphold the voice of humbleness, integrity and reliability.

Any channel that expands on the voice and messaging of Blue Force Gear. Study these guidelines and ensure that all applications of the Blue Force Gear logo adheres to the specifications outlined. If in doubt, please call and ask for advice. The Blue Force Gear logo must not be used without prior written approval from the Marketing and Legal teams. All uses of the logo and trademarks must also be approved by the Marketing Director and Vice President of Legal before commencement of production or publication.

WE ARE BFG[®]

By documenting our identity and principles, we establish a company standard that guides decision-making across product development, marketing, sales, and corporate culture.



BRAND HISTORY & POSITIONING

CORE IDENTITY

ALWAYS BETTER®

Blue Force Gear is dedicated to ensuring that professional users have the utmost advantage with their equipment to focus on their mission. Our products are not for everyone, but anyone can benefit from them. We design our products specifically to meet the needs of top-level end-users, as reflected in our trademark "Always Better" and in the design of all our offerings.

Our focus is on the mission, not just equipment performance. Our products are not burdensome; instead, they empower users by shouldering responsibility, not weight. With Blue Force Gear, equipment failure will never be a contributing factor to any mission failure.

We combine top-quality materials with superior design to create the finest products in the market.

By continuously engaging with elite customers and accepting their feedback, we evolve to meet their increasingly demanding requirements without compromise.

Founded in 2004, Blue Force Gear was established to address the deficiencies in available weapons accessories for professional users. Our name emphasizes our dedication to serving the "blue force" - the end-user community. We provide the same exceptional quality that they provide us.

BRAND IDENTITY MODEL

Blue Force Gear, an American company founded on a commitment to serve those who protect us, embodies a core identity centered on service and dedication to providing professional-grade tactical gear and firearms accessories.

CORE IDENTITY

An American company built from a foundation of service to those who serve us.

MISSION STATEMENT

To provide professional-grade gear using superior materials and design.

BRAND VOICE

Humble, Confident, Innovative, Independent, Polite, Patriotic.

PERSONIFICATION

A Quiet Professional.

ESSENCE

Untamable drive to innovate and improve.

TRAITS

DRIVEN

Pushing forward to provide the world's finest products, period.

HUMBLE

Eager to serve the customer because of our ethics, not our profit margin.

CONSISTENT

Providing the finest service, quality, design, and fulfillment without exception.

SIGNPOSTS

Products Made in USA.

Authentic yet modern.

Thoughtful use of negative space.

Tactful, elegant design.

Iconic, High-end Branding and Design.

Berry Compliant.

BRAND MARKS

The Blue Force Gear logo is one of our most valuable assets. Learn how to best represent the brand clearly and consistently across all mediums.



LOGO

PRIMARY VISUAL MARK

The unique corporate identity of 'Blue Force Gear' is incorporated into the Blue Force Gear iconography. The reticle represents our relation to the tactical end user and retains the heritage of the original Blue Force Gear branding. Its clean and simple features showcase our dedication to minimalist functionality and efficient design. The icon and logotype work equally well together and independently of one another.



SYMBOL

WORD MARK



Logo font: customized **BAMF ITALIC**

LOGO

Variations

LONG VERSION WITH TAGLINE

The Blue Force Gear trademark: "Always Better[®]" is a Registered Trademark and is only used in special circumstances which must be approved by the Blue Force Gear Marketing Director and Vice President of Legal .

SHORT

The "Short Logo" is currently reserved for exclusive use by the Blue Force Gear Marketing Team and is not permitted for use by resellers or industry partners at this time.

This logo should be used alongside other versions of the logo to avoid confusion due to its debranded appearance. It is ideal for use as a watermark.



ALTERNATE LOGO WITH TAGLINE



SHORT LOGO



SHORT LOGO



ALTERNATE LOGO WITH TAGLINE

LOGO

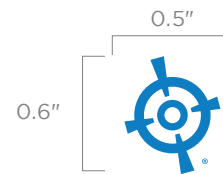
SECONDARY VISUAL MARK

The Blue Force Gear reticle symbol adds flexibility to the brand and is most often used as a secondary mark. It should not be used as the primary mark in digital or print.

The reticle should always be reproduced exactly as shown, positioned 15° counter-clockwise of center. It should never be partially outlined or "traced" as a whole (refer to the Logo Usage Section).



