

Global Brand Guidelines

VERSION 6.0



Mallinckrodt
Pharmaceuticals

Managing Complexity. Improving Lives.

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Our Brand

A brand represents the unique fingerprint of a company.

A brand is more than just a name or logo. It's our company's reputation, and what defines us internally and to the outside world. Every aspect of the Mallinckrodt brand embodies who we are as a company and what we aspire to be.

As we look to strengthen our brand and continue to establish Mallinckrodt as an innovative, patient-centric company, it is critical that we maintain a clear and consistent global brand identity across all internal and external channels.

The purpose of this guide is to provide brand standards that support a cohesive visual identity. The consistent use and thoughtful application of these standards in every form of official communications will help to strengthen the Mallinckrodt brand, reinforce our reputation and build loyalty.

Each of us plays an important role in protecting the Mallinckrodt brand. All employees, vendors and consultants are accountable to ensure these brand guidelines are followed. We appreciate your help in maintaining and improving our corporate reputation and image. If you have any questions, please contact

MPBranding@mnk.com.



[MPBranding.com](https://www.mnk.com/MPBranding)

A one-stop-shop for all things related to the Mallinckrodt brand. There you will find approved digital assets – logos, photography, graphic elements and templates – that can be used to bring the Mallinckrodt brand to life.



Our Mission

Managing Complexity. Improving Lives.

Our Vision

Innovation-driven specialty pharmaceutical growth company focused on improving outcomes for patients with severe and critical conditions.

Our Values

Patient-Centric, Innovative, Collaborative, Integrity

Brand Voice

Our Values are the foundation of our company and the essence of our culture. These Values are also the driving force behind our brand's personality and voice. Brand voice is how we express ourselves through words and tone. Keep these words in mind when crafting communications to ensure Mallinckrodt's personality shines through.

PATIENT-CENTRIC

INNOVATIVE

COLLABORATIVE

INTEGRITY

Our Logo

The Mallinckrodt Pharmaceuticals logo is the cornerstone of our brand. It combines the brandmark (“M” symbol) and the wordmark (name of our company), and was specifically designed to be used as a lock-up of these two elements together.

The brandmark was created to evoke a modern feel, a sense of symmetry, and a nod to our foundations in chemistry. The interlocking, multi-toned triangles form two hexagons, which represent the complexities of our business.

Important Reminders:

- The Mallinckrodt logo should be applied to all official internal and external communications, including product and marketing materials, websites, digital applications and presentations.
- Never alter, add to or attempt to re-create the logo. Always use the approved digital artwork available on [MPBranding.com](https://www.mpbbranding.com).
- The logo is to be used globally and should never be translated.
- The primary logo should always be the first choice when producing any type of communication, however, in unique circumstances alternative logo styles may be necessary to accommodate a particular layout.
- The only logos permitted are individual branded products and the corporate logo. Approved logos are registered as ©, ®, SM or TM.

Mallinckrodt Pharmaceuticals Primary Logo



Alternative Logo Styles

The primary logo should always be the first choice when producing any type of communication. In unique circumstances, alternative logo styles may be necessary to accommodate a particular layout. For additional guidance regarding logo usage, please contact MPBranding@mnk.com.

Mallinckrodt Pharmaceuticals Secondary Logo



Mallinckrodt
Pharmaceuticals

Brandmark Only



The brandmark should never be smaller than 1/8" from top to bottom.



Vertical or Stacked Logo



Mallinckrodt
Pharmaceuticals

One-Color Logos

When printing is limited to less than four colors, a one-color logo can be used.



Mallinckrodt
Pharmaceuticals



Mallinckrodt
Pharmaceuticals



Mallinckrodt
Pharmaceuticals

Linear Color Logo



Mallinckrodt Pharmaceuticals

Wordmark without Brandmark

Mallinckrodt
Pharmaceuticals

Logo with Mission Statement

There are specific restrictions around when it is appropriate to use the Mallinckrodt logo with mission statement.

Examples where this logo may not be used include:

- Product communications and promotional materials when company products are included in a presentation
- Commercial marketing trade shows and medical meetings
- Sales representative and Medical Science Liaison presentations
- Business cards (use only the approved business card template)
- Electronic signature in an e-mail address (signatures should not include a logo of any kind)

Examples where this logo may be used include:

- Company events and communications
- Investor events and communications
- Internal and external presentations (without products)
- Unbranded advertising
- Internal communications

This logo is not available on MPBranding.com. Any requests for potential use should be sent to MPBranding@mnk.com.



Mallinckrodt
Pharmaceuticals

Managing Complexity. Improving Lives.



Mallinckrodt
Pharmaceuticals

Managing Complexity. Improving Lives.

Clearspace

Always maintain a minimum clearspace around the logo to preserve its integrity.

Clearspace isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may distract and minimize the visual equity of the brand.

