

Dear Business Partner,

We are pleased that you wish to incorporate the products and services of Freudenberg Filtration Technologies and therefore our brand into your communication activities. We can support you in this undertaking by providing suitable materials. For quality assurance purposes and in order to reach a common understanding on how the materials provided will be used, please read the following terms of use and confirm this in the online form. Once completed, the collaborative marketing work can get underway!

Thank you in advance!

Your Marketing & Communication team at Freudenberg Filtration Technologies

Terms of Use

for Brand Logos, Images, Videos, and Other Communication Material from Freudenberg Filtration Technologies

1 Scope and Terms of Use

Freudenberg Filtration Technologies (hereinafter referred to as “Freudenberg”) grants you a non-transferable, revocable, non-exclusive right to use the brand logos provided (e.g., Freudenberg, micronAir, Viledon), images, videos, and other communication materials (hereinafter referred to as “Marketing Material”).

Freudenberg is and remains the sole proprietor and owner of the marketing material provided.

Transferring the rights of use to companies affiliated with you (subsidiaries and parent companies) is not permitted. Any such transfer requires a separate written usage agreement with Freudenberg.

After agreeing to the terms of use in the online form, you will be authorized to use the marketing material exclusively in your online and print media for the purpose of advertising our products and services.

“Freudenberg Filtration Technologies” must be cited as the source near the marketing material used. In online media, you are required to use a so-called ‘back link’ to Freudenberg Filtration Technologie's website at www.freudenberg-filter.com (e.g., as a link on the brand logo).

The “Guide to Designing Marketing Materials from Freudenberg Filtration Technologies” serves as a guideline for the correct use of the materials provided and the incorporation of sources and references.

For technical adaptation to the file formats or specific resolutions required for authorized use, the marketing material may be forwarded to third parties after prior consultation with the Marketing & Communication team at Freudenberg Filtration Technologies. However, this does not imply that the right of use is conceded or transferred to a third party. Any transfer is expressly prohibited.

You are liable for any actions or negligence of such third parties as if they were your own faults. Furthermore, you are only allowed to use the marketing material as provided by Freudenberg.

Modifications of any kind are prohibited. The granting of sub-licenses as well as the sale or assignment of the usage rights granted hereby is prohibited.

You are required to provide us with proof of implementation in the form of screenshots or PDF files, which must be sent by e-mail to marketing@freudenberg-filter.com.

2 Liability and Warranty

Freudenberg cannot be held liable for general, special, direct, indirect, consequential, accompanying, or other damaged that arise as a result of or in connection with the use of the marketing material. In particular, Freudenberg cannot be held liable for the quality and resolution of the files and for damage and consequential damage that may arise after further processing, integration, and printing, e.g., digital noise. Furthermore, Freudenberg makes no warranties – expressly or by implication – in terms of marketability and suitability for a specific purpose.

Freudenberg accepts no liability whatsoever with respect to the trademarks and logos being free from third-party rights. You are solely responsible for observing any conflicting rights of third parties and for complying with the rules of competition.

If Freudenberg is included in a claim by a third party for infringement of their rights due to your application of the rights of use, you are required to indemnify Freudenberg from the first claim and cooperate extensively with Freudenberg in defending against this claim.

3 Revocation

The rights granted hereby can be revoked in writing by Freudenberg at any time without a reason given. After revocation, you are required to immediately stop using the marketing material and ensure that no further use takes place.

4 Right of Ownership

You acknowledge all intellectual property rights of Freudenberg (in particular copyright and trademark rights) without restriction. You undertake to uphold these rights and to take any measures necessary to prevent or end interferences or violations of these rights by third parties and to support Freudenberg in pursuing and enforcing its rights against third parties to a reasonable extent. You are required to inform Freudenberg immediately if you become aware of conflicting third-party rights or if you become aware of a violation of Freudenberg's property rights. If you are sued by a third party for alleged infringement of industrial property rights based upon the use of the marketing material provided by Freudenberg, Freudenberg is entitled to join the legal dispute.