

MODERN™ FLOWER

HOW TO USE THIS GUIDE

This document sets forth a series of identity guidelines intended to define and establish a new, bolder, and more contemporary brand identity for Modern Flower™.

Our work in this handbook is to do the “defining” part of the exercise. We’ll share the new design for our logomark, our color palette, and typography system, as well as guidelines for their usage. These guidelines are drawn from a well-established set of rules most companies use to keep their marks and designs consistent and recognizable. If this looks like a lot of rules, rest assured: we didn’t make up any new ones.

This guide itself plays a necessary part in building brand identity. But the bulk of the work to firmly establish Modern Flower™ in the marketplace is an ongoing task performed by all of us every day. Our team shares a role in upholding these standards in all communications through consistent usage.

Consistent usage yields two essential benefits:

A marketplace asset: the persuasive power of a consistent and compelling new brand identity.

A legal asset: as consistent usage is the primary requirement for defending our mark against infringements of any kind from competitors or usurpers of any kind.

This guide itself is a necessary part of the work to establish our identity. But the bulk of the work to firmly establish our identity in the marketplace is an ongoing task, performed by all of us, every day.

We hope you find this guide for usage straightforward and easy to understand — and we encourage you to bring any questions or concerns regarding our marks to the attention of Trulieve® by contacting us at brands@trulieve.com.



BRAND PROMISE



BRAND PROMISE

**A MODERN APPROACH
TO CANNABIS**



TARGET AUDIENCE

TARGET AUDIENCE

Daily Users, Moms Who Toke, Stressed Out Millennials

For the regular cannabis consumer that is looking for consistently good quality weed all year round and a chance to try the latest products.

TARGET AUDIENCE PROFILES



Daily Users

(equally likely to be male)

Parker is a 25-year-old college graduate who lives in Gainesville, Florida. Parker started using cannabis as a teenager. As an adult, Parker continues to use cannabis throughout the day – sometimes to help focus, or to unwind at the end of a long day. Cannabis has become part of her daily routine, and she enjoys trying new products but her favorite form is flower.

Key Takeaways:

- High spend consumers
- Very frequent users
- Passionate about flower but more likely to be interested in concentrates
- Describe use as recreational
- Many reasons for using cannabis, particularly for unwinding, socializing, or to stimulate creativity



Moms Who Toke

Sarah, 37, is mother of two from Tuscon, Arizona. Sarah knows her cannabis strains and how they affect her. She uses her favorite sativa to get into the groove of cleaning the house, a specific indica-dominant hybrid for scrolling social media in the evenings, and 15 mg of an edible for socializing with friends. She always has the right product for however she wants to decompress.

Key Takeaways:

- High spend consumers
- Frequent users
- A variety of products but prefers vape products for discretion
- Top reasons include emotional relief, energy, and socializing



Stressed Out Millennials

(equally likely to be female)

Noah is a 30-year-old college graduate who lives in Philadelphia, Pennsylvania. He has a full-time job, and lives with his partner in the city. Noah consumes cannabis every couple of days to relax and unwind. Noah doesn't always like to wave, and will use edibles, and sometimes vape products.

Key Takeaways:

- Mid to high spender
- Frequent user
- Open to all forms
- Wide range of reasons for using, particularly for unwinding and socializing



BRAND POSITIONING

BRAND POSITIONING

Modern Flower™ is a brand of popular strains and progressive cannabis products that have been created using cutting-edge technologies and with the needs of a broad range of modern-day customers in mind.



BRAND OBJECTIVE

BRAND OBJECTIVE

To be recognized as a forward-thinking cannabis brand that understands the changing preferences of users and consistently meets their needs with innovative, high-quality products.



BRAND PILLARS & REASONS TO BELIEVE

BRAND PILLARS & REASONS TO BELIEVE

Reliable

Produced with a focus on consistency, quality, experience, and effects for year-round availability.

- Modern genetics selected for modern consumers
- High quality standards
- Flower is grown indoors and extraction takes place in cutting-edge labs

Innovative

Using state-of-the-art extraction technologies that produce cannabis products that are powerful, unique, and high-quality.

- Use of proprietary methods and technologies that have been developed by our team
- Intelligently designed products
- New strains continually sourced for flavor and effects

Adaptable

Engaging in regular dialogue with consumers to better understand and deliver on their needs.

- Vast library of classic and popular strains
- Products and strains to suit every comfort level and taste
- Best-in-class customer service



BRAND PERSONALITY

BRAND PERSONALITY

Reassuring

**We are...considered,
clear, and dependable.**

Intelligent

**We are...progressive,
informative, and surprising.**

Relatable

**We are...empathetic, warm,
and accommodating.**



LOGOMARKS

LOGOMARKS

Primary, Primary Horizontal, Stacked, Stacked Box, and Icon

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Marketing Team.) Below are five designs that establish the foundation for usage for two key assets: our logomark, and our logomark. As you can see, these designs also include standards for usage of these marks together, with a vertical combination mark, and a vertical combination knockout mark, that place the logomark above the logomark. The logomark is the preferred usage, and the combination marks are selected based on the available space in the design.