The minimum clearspace is defined as the height of the “M” in the wordmark. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

The minimum clearspace for the brandmark is defined as the height of a triangle element in the brandmark. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



Background Colors

While using the logo on a white background is preferred, you may place the logo on a background color that provides adequate contrast and legibility. A knock-out or white version of the wordmark is also available for use on dark backgrounds.

Readability must be maintained. Solid colors should be chosen from the approved palette. Photos and other non-solid backgrounds should have sufficient contrast with the logo to ensure readability.

Logo on white or very light backgrounds or images



Logo reversed out of black and very dark colors or images



Logo: Incorrect Usage

To maintain brand integrity, the logo must always be presented clearly and accurately in all applications. You should never alter, add to, or attempt to recreate it. The logo should never be distorted, manipulated or altered in any way. These examples below represent “improper” logo usage.



Incorrect weight of “Pharmaceuticals”



Incorrect size and position of “Pharmaceuticals”



Incorrect font: Do not change font



Text or graphic

Insufficient clearspace when another graphic or text is used near the logo



Incorrect position of brandmark to wordmark



Incorrect position of brandmark to wordmark



Incorrect position of brandmark to wordmark



Incorrect color of wordmark



Avoid boxes around logo



Insufficient contrast; avoid backgrounds that are too close to shades in brandmark



Insufficient contrast of logo to background; avoid busy or textured backgrounds



Incorrect addition of word(s) to logo.

Specialty Logos for Promotional Items

The Mallinckrodt brandmark has 20 colors and can be costly to produce when used for embroidery, embossing, silk screening and engraving. A set of specialty logos are available as an alternative when the full-color logo cannot be used. Specialty logos should not be used for standard print or digital applications.

Specialty logos include both standard and vertical designs as a one-color wire frame, seven-color, shaded one-color, and white reversed. Digital art files are available at MPBranding.com.

Six-color embroidery example



One-color wire frame example



Approved colors for the one-color logo include white, black, violet and primary green (PMS 360). Other brand colors are permitted under special circumstances with approval. In general, color-on-color printing is not permitted on promotional items.

A new graphic or text can be used in a design. The closest it can be is 1.5X height of the wordmark as a clearspace below the corporate logo, as shown below.

Logo with text or graphic example



Engraving example



Specialty Logos Application Examples

APPAREL POLICY - All apparel, if branded, must use either the Mallinckrodt Pharmaceuticals logo or a product brand logo. All apparel requests must be approved by corporate branding prior to ordering. In general, apparel is approved only when:

- part of a uniform in manufacturing or R&D settings;
- part of a uniform in selling situations (i.e. trade shows, medical conventions) or for customer-facing situations; or
- part of a major company project, program or award program.

Exception requests for apparel will be considered on a case-by-case basis. Send requests to MPBranding@mnk.com. Allow three business days for a response.



Embroidery swatch



Branded Stationary

Letterhead and Envelopes

The Mallinckrodt logo should always be left-aligned on the document.

Business Cards

The Mallinckrodt logo is the central element of the card, and the reverse side of the card has the large pattern that highlights the “M” in the brandmark.

Digital stationary files can be found on MPBranding.com or on @work under the Find Resources section.

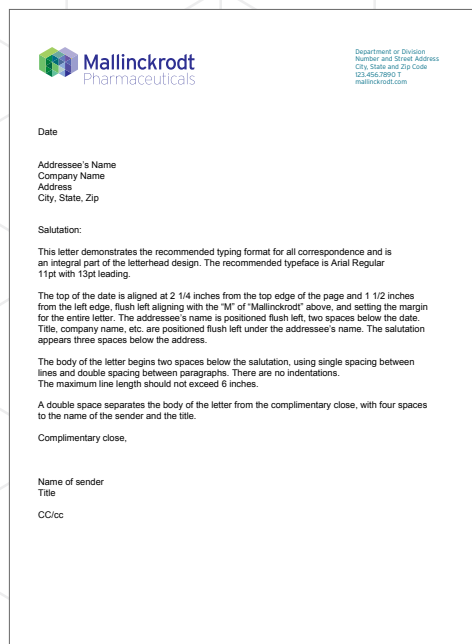
The following branded stationary can be ordered from SmartSource, our preferred print vendor.

- Letterhead and envelopes
- Business cards
- Memo pads and Note cards
- Pocket folders
- Name badges

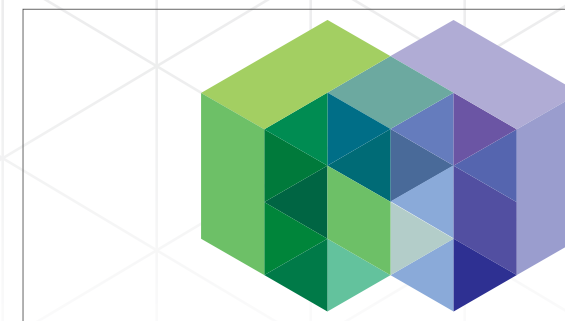
Pocket Folder



Letterhead



Standard U.S. Business Card



Product Labeling

The “Mallinckrodt Pharmaceuticals” logo (brand mark and word mark) must be utilized at all times on product labeling and packaging as outlined within the brand guidelines. Design exceptions are permitted only when space is limited, or when country regulatory, legal or customs requirements place limitations on the product labeling.

