



***SilverCloud[®] by Amwell[®] Product Brand:
Trademark, Copyright Attribution & Logo Usage
Guidelines***

Amwell Partners

Trademark Symbol

Use Proper Trademark Attribution — Trademark Symbols

A trademark is a design, word, slogan, symbol or combination of any of those elements that helps consumers identify products or services and distinguishes a company from its competitors. Trademarks are essential components of a brand's business model, encompassing our brand identity, reputation and uniqueness.

The symbol should be placed immediately after the trademark, either in superscript or in parenthetical form, such as, “SilverCloud®.”

Trademark symbols should be used on SilverCloud trademarks as follows:

- i) On products, product labels, and packaging, use an appropriate symbol in each prominent use of a trademark.
- ii) In every other context, use an appropriate symbol in both the first prominent use of the trademark (in headlines, banners, etc.) and in the first use in the text of body copy.
- iii) Always use the appropriate symbol incorporated into any Logos.

SilverCloud® by Amwell® Product Brand Guidelines

These product brand guidelines are to be used when referencing the SilverCloud® by Amwell® platform, whether as a platform, product, service or program. When referencing a company relationship or partnership, please use Amwell® and refer to the Amwell brand guidelines for usage.

SilverCloud as a product > SilverCloud® by Amwell®

When used to reference an Amwell offering, we will use the term SilverCloud by Amwell in first reference. Subsequent references can use SilverCloud® program/programme/platform, etc., as noted below.

When speaking about the product itself, SilverCloud must always be used as a modifier to a noun, not as standalone noun (e.g., SilverCloud program/programme), and must be used in the context of the SilverCloud product, program and/or platform.

SilverCloud Health as a company > Amwell®

All references as a corporate entity should be Amwell, both in the US and outside of the US.

Legal Guidelines

SilverCloud® by Amwell® Product Brand: Trademark, Copyright Attribution & Logo Usage Guidelines (“Guidelines”) set forth the rules established by American Well Corporation (“Amwell”) for users authorized to use the SilverCloud trademarks and logos, including Clients, Partners and Amwell itself. Amwell reserves the right to modify these Guidelines at its discretion. SilverCloud trademarks are an important asset to Amwell, and we require all parties to adhere to the Guidelines when using any Amwell or SilverCloud product trademarks.

Questions and Permissions Relating to Trademark Usage

Any questions regarding these Guidelines or any other aspect of using Amwell trademarks should be directed to the Amwell Brand Strategy & Management team at brand@amwell.com and/or Amwell legal counsel at legal@amwell.com.

Trademark Usage

SilverCloud Trademarks in reference to Amwell offering. We will use SilverCloud® by Amwell® in first reference. Subsequent references can use SilverCloud program/programme/platform.

Partners may only use the SilverCloud Trademark when:

- iv) describing the SilverCloud product
- v) referring to the SilverCloud product for which there is a contract for the Partner to market, sell or resell under the Amwell brand (and the contract in question providing Partner with the ability to use Amwell's trademarks)

The SilverCloud Trademark may not be used as a shorthand way of identifying a product or service or to imply that Amwell endorses a partner's products (unless such endorsement is part of the commercial arrangement between Amwell and the partner in question).

Proper Use: SilverCloud® by Amwell® provides accessible, scalable, digital behavioral healthcare.

Proper Use in Second Reference: The SilverCloud® platform helps educate participants to better understand their thoughts, feelings and behaviors and learn how to make positive changes - proven to reduce symptoms and better manage their mental health and wellbeing.

Improper Use (Using SilverCloud standalone): SilverCloud has partnered with our organization to deliver greater access to more affordable, higher quality care.

Any use of the SilverCloud Trademark should be done in a manner that makes the use of SilverCloud clear to the reader.

Copyright and Trademark Legends

The copyright and trademark legends are the legal text that identifies SilverCloud platform trademark and copyright protected materials. The legend should be printed in legible type and in a location typically used for copyright, trademark, and other legal notices. For example, the legend may be printed at the end of a document, on the back of a package, on the front cover of documentation, or on the bottom of a web page. The size of the text used for the legend should be **no smaller than 9 point font**.