PRIMARY



PRIMARY
HORIZONTAL



STACKED



STACKED
BOX

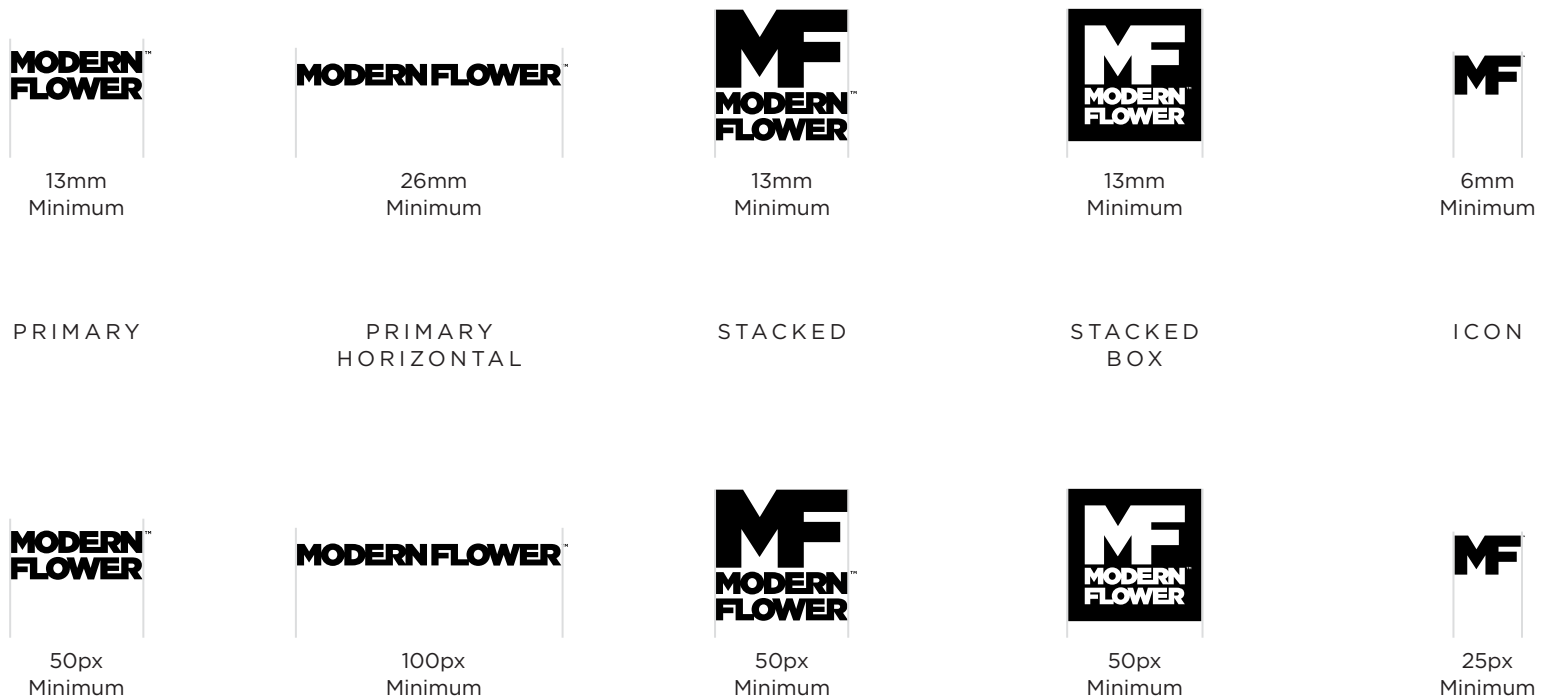


ICON

LOGOMARKS

Minimum sizes for reproduction

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) Establishing a minimum size ensures that the impact and legibility of the logomark is not compromised in application. Due to the higher resolution available in print vs that of screen based media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration.



LOGOMARK USAGE

Primary Approved Usage

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the Primary in the preferred color palette for Modern Flower: the primary Rich Black, and Black and White treatments. Each mark is also shown with approved background colorings of Indica, Sativa, and Hybrid.



**MODERN
FLOWER**TM

PRIMARY
RICH BLACK



PRIMARY
WHITE ON BLACK



PRIMARY
ON INDICA



PRIMARY
ON SATIVA



PRIMARY
ON HYBRID

LOGOMARK USAGE

Primary Clearspace

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper clearspace surrounding the Modern Flower Primary logomark. As you can see, the required clearspace is proportional to the letters in the logomark. The height of the logomark is demarcated at the height of the highest letter, the capital “M” in the logomark. The clearspace above and below the logomark equals the value of the box marked “X”. This is the same clearspace on the left and right ends of the logomark as well.