- Only the approved **black and white (B/W) logo with trademark** symbol should be used on product labeling.
- The wordmark should never be translated into another language.
- Use the legal entity name for Mallinckrodt Pharmaceuticals registered with the countries government regulatory body. Contact the Mallinckrodt legal department for guidance.

Labeling technology at manufacturing sites may limit the ability to print the standard B/W logo. The product labeling hierarchy, as shown below, should be followed when space or technology constraints exist. A hierarchy of logo usage, shown below, provides the preferred priority order of logos for product labeling.

In the case of durable medical equipment, the standard color logo without a TM can be used, however, the packages insert and products used with the device must have the logo with the TM.

Preferred Logo Hierarchy

Preferred Logo



Second choice



Third choice



Fourth choice



Fifth choice



Our Colors

Our brand colors go beyond the logo and play an integral role throughout corporate communications. The Mallinckrodt color palette is based on the colors used in our brandmark and were selected for their fresh and distinct range and hues. The light and fresh greens evoke nature, growth, new life, youthfulness, and optimism. The purple tones symbolize creativity, passion, stability, trust and wisdom.

Signature Colors

Mallinckrodt's "signature colors" of dark purple and medium light green are the foundation of the brand color palette. When a full-color piece is created these two colors should always be included in the overall design.

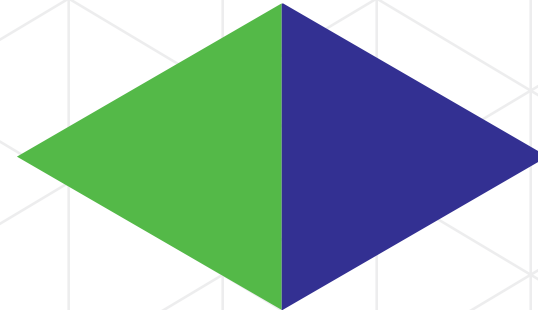
Secondary Colors

The secondary color palette consists of additional colors that may be used for accents and special purposes, but only in addition to one or more signature colors. While we feel the six colors in the secondary palette best complement our signature colors, the remaining colors in the brandmark can be used where appropriate as accent colors. A complete list of our brand colors can be found on the following pages.

Black and shades of black are accepted colors in all communications.

NOTE: All colors shown in these guidelines are not approved by Pantone, but can be approximated with the Pantone color matching system.

Signature Colors



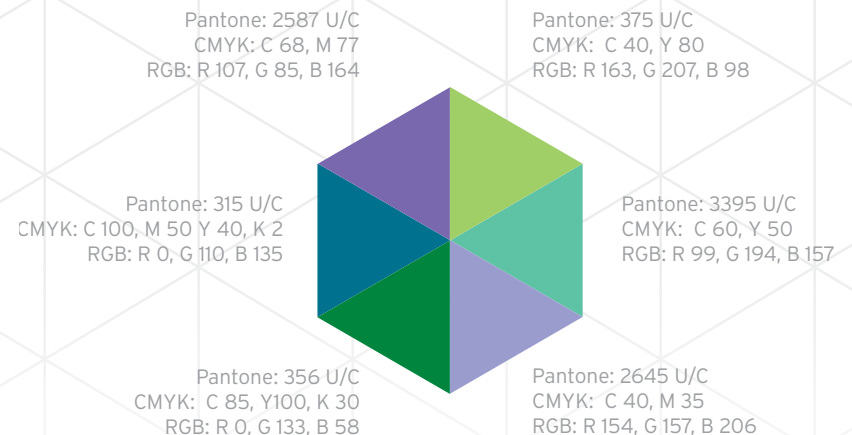
Mallinckrodt Pharmaceuticals Green

Pantone 360 U or C
4-color Process CMYK: C 60, Y79
RGB: R 109, G 192, B 105

Mallinckrodt Pharmaceuticals Purple

Pantone Violet U or C
4-color Process CMYK: C 100, M 100
RGB: R 72, G 47, B 145 (Adjusted)

Secondary Colors



Four-Color Printing

The Mallinckrodt brand consists of 20 distinctive and complementary colors. These colors have been designed out of the four color CMYK process for all print applications. You should follow the color breakdowns provided below when designing any piece for publication.