Partner or Co-Branded Materials & Press Releases – Others using any Amwell trademark or logo on their approved press releases and other materials should include the following:

SilverCloud®, Amwell® and the Amwell Logo are registered trademarks or trademarks of American Well Corporation.

Please note the use of American Well Corporation as the registered company. This is our formal corporate entity name and must be listed as such.

Logo

Use of SilverCloud Logos

Even when accurately describing the approved use of SilverCloud products or services, third parties should not assume that they have the right to use any SilverCloud logos except as specifically provided by a license or other written agreement with Amwell.

You may not alter or modify the SilverCloud product logo. Alterations or modifications include, but are not limited to, removing the registration mark, changing the size, layout, colors, font, or other elements of the logo, or stretching, condensing, or otherwise visually distorting the SilverCloud logo appearance.

Partners may not place backgrounds behind the SilverCloud logo that would reduce its visibility, nor may they use the SilverCloud logo itself as a background.

The SilverCloud logo may not be used in a way that would disparage or defame the platform, Amwell or any other person or entity, including any Amwell partner or client.

Any questions regarding these guidelines should be directed to the Amwell Brand Strategy & Management team at brand@amwell.com.

Logo



SilverCloud[®]
by Amwell[®]



SilverCloud[®]
by Amwell[®]

Trademark Usage by Clients and Partners

Consent for use of SilverCloud trademark

While prior review is always preferred, Amwell partners or clients may use SilverCloud trademarks without advance consent when used solely to describe their licensing of or offering of the SilverCloud program (e.g., listed on a partners page of a presentation/website), as long as it abides by these guidelines and as long as Amwell has contractually allowed such public references.

Amwell reserves the right to rescind a third party's right to refer to the SilverCloud product as being compliant with or licensed by Amwell. if Amwell subsequently determines that such products or services do not comply with agreed upon usage or as contracted, and such party shall stop using the SilverCloud trademark within two (2) days after the date Amwell provides such party with notice thereof. Amwell reserves the right to review and approve the use of SilverCloud product name and trademarks.

Use of SilverCloud Trademarks on Press Releases or Co-Branded Materials

Please note, any use of SilverCloud name or trademarks in a press release or co-branded materials must receive prior review and **written consent** from Amwell prior to being distributed. Co-Branded marketing materials and press releases may be submitted for review via the partner relationship manager.

Press Release - Boilerplates

If solely product specific, please use this boilerplate:

About SilverCloud® by Amwell®

SilverCloud® by Amwell® (NYSE: AMWL) is a leading digital mental health platform, enabling providers, health plans and employers to deliver clinically validated digital health/therapeutic care that improves outcomes and increases access and scale while reducing costs. Developed in Ireland in 2012, the multi-award-winning digital mental health platform is a result of nearly 20 years of clinical research with leading academic institutions. Today, the SilverCloud platform is being used by more than 500 organizations globally to meet their populations' mental health needs. Global experts have clinically proven the platform through fully randomized control trials and anonymized, real-world data from over one million SilverCloud users. The platform is a leader in the industry with its effectiveness, engagement and range of clinical programs that encompasses the spectrum of mental health needs. Learn more at www.silvercloudhealth.com.

If partnership related, use of the Amwell boilerplate is also required:

About Amwell

Amwell is a leading digital care delivery enablement platform in the United States and globally, connecting and enabling providers, insurers, patients, and innovators to deliver greater access to more affordable, higher quality care. Amwell believes that digital care delivery will transform healthcare. The Company offers a single, comprehensive platform to support all digital health needs from urgent to acute and post-acute care, as well as chronic care management and healthy living. With over a decade of experience, Amwell powers the digital care of more than 55 health plans, which collectively represent more than 90 million covered lives, and many of the nation's largest health systems, representing over 2,000 hospitals, have access to Amwell solutions. For more information, please visit <https://business.amwell.com/>

Any use of boilerplates must be reviewed and approved via the partner relationship manager.

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