MINIMUM SIZE



Registration mark should not be less than 0.09" diameter

LOGO COLOR

The BFG brand mark should always contrast with the background. There are several versions to ensure legibility and optimum reproduction quality in all printing processes and digital requirements.

PMS/CMYK

The Blue Force Gear logo consists of PMS Blue 3005U. The logo may also be reproduced using 4 process colors. Please refer to Color Section for web, CMYK and RGB breakdowns.

GRAYSCALE

When printing in black and white the logo should appear in Grayscale using 60% tint of black, as shown.

BLACK

The one color black logo should be reserved for one color press or print advertisements, or when the two color or grayscale versions of the logo do not stand out effectively against the background. It is important to restrict the use of this logo version, as color is an essential element of the Blue Force Gear brand identity.



C 88 M 44 Y 0 K 0
#0E7DC2
PMS 3005U



PMS BLUE 3005U | C 88 M 44 Y 0 K 0



60% BLACK



PMS BLACK

LOGO COLOR

Continued

The BFG brand mark should always contrast with the background. There are several versions to ensure legibility and optimum reproduction quality in all printing processes and digital requirements.

REVERSED

When using the logo in white (knockout) form, it can be displayed on standard colors or a solid dark background. The preferred option is to use the logo in blue on a white background. If the logo's reproduction is clear, it may also be placed on a 4-color photographic background.



WHITE ON BFG BLUE



WHITE ON BLACK or DARK BACKGROUND



MEDIUM VALUE



OVER AN IMAGE WITH PROPER CONTRAST



OVER AN IMAGE WITH PROPER CONTRAST

LOGO COLOR

Continued

The BFG brand mark should always contrast with the background. There are several versions to ensure legibility and optimum reproduction quality in all printing processes and digital requirements.



ALTERNATE LOGO 2
ONLY ACCEPTABLE COLOR USE



ALTERNATE LOGO 2



ALTERNATE LOGO 2 REVERSED



ALTERNATE LOGO 2
REVERSED



ALTERNATE LOGO 2
MEDIUM VALUE

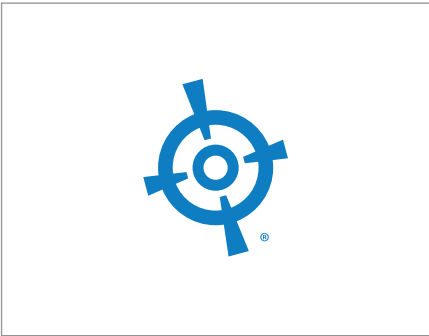
LOGO COLOR

Continued

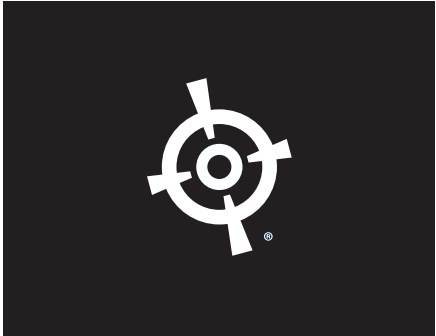
The BFG brand mark should always contrast with the background. There are several versions to ensure legibility and optimum reproduction quality in all printing processes and digital requirements.



ALTERNATE LOGO 3
ONLY ACCEPTABLE COLOR USE



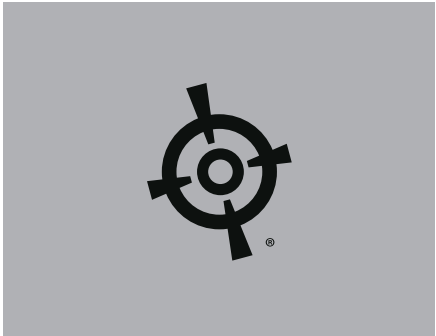
ALTERNATE LOGO 3



ALTERNATE LOGO 3 REVERSED



ALTERNATE LOGO 3
REVERSED



ALTERNATE LOGO 3
MEDIUM VALUE

LOGO USE

MINIMUM CLEAR SPACE

When using the logo in conjunction with other elements, a minimum amount of clear space must be used. The minimum clear space is defined as half of the cap height of the logotype. Elements inside of the minimum clear space should be considered unacceptable.