A Pantone (coated) color chip has also been selected that best represents our brand colors. These have been provided strictly for use when a Pantone color is required for color matching such as painted or vinyl materials, silk screened objects, fabrics or embroidery. In these cases, it is still best to visually match the colors to the CMYK process formulas.

To ensure consistency and accuracy, please create a palette in Adobe applications using the formulas provided. **DO NOT** use the Pantone colors and convert to CMYK. You will not achieve the intended color.

CMYK	C	30	40	60	60	60	100	85	100	100	100	100	80	100	80	68	75	65	45	40	30
	M	9	0	0	0	18	0	0	40	60	55	50	60	100	80	77	65	50	25	35	30
	Y	20	80	79	50	40	87	100	100	100	55	40	21	0	0	0	0	0	0	0	0
	K	0	0	0	0	0	20	30	0	0	0	2	0	0	0	0	0	0	0	0	0
Pantone (Coated) Reference		344	375	360	3395	3258	348	356	357	336	5473	315	301	Violet	266	2587	2725	7456	2716	2645	2635

Digital and Microsoft Applications

Listed below are the RGB and HEX color codes for use with digital and Microsoft Office applications.

Reference Pantone (Coated)		344	375	360	3395	3258	348	356	357	336	5473
RGB	R	179	163	109	99	108	0	0	0	0	0
	G	205	207	192	194	169	140	133	122	101	107
	B	201	98	105	157	160	82	58	72	67	118
HEX		b3cdc9	a3cf62	6dc069	63c29d	6ca9a0	008c52	00853a	007a48	006543	006b76

Reference		Pantone 315	Pantone 301	Violet (Custom)	Pantone 266	Pantone 2587	Pantone 2725	Pantone 7456	Pantone 2716	Pantone 2645	Pantone 2635
RGB	R	0	73	72	82	107	85	101	138	154	176
	G	110	106	47	79	85	101	124	170	157	172
	B	135	153	145	161	164	175	189	217	206	213
HEX		006e87	496a99	482f91	524fa1	6b55a4	5565af	657cbd	8aaad9	9a9dce	b0acd5

Typography: Primary Font

Consistent use of typography is important for maintaining our brand look and feel across different channels. The Interstate font, inspired by signage created for the United States Federal Highway Administration for maximum legibility, provides a modern, clean sans serif font that is easy to read across channels and devices. Additionally, the angled cuts at the ends of its letters visually parallel the angled forms of our logo, making Interstate an ideal font for our brand identity.

Interstate can be used in different weights to provide maximum flexibility without compromising consistency. It is not a default font in most applications, however, can be purchased from fontbureau.com.

Interstate

Interstate Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Interstate Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Interstate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Interstate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Interstate Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



Typography: Secondary Fonts

If Interstate font is not available, such as in Microsoft Office applications, the Arial font family is the preferred alternative. For digital applications (e.g. SharePoint) where Arial is not available, the Segoe UI font family is approved for use.

Preferred Secondary Font

Arial

Arial Narrow

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 1234567890

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 1234567890

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 1234567890

Arial Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Segoe UI

Segoe UI Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 1234567890

Segoe UI Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 1234567890

Segoe UI Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 1234567890

Segoe UI Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 1234567890

Graphic Elements

Graphic elements are another way the Mallinckrodt brand can be expressed and reinforced visually.

Hexagons and triangles are the primary design elements used throughout our brand. The combinations illustrated here are just a few examples of the many configurations possible. Graphic elements can be used for functional purposes, such as directional arrows and bullet points, as well as for decorative applications, such as patterns, backgrounds or overlaid onto photography.

A variety of digital assets can be found on MPBranding.com.



Photography

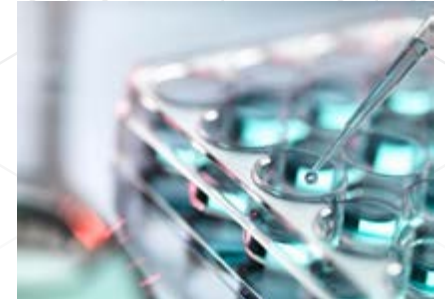
Image selection is an important aspect of creating a unique and recognizable style for the Mallinckrodt brand. When selecting stock imagery, use images that employ 'selective focus'. This style of photography, which renders one specific point in sharp focus, has a distinct visual look that draws the eye and reinforces the focused qualities of Mallinckrodt Pharmaceuticals.

Additionally:

- Look for images that feel authentic and natural, versus overly staged.
- For patient and lifestyle photography, look for images that capture special moments in the subjects' lives.
- Photography should reflect diversity of sex, race and age whenever possible
- Look for images that reflect Mallinckrodt's commitment to managing complexity and improving lives.

A selection of approved images can be found on [MPBranding.com](https://www.mpbranding.com) or you can find royalty-free images from this [list of free stock photo websites](#). Please see page 33 for additional guidance on image use and copyright.