LOGOMARK USAGE

Primary Unapproved Usage

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below depict unapproved usages for the Primary logomark, and, we hope, demonstrate convincingly why these uses are unapproved. The prohibitions enumerated here are grounded in good design principles and in the science of human perception. As you can see, poor background colors, complex backgrounds, unapproved logomark colors, and added type-effects/distortions all compromise the integrity of the primary logomark. Unapproved uses also water down the strength of our mark when we seek to defend it. For all these very good reasons, please avoid these misuses.



Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



Do not add effects to logomark.



Do not place logomark on complex background images.



Do not alter colors of logomark.



Do not distort logomark vertically.



Do not distort logomark horizontally.



Do not place logomark at an angle.

LOGOMARK USAGE

Primary Horizontal Approved Usage

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the Primary Horizontal logomark in the preferred color palette for Modern Flower: the primary Rich Black, and Black and White treatments. Each mark is also shown with approved background colorings of Indica, Sativa, and Hybrid.

MODERNFLOWER™

PRIMARY
HORIZONTAL
RICH BLACK



PRIMARY
HORIZONTAL
WHITE ON BLACK



PRIMARY
HORIZONTAL
ON INDICA



PRIMARY
HORIZONTAL
ON SATIVA

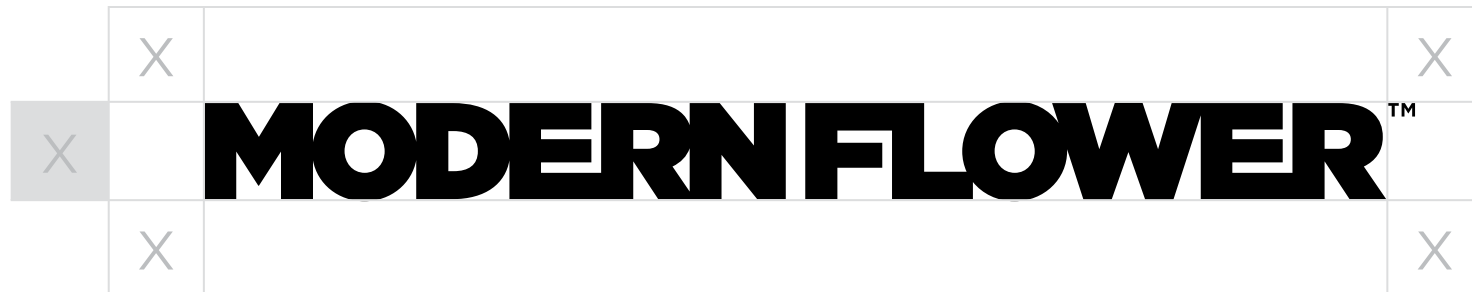


PRIMARY
HORIZONTAL
ON HYBRID

LOGOMARK USAGE

Primary Horizontal Clearspace

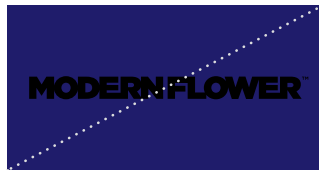
(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper clearspace surrounding the Modern Flower Primary Horizontal logomark. As you can see, the required clearspace is proportional to the letters in the logomark. The height of the logomark is demarcated at the height of the highest letter, the capital “M” in the logomark. The clearspace above and below the logomark equals the value of the box marked “X”. This is the same clearspace on the left and right ends of the logomark as well.



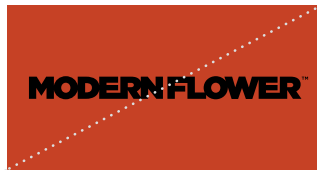
LOGOMARK USAGE

Primary Vertical Unapproved Usage

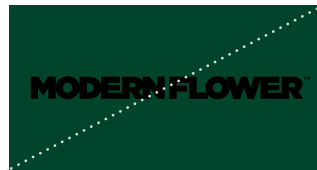
(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below depict unapproved usages for the Primary Horizontal logomark, and, we hope, demonstrate convincingly why these uses are unapproved. The prohibitions enumerated here are grounded in good design principles and in the science of human perception. As you can see, poor background colors, complex backgrounds, unapproved logomark colors, and added type-effects/distortions all compromise the integrity of the primary logomark. Unapproved uses also water down the strength of our mark when we seek to defend it. For all these very good reasons, please avoid these misuses.



Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



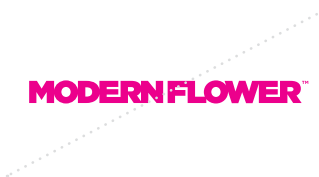
Do not place the logomark on unapproved background colors.



Do not add effects to logomark.



Do not place logomark on complex background images.



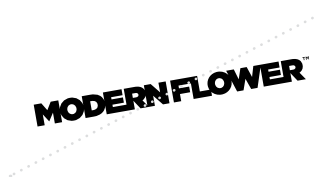
Do not alter colors of logomark.