MINIMUM SIZE



LOGO USE

UNACCEPTABLE USAGE

Shown are a few examples of how any Blue Force Gear logo must **NOT** be used at any time.

- **Do not** distort or customize logo in any way.
- **Do not** add ".com" on the logo.
- **Do not** alter the spacing of reticle symbol or word mark.
- **Do not** substitute colors.
- **Do not** change position of the reticle symbol.
- **Do not** outline or "trace" the logo (partially or fully).
- **Do not** intrude on the minimum space area.
- **Do not** alter the position of the registered trademark.



RETICLE

PROPER USAGE

The Blue Force Gear reticle (secondary mark) can be used as a graphic element to enhance a design and reflect the brand. The icon should be used as a subtle element in the background so as not to overpower the layout. The icon must always be scaled proportionately and can be cropped but must never be compressed, extended or customized in any way. It must always be shown with the "®" to the bottom right of the lower blade. An example of how the icon can be used is shown.

Reticle should never be shown "mirrored". If an exception is required, please contact marketing and legal for approval.

Contact:
Marketing / Legal Department

Tel: 877.430.2583

Email:

Marketing@BlueForceGear.com

Legal@BlueForceGear.com



LOGO PLACEMENT

Print Ads

PREFERRED PLACEMENT

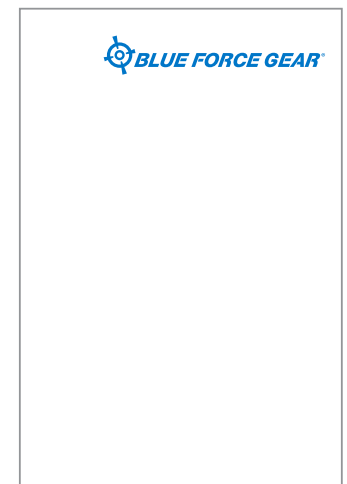
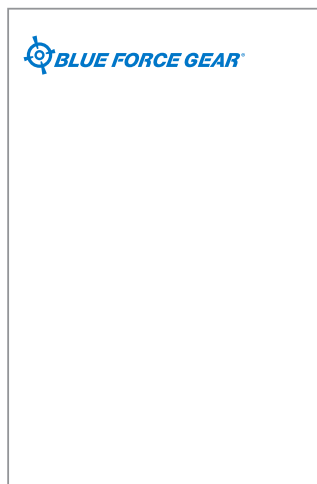
When using the logo in conjunction with other elements, the logo must be prominent and located in the top left, top center, or top right of the page. This is for use in Print Ads.

EXCEPTIONS

In some cases, the main image may dictate the placement of the BFG logo. Please contact marketing for approval.

Tel: 877.430.2583

Email: Marketing@BlueForceGear.com



BFG[®] SYSTEM

There are several options for color, graphics, and typography styles within the Blue Force Gear brand system. The following pages explain how to take full advantage of the elements to properly apply them across various customer touch-points and marketing collateral.



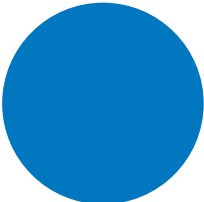
COLOR PALETTE

BRAND COLORS - COATED AND UNCOATED

The Blue Force Gear colors have been chosen to reinforce the values of the brand. Use the following color specifications for correct color setup. Please refer to PMS swatches for true color matching. This guide is designed for PC and Mac viewing and is not 100% color correct.

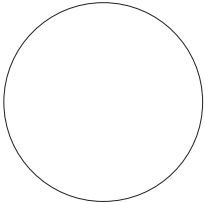
PRINTING COLORS

Blue Force Gear packaging uses PMS 3005U and PMS White for all packaging. Whenever reasonable, use offset spot color printing instead of digital 4-color.