Communications Style Guide

The following guidelines should be applied when crafting all external or public communications presentations delivered to individuals or small customer groups. Due to character constraints, this style guide may not always apply to social media posts.

Branded Templates

Any presentation that references Mallinckrodt, its products, processes, etc., (beyond noting your company affiliation) must be created on an approved Mallinckrodt PowerPoint template, which can be found on MPBranding.com.

Writing Style

Mallinckrodt follows the Associated Press (AP) Stylebook as a guide for style, grammar and punctuation usage. In general, the following guidance reflects AP style.

Acronyms: If use of an acronym is appropriate, the full name should be spelled out the first time it appears followed by the acronym in parentheses. All usage thereafter in the document or presentation (including subsequent slides) should be the acronym only. Example: “The U.S. Food and Drug Administration (FDA) must approve our product.” If it only appears once in the document (i.e., FDA does not appear again), the acronym in parentheses should be omitted. Be mindful not to overuse acronyms.

Commas in a Series: When the last item in a series is connected by a coordinating conjunction (e.g., and, or, but, nor, for, yet, so), do not use a comma before the conjunction. For example: “I enjoy reading, biking and cooking.”

Hyphens: Ensure the use of hyphens is consistent and appropriate in names, abbreviations and other applications. As a general rule, two words that modify another – compound modifiers – are hyphenated. However, the two words are not hyphenated when used on their own. Example: one-day seminar, one day. Words ending in “ly” are not hyphenated: “The highly rated seminar should be full.” Know the difference between hyphens, dashes and other similar marks.

Numbers: When writing numerals, whole numbers one through nine should be spelled out in text in general; anything 10 or higher should be displayed in numeric form. Dates and ages are among some exceptions. Consult AP Style for added guidance. If required, you may also follow the AMA Manual of Style.

Quotation Marks: When using quotation marks followed by a period or comma, the punctuation goes within the quotation marks. If followed by a dash, semicolon, question mark or exclamation point, the punctuation goes inside the quotation if it applies to the quoted matter. It goes outside the quote if applicable to the whole sentence.

Verb Tenses and Agreement: Be mindful of the correct and consistent use of verb tenses, as well as subject-verb agreement.

Effective Writing and Accuracy

Consistency is essential. Be consistent in your use of font type, size and color, particularly in presentations with consistency between all slides. Also be consistent with use of bullet points, indents, etc. For documents created in Microsoft Word, 11-point Arial font is preferred.

Proofread your documents carefully for punctuation, spelling and spacing errors. Reading a document aloud is a good way to catch missing words, typos or other issues that may need to be corrected or reworked.

Be Professional: Please be aware that your presentation, communication style or writing represents yourself and Mallinckrodt. Communications should be developed in a professional style consistent with professional standards and suited toward its audience.

Websites and Intranet Sites

Website branding follows the corporate brand guidelines or product brand style guides. Mallinckrodt follows generally accepted website design best practices for deployment on desktop and laptop computers, as well as mobile devices.

All Mallinckrodt websites must have our corporate logo, appropriate intellectual property statement and links to the “Privacy Policy” and “Terms of Use” pages on mallinckrodt.com.

All web projects, including domains and URL’s are managed through Mallinckrodt’s IT department.

Branded product websites

Marketing establishes and maintains branded product style guides for application to branded product websites, as well as brand-specific marketing materials. The Mallinckrodt Pharmaceuticals logo is typically placed at the bottom of a web page.

Unbranded, non-product websites

Sites created for disease state awareness, etc. should follow corporate brand guidelines. Use of design elements and icons are permissible.

Service websites

Sites created for services, etc. should follow corporate brand guidelines. Use of design elements and icons are permissible.

Third-Party websites

Requests for use of Mallinckrodt Pharmaceuticals logo on third-party sites must follow corporate brand guidelines.

Intranet Sites on @work

All company intranet sites created should follow corporate brand guidelines. Use of design elements and icons are permissible.

Branded product site example



Intranet site example



Bringing our Brand to Life

The Mallinckrodt brand is a collection of elements that create a clear and consistent image. Our brand voice, logo, colors, typography, photography, and graphic elements all combine to create a strong, distinctive identity for Mallinckrodt. The following pages provide examples of our brand in action across internal and external channels. All approved digital assets, including the corporate story presentation, fact sheet, graphic elements, photography and other templates can be found on MPBranding.com.

Creative Photography Applications

Design elements can be overlaid on photography to add texture and depth.



Bringing our Brand to Life

Corporate Advertising Examples



**WHERE OTHERS SEE COMPLEXITY,
WE SEE HOPE FOR PATIENTS AND FAMILIES**

At Mallinckrodt, our focus is to improve the lives of patients worldwide. Making a difference is what drives us every day as we work to develop innovative therapies and cutting-edge technologies for patients with severe and critical conditions.