Do not distort logomark vertically.



Do not distort logomark horizontally.



Do not place logomark at an angle.

LOGOMARK USAGE

Stacked Approved Usage

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the Stacked logomark in the preferred color palette for Modern Flower: the primary Rich Black, and Black and White treatments. Each mark is also shown with approved background colorings of Indica, Sativa, and Hybrid.



STACKED
RICH BLACK



STACKED
WHITE ON BLACK



STACKED
ON INDICA



STACKED
ON SATIVA



STACKED
ON HYBRID

LOGOMARK USAGE

Stacked Clearspace

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper clearspace surrounding the Modern Flower Stacked logomark. As you can see, the required clearspace is proportional to the letters in the logomark. The height of the logomark is demarcated at the height of the highest letter, the capital “M” in the logomark. The clearspace above and below the logomark equals the value of the box marked “X”. This is the same clearspace on the left and right ends of the logomark as well.



LOGOMARK USAGE

Stacked Unapproved Usage

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below depict unapproved usages for the Stacked logomark, and, we hope, demonstrate convincingly why these uses are unapproved. The prohibitions enumerated here are grounded in good design principles and in the science of human perception. As you can see, poor background colors, complex backgrounds, unapproved logomark colors, and added type-effects/distortions all compromise the integrity of the primary logomark. Unapproved uses also water down the strength of our mark when we seek to defend it. For all these very good reasons, please avoid these misuses.



Do not place the logomark on unapproved background colors.



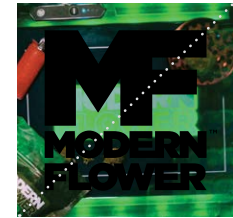
Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



Do not add effects to logomark.



Do not place logomark on complex background images.



Do not alter colors of logomark.



Do not distort logomark vertically.



Do not distort logomark horizontally.



Do not place logomark at an angle.

LOGOMARK USAGE

Stacked Box Approved Usage

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the Stacked Box logomark in the preferred color palette for Modern Flower: the primary Rich Black, and a black and white treatments. Each mark is also shown with approved background colorings of Indica, Sativa, and Hybrid.



STACKED BOX
RICH BLACK



STACKED BOX
WHITE ON BLACK



STACKED BOX
ON INDICA



STACKED BOX
ON SATIVA



STACKED BOX
ON HYBRID

LOGOMARK USAGE

Stacked Box Clearspace

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper clearspace surrounding the Modern Flower Stacked Box logomark. As you can see, the required clearspace is proportional to the letters in the logomark. The height of the logomark is demarcated at the height of the highest letter, the capital “M” in the logomark. The clearspace above and below the logomark equals the value of the box marked “X”. This is the same clearspace on the left and right ends of the logomark as well.



LOGOMARK USAGE

Stacked Box Unapproved Usage

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below depict unapproved usages for the Stacked Box logomark, and, we hope, demonstrate convincingly why these uses are unapproved. The prohibitions enumerated here are grounded in good design principles and in the science of human perception. As you can see, poor background colors, complex backgrounds, unapproved logomark colors, and added type-effects/distortions all compromise the integrity of the primary logomark. Unapproved uses also water down the strength of our mark when we seek to defend it. For all these very good reasons, please avoid these misuses.



Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



Do not add effects to logomark.



Do not place logomark on complex background images.



Do not alter colors of logomark.



Do not distort logomark vertically.



Do not distort logomark horizontally.



Do not place logomark at an angle.

LOGOMARK USAGE

Icon Approved Usage

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the Icon logomark in the preferred color palette for Modern Flower: the primary Rich Black, and Black and White treatments. Each mark is also shown with approved background colorings of Indica, Sativa, and Hybrid.



ICON
RICH BLACK



ICON
WHITE ON BLACK



ICON
ON INDICA



ICON
ON SATIVA



ICON
ON HYBRID

LOGOMARK USAGE

Icon Clearspace

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper clearspace surrounding the Modern Flower Icon logomark. As you can see, the required clearspace is proportional to the letters in the logomark. The height of the logomark is demarcated at the height of the highest letter, the capital “M” in the logomark. The clearspace above and below the logomark equals the value of the box marked “X”. This is the same clearspace on the left and right ends of the logomark as well.



LOGOMARK USAGE

Icon Unapproved Usage

(Usage of any Modern Flower logomark **MUST** be approved by the Trulieve Creative Team.) The images below depict unapproved usages for the Icon logomark, and, we hope, demonstrate convincingly why these uses are unapproved. The prohibitions enumerated here are grounded in good design principles and in the science of human perception. As you can see, poor background colors, complex backgrounds, unapproved logomark colors, and added type-effects/distortions all compromise the integrity of the primary logomark. Unapproved uses also water down the strength of our mark when we seek to defend it. For all these very good reasons, please avoid these misuses.



Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



Do not add effects to logomark.



Do not place logomark on complex background images.



Do not alter colors of logomark.



Do not distort logomark vertically.



Do not distort logomark horizontally.



Do not place logomark at an angle.

LOGOMARKS

Primary, Primary Horizontal, Stacked, Stacked Box, and Icon Vertical Approved Usage

(Usage of any Modern Flower™ logomark MUST be approved by the Trulieve Creative Team.) The images below show proper use of the Modern Flower™ logomarks in vertical orientations.

TOP OF PRODUCT



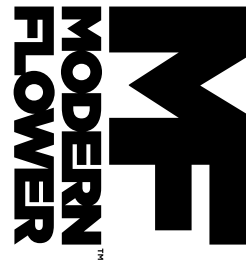
PRIMARY

TOP OF PRODUCT



PRIMARY
HORIZONTAL

TOP OF PRODUCT



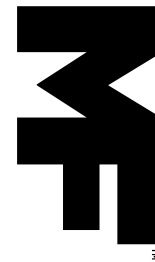
STACKED

TOP OF PRODUCT



STACKED
BOX

TOP OF PRODUCT



ICON



COLOR PALETTE

COLOR PALETTE

Pantone Coated, CMYK, RGB, HEX

(These colors are intended for web, spot, and one color printing on coated mediums only.) Accurate color reproduction is vital to proper usage of the Modern Flower logomark and all marketing materials. Acceptable primary, secondary, and tertiary color options are shown below. Care must be taken when reproducing colors on all communications, because materials and reproduction methods can significantly affect color accuracy. Please consult with marketing if you have any questions or need further guidance.

PRIMARY COLOR PALETTE

These are our primary colors. Strong and easily identifiable, these colors should be the first choice when representing Modern Flower.



RICH BLACK
PANTONE BLACK 6
 CMYK 100 60 60 100
 RGB 0 0 0
 HEX #000000



INDICA
PANTONE 269 C
 CMYK 76 0 100 18
 RGB 81 45 109
 HEX #512D6D



SATIVA
PANTONE 159 C
 CMYK 0 68 100 7
 RGB 203 96 21
 HEX #CB6015



HYBRID
PANTONE 3425 C
 CMYK 93 2 80 47
 RGB 0 99 65
 HEX #006341

SECONDARY COLOR PALETTE

These options are used to complement and support the primary colors. These supportive colors should be among your next color choices used in communications and marketing materials, after the primary colors.



WAVE GRAY
PANTONE 432 C
 CMYK 78 57 39 56
 RGB 51 63 72
 HEX #333F48



INDICA SHADOW
PANTONE 2755 C
 CMYK 99 98 0 35
 RGB 37 14 98
 HEX #250E62



SATIVA SHADOW
PANTONE 7599 C
 CMYK 1 85 92 19
 RGB 179 61 38
 HEX #B33D26



HYBRID SHADOW
PANTONE 3435 C
 CMYK 87 15 77 69
 RGB 21 71 52
 HEX #154734



TYPOGRAPHY

TYPOGRAPHY

Gotham Ultra, Primary Headline Typeface

(This typeface will be used on all Marketing Materials.) Gotham is the primary headline typeface and should be used for all communications and marketing materials. There are sixteen weights of Gotham. **We will only use two of these weights, Ultra and Ultra Italic.** As a rule of thumb, Gotham Ultra is used for headlines and product names. The italic weights should only be used for emphasis or common appropriate uses.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Gotham Ultra - Kerning: Optical / Tracking: 0

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

Gotham Ultra Italic - Kerning: Optical / Tracking: 0

TYPOGRAPHY

Gotham & Gotham Condensed, Secondary Typeface

(This typeface will be used on all Marketing Materials.) Gotham is the secondary typeface and should be used for all communications and marketing materials. There are sixteen weights of Gotham. **We will only use four of these weights, Book, Book Italic, Bold, and Bold Italic.** The italic weights should only be used for emphasis or common appropriate uses.

Gotham Condensed is an alternate typeface and should be used for communications and marketing materials where needed. There are eight weights of Gotham Condensed. **We will only use four of these weights, Condensed Book, Condensed Book Italic, Condensed Bold, and Condensed Bold Italic.** The italic weights should only be used for emphasis or common appropriate uses.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Book - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Book Italic - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Bold Italic - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Condensed Book - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890


Gotham Condensed Book Italic - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Condensed Bold - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Condensed Bold Italic - Kerning: Optical / Tracking: 0