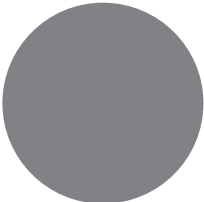
PMS 3005 C

HEX: 0e7dc2
C84 M44 Y0 K0
R14 G125 B194



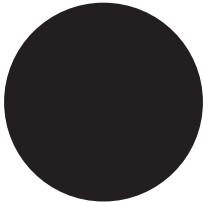
PMS WHITE

HEX: ffffff
C0 M0 Y0 K0
R255 G255 B255



PMS 431 C

HEX: 808285
C0 M0 Y0 K60
R128 G130 B133



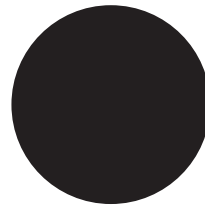
PMS PROCESS BLACK

HEX: 000000
C0 M0 Y0 K100
R0 G0 B0

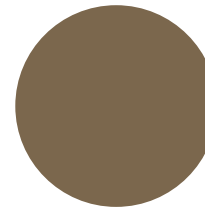
PRODUCT COLORS & SWATCHES

Color continuity among various products and materials speaks to the quality and value of Blue Force Gear's products and, in turn, brand equity. It is important to implement these colors correctly across all brand assets and products.

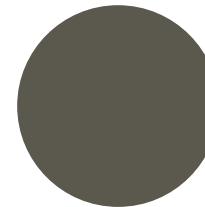
STANDARD COLORS



BLACK
BK
MIL STANDARD 357



COYOTE BROWN
CB
MIL STANDARD 498

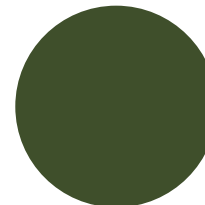


RANGER GREEN
RG
MIL STANDARD 500

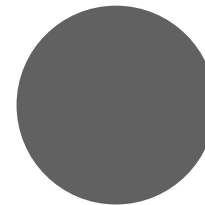
SECONDARY COLORS



MULTICAM®
MC
CRYE PRECISION
SPEC



CAMO GREEN
OD
MIL STANDARD 483



WOLF GRAY
WF
ARC'TERYX
SPEC

TYPOGRAPHY

PRIMARY FONT - GOTHAM

The Blue Force Gear typefaces have been chosen to reinforce the identity of the brand. Gotham should be used as a primary typeface on all applicable branding and marketing assets. All typeface weights, widths and angles are acceptable. Avoid stretching or skewing the glyphs in any way that is not a proportional scaling.

ALTERNATE HEADLINE - OXIDE

Oxide typeface adds flexibility to the brand. It is solely to be used as a display typeface for use in headlines or titles only.

Note: since there are no lowercase glyphs in the typeface, Oxide should not be used for body copy or web banners.

BODY FONT - ARIAL

For all internal emails, documents, PowerPoints, or any text created by a Blue Force Gear employee that will be viewed by the public or potential clients, please use the Arial font by default. This font aligns with the Blue Force Gear image and is the standard font used on the BFG website due to its universal appeal.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OXIDE LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

HIERARCHY OF TYPE STYLES

The way type is used is critical to making BFG's branded work look thoughtful and professional. These examples should be used as a guide to ensure the typography is consistent.

Callout Box

Grey (60% K) Box - White Font - Reserved: additional 3rd party sources and to show contrast in information.

Callout Box

Logo Blue (84%C, 44%M) Box - White Font - Reserved: The most important ideas and information (special use only).

Body Text

**Titles//products: NOUNS logo blue and medium
(if no medium bold is used below) or bold (if medium used below)**

Gotham Book. Typically, use a gray font for body text: this would be paragraph long text and information that is usually technical data or product descriptions. This text should also be smaller than any titles above it.

Website links

All should be **www.MediumBold.com** font and a contrasting font, gray, blue or black.

GRAPHICS & ICONOGRAPHY

This section outlines the guidelines for the visual elements and symbols used to represent our brand in both web & print marketing.



ICONOGRAPHY

STROKED FLAG

Other pieces of iconography are tied to the Blue Force Gear brand, including the American Flag with a light stroke on all elements. The stroke weight is dependent upon intended size, media, and production process and should be as light as reasonable.

When rotated vertically, the flag must be positioned in such a way that the stars are in the upper left corner (as shown).

When using the flag logo, always include "MADE IN USA" in Gotham Bold and "BERRY COMPLIANT" in Gotham Light. It should always be used in the left corner of advertising as a footer stamp when possible.

ICONS

Web & print icons with rounded corners should be displayed in BFG blue whenever possible. The boxed icon style have rounded corners with a radius of 0.0625 in.