We see challenges as opportunities to change lives.
It is our passion. It is Mallinckrodt.

Learn more at Mallinckrodt.com.

Mallinckrodt, the "M" brand mark and the Mallinckrodt Pharmaceuticals logo are trademarks of a Mallinckrodt company. © 2018 Mallinckrodt.



Let Your True Colors Shine

At Mallinckrodt, we recognize and embrace the individuality of all people, and foster a welcoming work environment where every employee is treated with dignity and respect regardless of sexual orientation or gender identity.

From lobbying against discriminatory legislation to offering transgender benefits to all of our employees and their covered family members, Mallinckrodt is creating an inclusive and supportive culture where it's ok to just be you.

Mallinckrodt proudly supports the Human Rights Campaign.



Mallinckrodt, the "M" brand mark and the Mallinckrodt Pharmaceuticals logo are trademarks of a Mallinckrodt company. © 2018 Mallinckrodt.



**WHERE OTHERS SEE COMPLEXITY,
WE SEE HOPE FOR PATIENTS AND FAMILIES**

At Mallinckrodt, our focus is to improve the lives of patients worldwide. Making a difference is what drives us every day as we work to develop innovative therapies and cutting-edge technologies for patients with severe and critical conditions.

We see challenges as opportunities to change lives.
It is our passion. It is Mallinckrodt.

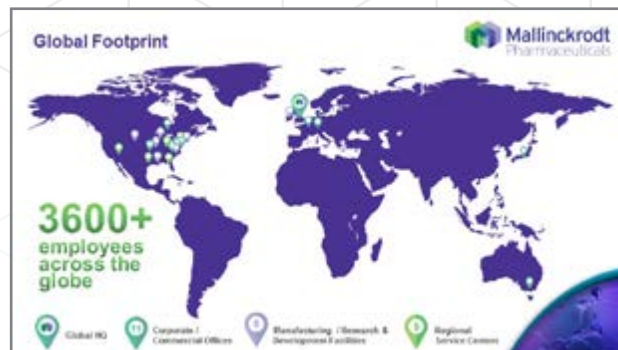
Learn more at Mallinckrodt.com.



Mallinckrodt, the "M" brand mark and the Mallinckrodt Pharmaceuticals logo are trademarks of a Mallinckrodt company. © 2018 Mallinckrodt.

Bringing our Brand to Life

Corporate Story Presentation Slide Examples



Corporate Fact Sheet



Bringing our Brand to Life

Digital - Internal / External

Employee Intranet - @work



Launch Academy SharePoint Site



Mallinckrodt.com



iImpact Program website



Bringing our Brand to Life

PowerPoint Templates

Mallinckrodt has developed two corporate PowerPoint templates, which employees use for both external and internal presentations.

Corporate branded templates should generally be used for all external presentations.

Exceptions include:

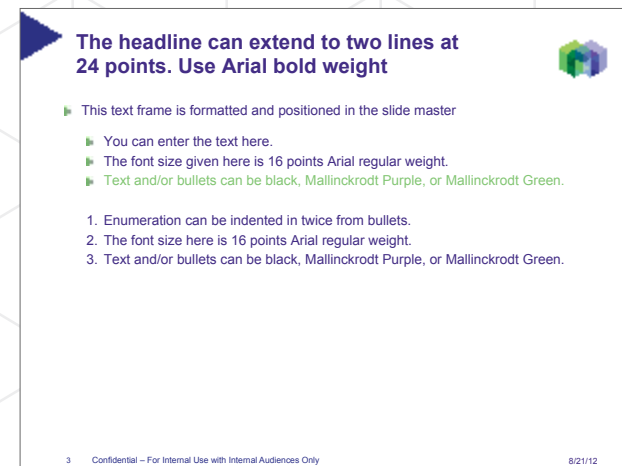
- Communications approved non-branded product, service and product branded templates
- Presentations developed by paid consultants representing their institution on Mallinckrodt's behalf.

Approved PowerPoint templates are available on MPBranding.com and @work under Find Resources.

Title page



Text page



Text page with picture box. Insert photo into shape.