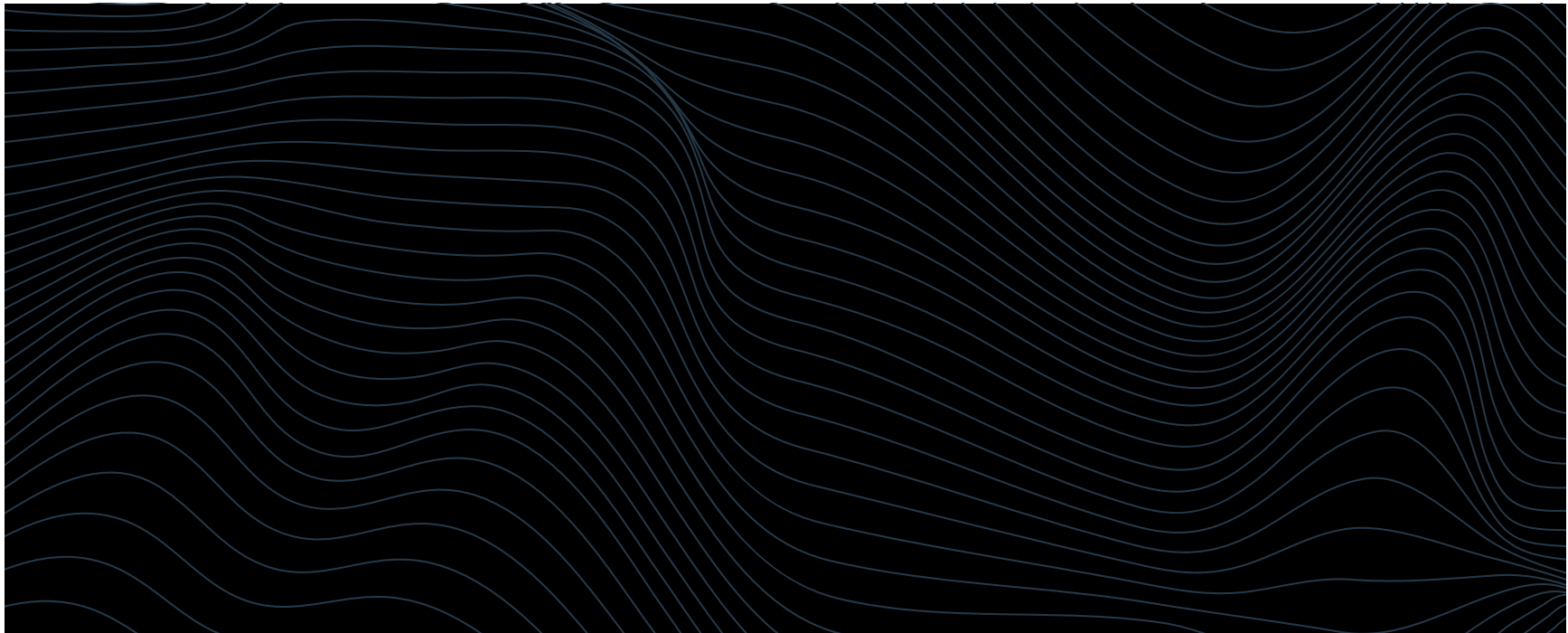


SECONDARY GRAPHICS

SECONDARY GRAPHICS

Primary Wave

(These secondary graphics (Wave) will be used on all Marketing Materials.) The Wave is our most versatile brand element. The Primary Wave Gray is layered over the Primary Rich Black. When implemented correctly, it adds movement and drama to a communication. When implemented incorrectly, it has the potential to look amateur and crude. We hope that you will play and have fun with the Wave while following these guidelines as closely as possible.