ICONS STYLE

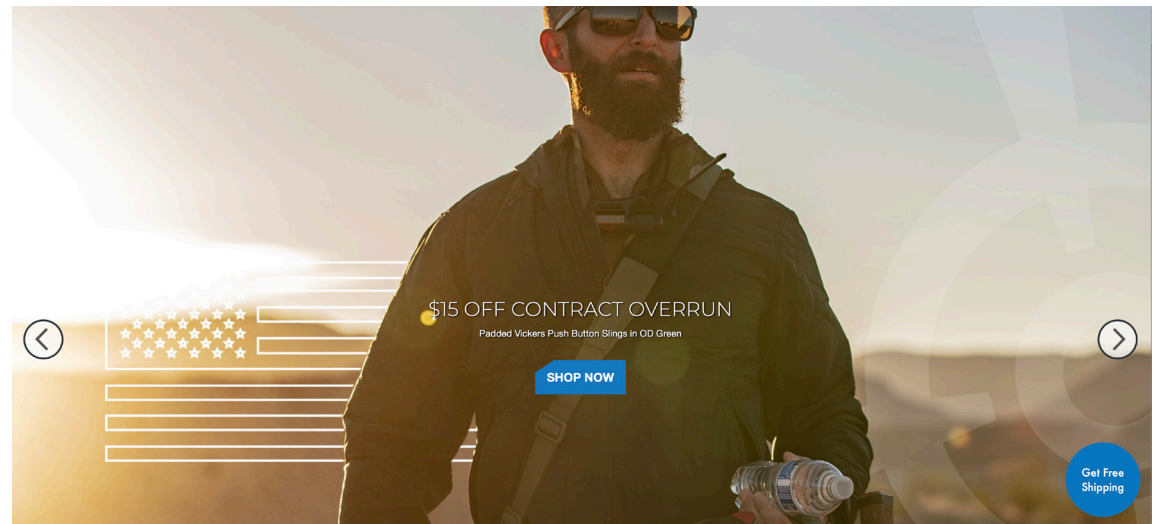


SPECIAL GRAPHICS

USE OF "SPECIAL" GRAPHICS AND RETICLE

Other pieces of iconography are tied to the Blue Force Gear brand. One of which is adding "reticle flare" to a simple designed background. The opacity of this logo should be no more than 15%, because it is a background element: weight is dependent upon intended size, media, and production process and should be as light as reasonable.

The reticle should never be rotated. In cases where the reticle is fully visible, it must be displayed with the proper registration mark (®).



PROPER DISPLAY OF PRODUCT

"Red" associated with BFG's cross trademark on Trauma Kit NOW! or any other Product

The typical "red cross" icon or any likeness is heavily protected by the American Red Cross organization. Ensure that no red crosses in any stylized form are visible on our website, print material, video, or external communications.

BFG should avoid home-made or commercial bought "red cross" patches or decals to avoid confusion as to the origins.

If you see any "Red Crosses" anywhere on BlueForceGear.com or BFG Marketing material, please send a screen shot / link to both emails below:

Marketing@BlueForceGear.com
Legal@BlueForceGear.com

EXAMPLES OF PROPERLY-DISPLAYED PHOTOS



Correct

For visual example, the BFG TKN line is always photographed, videoed and displayed with the blue insert card in the trademarked cross window.

EXAMPLES OF NON-PERMITTED PHOTOS



Incorrect

Images containing "Red" associated with BFG's cross trademark is not permitted.

LANGUAGE

For proper usage, incorporate trademarks & registered trademarks notifications solely in headings and subheadings, and not in the body copy.



CONSISTENT WORDING GUIDE

Term	Category
1 point sling	slings
2 point sling	slings
2 to 1 point sling	slings
Adjuster	slings
buttstocks	weapon
chest rig	load carriage
discreet	description
hand guards	weapon
lightweight	description
loop locks	materials
low profile	description
low-vis	description
Multicam	description
multi-tool	load carriage
multi-use	description
Plate Pillow	load carriage
Quick Adjuster	slings
side arm	weapon
steamlined	description
triglide	materials
ultralight	description
forends	weapon
Patent pending	description
Pending patents	description
Ready to attach to Issue M4 Carbines	slings
Comfortably soft without rolling or hardening	slings
Contrasting pull tab	slings
No padding for greater adjustability	slings
2" padding for extra comfort	slings