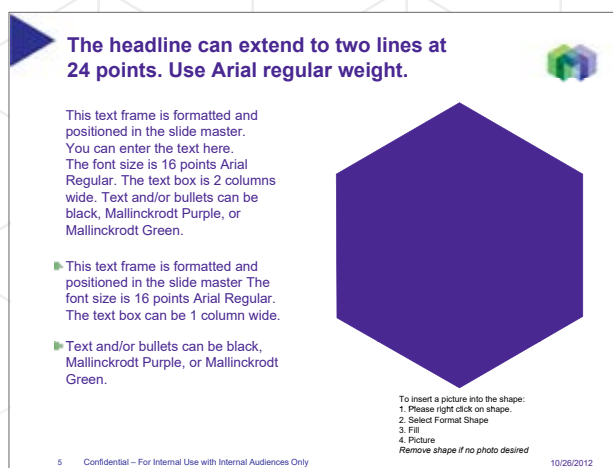
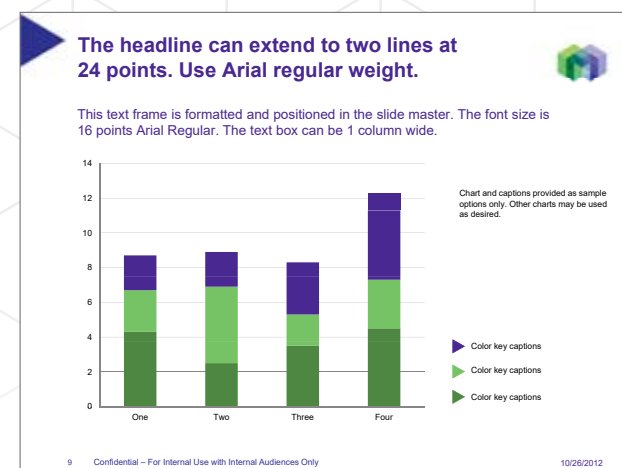


Chart example page



Bringing our Brand to Life

Internal Newsletters



Pull-Up Banners



Intellectual Property

It is the responsibility of every Mallinckrodt employee, consultant and vendor to use Company trademarks properly and to follow Company guidelines regarding copyright. The following guidance applies to our intellectual property globally. For additional guidance not addressed in the guidelines, please contact the Legal Department.

TRADEMARKS

It is Mallinckrodt's standard policy to use the registered symbol ® on Specialty Brands only if the trademark is registered in the country where the material will be distributed. The ™ symbol shall be used when a registration does not exist. Due to the complexity of global distribution of materials, the ™ symbol shall be used on trademarks in all international materials unless there is an exception approved by IP Legal. When in doubt, please contact the IP Legal Department or default to the ™ symbol.

The ®/™ symbol is required on the first/most prominent use of each trademark in text per document and should be superscripted. Subsequent marking on a repeated trademark within the document is not required unless it is shown in fixed artwork for a product logo.

For branded drugs:

The generic descriptor is the established name which should be used in compliance with regulatory requirements, including, but not limited to, location, font size, capitalization and punctuation. It must follow the trademark upon the first/most prominent use.

For devices:

The internally approved full common noun must follow the trademark on the first/most prominent use. Abbreviated versions of common nouns are acceptable on subsequent uses and should be lower case. Capitalization of common nouns is acceptable in titles only.

See the Trademark Chart on page 32 for a list of trademarks and corresponding trademark symbol and generic descriptor.

The Mallinckrodt Pharmaceuticals logo is not marked with any trademark symbol except on product labeling and packaging.

ATTRIBUTIONS

The Mallinckrodt Pharmaceuticals attribution is required on all materials except those listed to the right. Place attributions in a layout so logos are not boxed in and can be clearly read.

Mallinckrodt and logo without other brands:

Mallinckrodt, the “M” brand mark and the Mallinckrodt Pharmaceuticals logo are trademarks of a Mallinckrodt company. © 20xx Mallinckrodt.

Mallinckrodt and logo with other brands (including Mallinckrodt and/or third party brands):

Mallinckrodt, the “M” brand mark and the Mallinckrodt Pharmaceuticals logo are trademarks of a Mallinckrodt company. Other brands are trademarks of a Mallinckrodt company or their respective owners. © 20xx Mallinckrodt.

Unbranded materials (no corporate identity or products mentioned):

© 20xx Mallinckrodt.

Items on which attributions are not required:

- Posters/graphics/exhibit panels (specific attributions for third party marks still required)
- Implementation Guides
- Internal FAQs
- Internal Fact Sheets
- Scripts
- Envelopes and Stationary
- Giveaway promotional items
- Email without brand logos

Trademark Chart

Trademark†	Suggested generic descriptor to follow the first/ most prominent use of the trademark; Capital- ization should occur only in titles
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Specialty Brands

Bonaybi™	*
CELLEX®	Photopheresis System Instrument
ExpressGraft™	Skin Tissue
H.P. Acthar® Gel	*
INOcal®	Calibration Gas; Refillable Cylinder
INOmax®	*
INOmax DS _{IR} ® Plus	Delivery System
INOmax TOTAL CARE®	Service Package
INOtherapy®	Service Package
INOvent®	Delivery System
NIKS®	Keratinocytes
Ofirmev®	*
StrataGraft®	Skin Tissue
StrataTest®	Test Tissue
Therakos®	Photopheresis System; Photopheresis Immunotherapy
UVAR XTS®	Photopheresis System Instrument
UVADEX®	*

Trademark†	Suggested generic descriptor to follow the first/ most prominent use of the trademark; Capital- ization should occur only in titles
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Specialty Generics (API)

Compap™	*
DCI™	*
HyQual™	*
Stear-O-Wet™	*

Specialty Generics

Anafranil™	*
Exalgo™	*
Methadose™	*
Methylin™	*
Pamelor™	*
Roxicodone™	*
Tofranil™	*
Tofranil-PM™	*

† The trademark symbol shown in this chart reflects the registration status of the Specialty Brands trademarks in the United States and is acceptable for use in the United States. If material will be distributed outside of the United States, either check with the IP Legal Department or default to the ™ symbol. Historically, the ™ symbol has been used as shown on all Specialty Generics products.