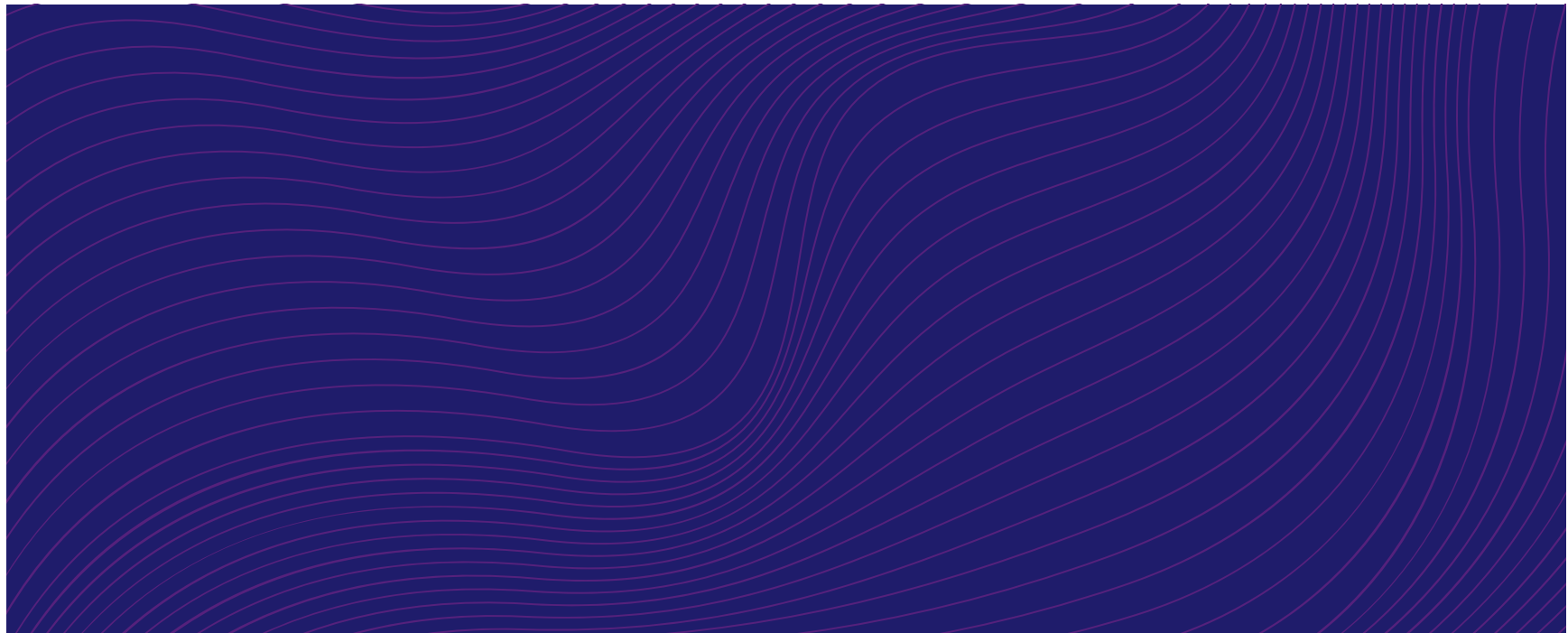


PRIMARY WAVE

SECONDARY GRAPHICS

Indica Wave

(These secondary graphics (Wave) will be used on all Marketing Materials.) The Wave is our most versatile brand element. The Indica is layered over the Indica Shadow Purple. When implemented correctly, it adds movement and drama to a communication. When implemented incorrectly, it has the potential to look amateur and crude. We hope that you will play and have fun with the Wave while following these guidelines as closely as possible.



INDICA WAVE

SECONDARY GRAPHICS

Sativa Wave

(These secondary graphics (Wave) will be used on all Marketing Materials.) The Wave is our most versatile brand element. The Sativa is layered over the Sativa Shadow Orange. When implemented correctly, it adds movement and drama to a communication. When implemented incorrectly, it has the potential to look amateur and crude. We hope that you will play and have fun with the Wave while following these guidelines as closely as possible.