CONSISTENT WORDING GUIDE

Term	Category
TEX 90 bonded nylon thread	slings
INVISTA Solution Dyed CORDURA webbing	slings
ITW GhillieTEX Low IR hardware	slings
Machined aluminum hardware	slings
Patented Helium Whisper attachment system	load carriage
MOLLEminus Technology	load carriage
Size D" x W" x H"	load carriage
Signature reducing color matched loop field	load carriage
Signature reducing printed laminate	load carriage
Signature reducing printed elastic	load carriage
TEX 70 bonded nylon thread	load carriage
ULTRAcamp high-performance coated fabric laminate	load carriage
INVISTA Solution Dyed CORDURA fabric	load carriage
Ten-Speed Mil grade elastic	load carriage
ITW GhillieTEX Low IR hardware	load carriage
70D Ripstop nylon	load carriage
Aerospacer Mesh	load carriage
Machined Aluminum	load carriage
Aircraft grade seven strand stainless steel cable	load carriage
Phosphated, machined steel	hardware
4 stainless steel ball bearings	hardware
Stainless steel spring	hardware
Hard Coat Anodized	hardware
Fits in standard QD sockets	hardware
1.25" sling loop	hardware
10 degree activation radius	hardware
1 to 2 point sling when paired with other parts (sold separately)	hardware
Sphero-conical shaped knob	hardware

WORDING TO BE REMOVED

Due to varying circumstances, see the list of words and phrases that are to be removed from Blue Force Gear marketing material, responses, postings, or other official correspondence.

URBAN WOLF

Urban Wolf is the property of Arc'teryx. When we launched the Wolf Gray load carriage option in 2012, we were authorized to use Urban Wolf in conjunction with some of our products. Due to uncertainty of which products Blue Force Gear is authorized to name Urban Wolf, Blue Force Gear has switched entirely to Wolf Grey or "Wolf" for short.

D.A.P.

Due to a request from GAP Inc, we no longer use D.A.P. to refer to our Denied Area Pattern and Dapper lines.

BRAND VOICE

It's about them, not us. And we don't even say who "them" is. We can be trusted - we don't kiss and tell. We leave details to the reader's imagination

ABOUT THEM: PROPER USE OF NAMES

"Our new refill kits are being brought to market at the request of these end-users, who desire the ability to quickly top-off, or completely refill, dispensers when used in a training environment" stated Ashley Burnsed, President of Blue Force Gear.

ABOUT US: IMPROPER USE OF NAMES

The concept for the MARCO was born during a grueling Advanced Hostage Rescue class taught by industry friend, Chuck Pressburg. Blue Force Gear CEO Ashley Burnsed and Stephen Hilliard, Vice President of Product Development, attended the class. At the end of their 16-hour days, they would have to build chemlight bundles for the next day of training.

TRADEMARKS & PATENTS

To protect Blue Force Gear's intellectual property, clearly provide proper trademark notifications (e.g., ® and ™) in the appropriate settings (i.e., headings and subheadings)



PATENTS

This section is provided to satisfy the patent marking provisions of various jurisdictions, specifically serving as notice under U.S.C. 35 287(a). The following BFG products or portions thereof are protected by one or more United States Patents. Products, the website and marketing materials should be properly marked where applicable.

Patent Numbers

8,720,762	Chest Carrier/Helium Whisper (Load Carrier Systems and Associated Manufacturing Methods)
9,528,795	Sling (Sling Attachment Device)
9,791,237	Sling (Sling Attachment Device)
10,281,234	Sling Attachment Device
8,516,732	Detachable Swivel (Detachable Swivel and Associated Mount)
10,577,197	Magazine for light sticks (Marco)
11,156,434	Sling Slider Element
9,295,319	Helium Whisper (Load Carrier Systems and Associated Manufacturing Methods)
10,034,536	Helium Whisper (Load Carrier Systems and Associated Manufacturing Methods)
10,159,328	Helium Whisper (Load Carrier Systems and Associated Manufacturing Methods)
10,674,804	Helium Whisper (Load Carrier Systems and Associated Manufacturing Methods)
11,202,495	Helium Whisper (Load Carrier Systems and Associated Manufacturing Methods)
11,129,466	Helium Whisper (Load Carrier Systems and Associated Manufacturing Methods)
11,733,008	Dual Initiator Coupler Kit
11,874,087	Sling Attachment Device
11,882,891	Belt
12,025,417	Grenade Pouch Lid
2,839,746	Canada (Load Carrier Systems and Associated Manufacturing Methods)
2,720,574	EU (Load Carrier Systems and Associated Manufacturing Methods)
7,959,046	Sling (Methods, Systems and Apparatus for Providing A Multiple Position Sling For A Firearm)
8,430,285	Sling (Systems, Methods and Apparatus for Supporting A Firearm From A Person)
8,733,601	Sling (Systems, Methods, and Apparatus for Supporting A Firearm From A Person)