* The descriptor is the established name as approved by FDA and should be used in compliance with regulatory requirements, including, but not limited to, location, font size, capitalization and punctuation. It typically follows the trademark upon the first/most prominent use in text (other than in a product logo). These descriptors can be found on the Mallinckrodt Pharmaceuticals product website.

Copyright

IMAGES AND THIRD-PARTY LOGOS

To use an image on any internal or external presentations, marketing materials, websites, and the like, one or more of the following requirements must be met:

- Mallinckrodt Pharmaceuticals owns the image (e.g., company-created)
- The image is within our licenses from Copyright Clearance Center
- Mallinckrodt has obtained the image from stock photography, a royalty-free source, or a rights-managed source. Use of rights-managed sources are discouraged due to the associated limitations
- If an image is recreated (table, chart or graph), it cannot be an exact duplicate of the original. Include, "Image adapted from . . ."
- Mallinckrodt Pharmaceuticals has obtained permission to use the image from the owner*†.
- Mallinckrodt Pharmaceuticals has obtained the image from a government source (this does NOT include use of government logos - permission is required to use government logos)
- Permission is always required to use a third-party logo

*Determine if the source/owner requires an attribution to be shown in close proximity to the image, e.g., "Used under license from Shutterstock.com" , "Used under license from Thinkstock.com."

†Use the following language when requesting permission to use an image:

1. Do you have the authority to permit Mallinckrodt Pharmaceuticals to use the pictures for use in promotional/education materials created by Mallinckrodt Pharmaceuticals as well as other future promotional/educational materials? If the answer is yes, then will you grant such permission to Mallinckrodt Pharmaceuticals?
2. Will you grant Mallinckrodt Pharmaceuticals permission to associate your name and/or institution with the provided pictures using the following recognition: Images used with permission courtesy of XXXXX?

Policies and Contact Information

External Presentations: Per the Mallinckrodt Global External Communications Policy, any Mallinckrodt employee who receives an invitation or request to speak at an external conference or event should immediately send the request or inform [Nancy Stauder](#) in Corporate Communications to secure approval for the speaking engagement. This should occur prior to any individual's agreement to speak, and before his or her name appears in event materials or on an event website. The External Presentation Opportunity Request Form can be found on the Corporate Communications page on @work and [MPBranding.com](#).

Any such presentation, speech or other material that will be used in a public setting (inclusive of professional societies, medical congresses, trade shows, etc.) should follow the guidelines in this guidance document AND should have the review of the individual's supervisor. Note that presentations are not to be provided as handouts, posted to websites or provided in electronic format for potential further distribution or access.

Third Party Endorsements: Mallinckrodt does not allow its name, logo or products to be used on third-party vendor websites, in advertisements, in press releases or in any other form. As an exception to this, with the express permission of Corporate Communications, our distributors may use our name, logo or product information to showcase the Mallinckrodt products that they offer for sale. Distributors must submit their proposed use of Mallinckrodt's name, logo or products in advance and receive written approval from Corporate Communications before any external use will be permitted. On rare occasions where public mention of a program could produce strong benefit for Mallinckrodt, business unit representatives may seek an exception to the policy from Corporate Communications, but permission must be given in advance for what would effectively be joint promotion between Mallinckrodt and another business or group.

Website Links - Third Parties: We do not allow third party vendors or other partners to include links to any Mallinckrodt website without prior written authorization and approval from Corporate Communications.

Boilerplate Descriptions: Approved Company descriptions for meetings, conventions and trade shows can be found on [MPBranding.com](#).

Social Media: All Mallinckrodt employees must adhere to the Social Media Policy (Unbranded) when discussing Mallinckrodt on their personal Social Media channels. Mallinckrodt employees must refrain from posting or otherwise discussing any non-public Mallinckrodt information on any personal Social Media channels. Any questions regarding whether information is public or non-public should be referred to Corporate Communications in advance of posting any information in question.

For More Information:

The most current complete Mallinckrodt External Communications Policy and Social Media Policy (Unbranded) can be found on [MPBranding.com](#) or the Global Policies Library on @work.



Questions?

Corporate Branding: MPBranding@mnk.com

General Communications: Communications@mnk.com

