
GUIDELINES FOR USE OF LOW TOX TRADE MARKS

To whom it may concern:

The trade marks owned by Low Tox Life Pty Ltd and Alexx Stuart are valuable commercial assets. We have invested significantly in registering our trade marks, wherever possible, including in Australia and internationally. In following these Guidelines, you assist us to protect our rights and strengthen our brand identity.

Except for the limited right to use, as expressly permitted by these Guidelines, no other rights of any kind are granted to you under these Guidelines.

Permitted use

We limit the circumstances in which our trade marks may be used. Therefore, you are not permitted to use our trade marks, unless you have first obtained our written consent. You may request permission to use our trade marks here and we may, in our sole discretion, refuse your request.

There are circumstances in which you may use trade marks, under trade mark legislation of various countries. This is referred to as “fair use”. Examples of fair use include the following:

- When you specifically refer to a LOW TOX LIFE branded product or service - for example, “The LOW TOX LIFE book and course are...”;
- When you compare a LOW TOX LIFE branded product or service with another product or service - for example, “The LOW TOX LIFE e-book was different to other books in the category”; or
- When you refer to a product as being low in toxicity – for example, “That product is LOW TOX”.

You are also permitted to use the words LOW TOX - as they have now become general usage since Alexx Stuart coined the phrase 2009 - in conjunction with a subsequent word or words. For example, LOW TOX FARMER or LOW TOX MAMA.

Not permitted:

Unauthorised use of our trade marks has the potential to damage our brand and, possibly, our reputation. This is particularly the case if such use confuses customers to buy goods or services of another business, when they were seeking to buy from us.

You must not use or register any of the following brand names, in connection with any business name, by-line, sub-heading or workshop name:

- LOW TOX LIFE
- LOW TOX LIVING
- LOW TOX LIFESTYLE
- LOW TOX LIFESTYLER
- LIVING LOW TOX
- A LIFE LOW TOX
- BEING LOW TOX
- MY LOW TOX LIFE(STYLE)
- YOUR LOW TOX LIFE(STYLE)
- OUR LOW TOX LIFE(STYLE)
- LIVING A LOW TOX LIFE
- LOW TOX WORKSHOP
- LOW TOX COURSE
- LOW TOX WEBINAR
- LOW TOX CLASS
- LOW TOX OILS WORKSHOP
- LOW TOX EDUCATION
- LOW TOX COACH
- LOW TOX SEMINAR
- LOW TOX SUPPORT
- LOW TOX SUPPLEMENTS
- LOW TOX PROTEIN POWDER
- LOW TOX (SMOOTHIE) BOOSTER

You must not use any of the above brand names as a component of any domain name or social media account name.

Trade mark infringement

We respect the rights of others and we expect the same in return. Therefore, please feel free to report any infringement of our trade marks by [emailing](#) us. Of course, we will treat any infringement notification, in strict confidence.

Contact

If you have any questions about these Guidelines, please [email](#) us.

These Guidelines were last updated on 26 March 2019.