PATENTS

Continued

This section is provided to satisfy the patent marking provisions of various jurisdictions, specifically serving as notice under U.S.C. 35 287(a). The following BFG products or portions thereof are protected by one or more United States Patents. Products, the website and marketing materials should be properly marked where applicable.

Patent Numbers

11,274,902	Systems, Methods, and Apparatus for Supporting A Firearm From A Person
10,893,708	Utility Garment
9,528,807	Grenade Pouch Lid
10,871,362	Grenade Pouch Lid
9,737,129	Load Carrier Systems
D690,930	Chest Carrier
11,864,600	Chest Carrier (Utility Garment)
11,859,944	Sling (Sling Slider Element)
D725,312	Utility Garment
D690,503	Chest Carrier
D767,824	Utility Garment
D721,805	Holding Device
D710,088	Chest Carrier
D1,001,418	Belt
D1076715	Zipper Pull

TRADEMARKS

In order to legally protect Blue Force Gear’s intellectual property, it is important to notify and clearly establish the legal status of trademarks and patents. A ®, ™, or © should be applied to all appropriate locations (i.e., headings and sub-headings) of each protected item in any communications, packaging, or image.

Please add the following link where appropriate:
blueforcegear.com/patents-ip



6,839,940
 3,748,930
 7,061,880
 5,155,509



6,839,940
 3,748,930
 7,061,880
 5,155,509



7,061,880
 5,155,509



5,955,968
 7,093,967
 7,061,880
 5,155,509



5,955,968
 7,093,967
 7,061,880
 5,155,509



6,708,168



5,464,990



6,732,662



5,797,066

TRADEMARKS

Continued

TRADEMARK RULES FOR MARKETING MATERIALS

Trademarks (® or ™) should always be used in headings or subheadings. The use of trademarks in body copy is not required. (See email eblast example on the left) show examples.

TRADEMARKING/REGISTERED MARK

When using the Blue Force Gear logo ensure it always incorporates the ® symbol immediately after. This always sits on the baseline of the Blue Force Gear logotype. When writing Blue Force Gear in copy it must be directly followed by the ® symbol for only the first instance of the word, after that it may be dropped, as you will see throughout this document.

Contact: Legal Department

Tel: 877.430.2583

Email: Legal@BlueGorceGear.com

Registered Trademark

6,839,940	BLUE FORCE GEAR®
3,748,930	BLUE FORCE GEAR®
7,093,967	BFG®
5,955,968	BFG®
6,598,592	JTF@BFG®
7,239,098	GMT SLING®
5,785,273	ULTRACOMP®
4,807,400	ULTRACOMP®
5,874,827	LIGHTEN THE LOAD®
5,885,732	LIGHTEN THE LOAD®
7,284,098	MOLLEMINUS®
6,918,755	JTF®
4,424,078	HELIUM WHISPER®
7,139,764	TKN!®
5,985,127	BLIP®
6,335,159	TRAUMA KIT NOW!®
4,356,935	TEN-SPEED®
4,649,736	ALWAYS BETTER®
5,667,228	MARCO®
5,527,785	BOO BOO®
5,380,284	JEDBURGH®
6,230,466	JOINT TRAINING FACILITY®
5,957,709	HAMMOCK®
7,301,787	CHLK®
7,327,931	MKTN!®
7,461,029	GRID®

Registered Trademark

7,896,985	MICRO TRAUMA KIT NOW!®
6,821,498	ALWAYS BETTER STORE®
7,765,677	MODEL DEFENDER®

Pending

TRADEMARKS

Continued

TRADEMARK NOTIFICATION RULES FOR MARKETING MATERIALS

Trademarks (® or ™) should always be used in headings or subheadings. The use of trademarks in body copy is not required.