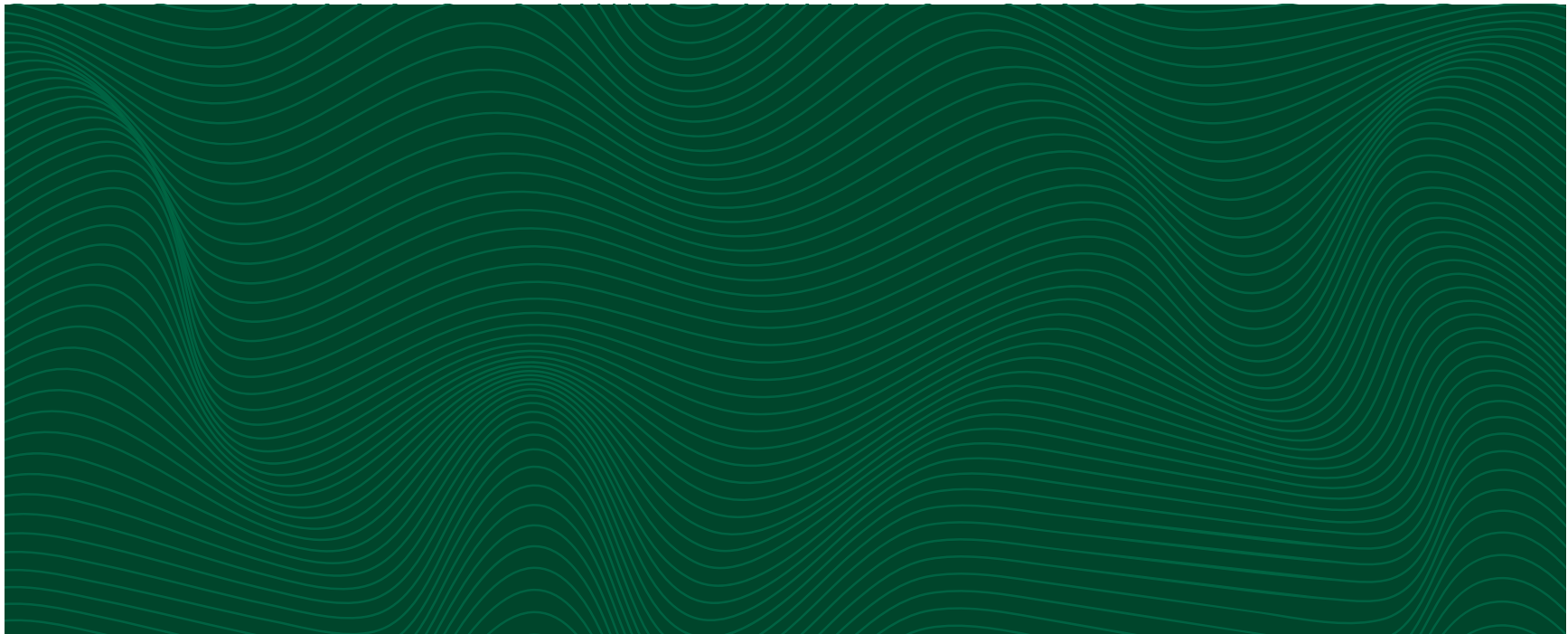


SATIVA WAVE

SECONDARY GRAPHICS

Hybrid Wave

(These secondary graphics (Wave) will be used on all Marketing Materials.) The Wave is our most versatile brand element. The Hybrid is layered over the Hybrid Shadow Green. When implemented correctly, it adds movement and drama to a communication. When implemented incorrectly, it has the potential to look amateur and crude. We hope that you will play and have fun with the Wave while following these guidelines as closely as possible.



HYRBID WAVE

SECONDARY GRAPHICS

Primary MF Pattern

(These secondary graphics (MF Pattern) will be used on all Marketing Materials.) The MF Pattern is our secondary brand element. The Primary MF Pattern Gray is layered over the Primary Rich Black. When it is implemented correctly, it adds consistency and interest to a communication. When implemented incorrectly, it has the potential to look amateur and busy. We hope that you will play and have fun with the MF Pattern while following these guidelines as closely as possible.



PRIMARY MF PATTERN GRAY

SECONDARY GRAPHICS

MF Pattern Indica

(These secondary graphics (MF Pattern) will be used on all Marketing Materials.) The MF Pattern is our secondary brand element. The Primary MF Pattern Indica is layered over the Indica Secondary. When it is implemented correctly, it adds consistency and interest to a communication. When implemented incorrectly, it has the potential to look amateur and busy. We hope that you will play and have fun with the MF Pattern while following these guidelines as closely as possible.



MF PATTERN INDICA

SECONDARY GRAPHICS

MF Pattern Sativa

(These secondary graphics (MF Pattern) will be used on all Marketing Materials.) The MF Pattern is our secondary brand element. The Primary MF Pattern Sativa is layered over the Sativa Secondary. When it is implemented correctly, it adds consistency and interest to a communication. When implemented incorrectly, it has the potential to look amateur and busy. We hope that you will play and have fun with the MF Pattern while following these guidelines as closely as possible.



MF PATTERN SATIVA

SECONDARY GRAPHICS

MF Pattern Hybrid

(These secondary graphics (MF Pattern) will be used on all Marketing Materials.) The MF Pattern is our secondary brand element. The Primary MF Pattern Hybrid is layered over the Hybrid Secondary. When it is implemented correctly, it adds consistency and interest to a communication. When implemented incorrectly, it has the potential to look amateur and busy. We hope that you will play and have fun with the MF Pattern while following these guidelines as closely as possible.



MF PATTERN HYBRID



PACKAGING EXAMPLES

PACKAGING EXAMPLES



Actual packaging may differ slightly due to compliance regulations.



TRADEMARKS & COPYRIGHT

TRADEMARKS & COPYRIGHT

Modern Flower™ Trademark Registration & Copyright Information

It is very important to comply with the rules laid out below for establishing practices regarding our brand Trademark and Copyrights. Consistent adherence to these rules is the single most essential evidence we must provide when we defend our rights to exclusive use of our marks, and for proving ownership of intellectual property we generate and share in written and/or visual form.

A Registered Trademark Symbol ® or Trademark Symbol ™ is required upon the first use of the mark in text or any body copy. This rule holds true even if the symbol was already used in the headline.

REGISTERED
TRADEMARK
SYMBOL ®

Trulieve® holds a U.S. Trademark with the USPTO for the company name, Modern Flower®, in the following categories. As such, the Registered Trademark Symbol ® is required to appear on these usages:




®	CAT	NAME/LOGO	CATEGORY DESCRIPTION
®	35	MODERN FLOWER™	Providing a website featuring information in the field of cannabis products; providing information in the field of cannabis-derived products, namely, cannabis extract vaporizer products.
®	44	MODERN FLOWER™	Providing online cannabis resources to consumers, namely, health and wellness information regarding cannabis products and their effects.
®	9	Modern Flower	Batteries for oral vaporizers for smoking purposes.
®	34	Modern Flower	Lighters for wavers.

TRADEMARKS & COPYRIGHT

Modern Flower™ Trademark Registration & Copyright Information

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