Common Law Marks

BELTminus™

Dappers™

LMAC™

Plate Pillow™

PLATEminus™

RACKminus™

RED™ Swivel

SOC-C™

SPLITminus™

Superior Equipment for Special Operations™

Tourniquet NOW!™

UDC™

Universal Wire Loop™

UWL™

Vickers Combat Applications Sling™

Vickers Sling™

Victory Series™

World's Standard in Weapon Slings™

Vickers SAW Sling™

Vickers M240 Sling™

Burnsed Socket™

TRADEMARK USAGE & PLACEMENT

PROPER TRADEMARK NOTIFICATIONS (® / ™)

Proper trademark symbol usage involves two main rules:

First, pick the correct trademark symbol.

Second, put the symbol in the proper location so that it (1) identifies your trademark and (2) notifies the public that you claim ownership of your trademark.

Location matters for trademark symbols.

TM (™) symbol placement

Place the TM symbol to the right side of your trademark and either in the:

- upper-right corner if your trademark is a word; or
- lower-right corner if your trademark is a logo.

R (®) symbol placement

Place the R symbol to the right side of your trademark and either in the:

- upper-right corner if your trademark is a word; or
- lower-right corner if your trademark is a logo

Examples

All Trademarks™ should be no less than 7.5pt font in size.

Registration marks® should be no less than 6pt font in size.

On smaller font sizes, use best judgment for consistency and eligibility.

EXAMPLE: A (14pt)[™] (7.5pt, aligned to cap height)

EXAMPLE: A (14pt)[®] (6pt, aligned to cap height)

EXAMPLE: A (9pt)[™] (7.5pt, aligned to cap height)

EXAMPLE: A (9pt)[®] (6pt, aligned to cap height)

TRADE DRESS

What is Trade Dress?

TRADEMARK / TRADE DRESS

Trade dress is a form of intellectual property protection under U.S. trademark law that covers the overall look and feel of a product or its packaging—the features that make it instantly recognizable to customers. Unlike a utility patent, which protects how a product works, or a copyright, which protects original works of authorship, trade dress protects the distinctive visual characteristics that signal to consumers that a product comes from a particular source.

Trade dress can include elements such as:

- Shape and configuration of a product
- Unique placement of features or components
- Distinctive colors, textures, or patterns
- Overall appearance and aesthetic design

For Blue Force Gear, trade dress plays an important role in protecting our innovations and ensuring customers know they are receiving the authentic performance gear that meets our standards of quality, safety, and reliability.

BLUE FORCE GEAR® TRADE DRESS

The following are examples of trade dress rights claimed by Blue Force Gear. These distinctive product designs and visual elements are exclusively associated with Blue Force Gear and are protected under U.S. and international trademark and unfair competition laws.

1. **The Helium Whisper® Attachment System (Wave)**
 - **Distinctive single-piece back panel design with integrated attachment tabs.**
 - **Unique weave and stitch pattern recognizable across Blue Force Gear pouches.**
 - **Unique wave shaped arms recognizable across Blue Force Gear pouches.**
2. **The BLUE CROSS**
 - **The Distinctive Blue Cross X trademark. (additionally protected by trademark)**
 - **Distinctive blue color**
3. **Blue Force Gear Pull Tab Sling Design**
 - **Webbing construction with proprietary hardware configuration.**
 - **Unique placement and shaping of adjustment tabs and pull controls.**
4. **Product Packaging and Labeling**
 - **Consistent placement of the Blue Force Gear® cross logo.**
 - **Minimalist, tactical-inspired packaging aesthetic using muted color palettes.**
5. **The BLUE RETICLE**
 - **Change to The Distinctive Blue Reticle trademark. (*additionally protected by trademark)**
 - **Distinctive blue color**

Why It Matters

Our trade dress ensures that customers can immediately identify genuine Blue Force Gear products and distinguish them from imitations. It reflects our brand's reputation for innovation, mission-critical reliability, and uncompromising quality. We actively protect these rights to safeguard our customers and to maintain the integrity of our products in the field.



Blue Force Gear, Inc. | 166 Pine Barren Rd. | Pooler, GA 31322 | USA

WWW.BLUEFORCEGEAR.COM

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