

Commercial Partners Brand Licensing Guidelines

Trademark, white-labeling,
& brand treatment guidance

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1. Introduction

Welcome! We're excited to have you join the TruDiagnostic community. This resource provides guidance of how our trademarks, wordmarks, and brand identity must be represented across all Commercial Partner materials. Proper brand treatment protects the intellectual property of TruDiagnostic, Inc., ensures consistency across all partner touchpoints, and maintains the trust and credibility of our shared customers. This document covers trademark usage, required endorsement marks, whitelabel packaging specifications, and report/digital platform brand requirements.

All commercial partners who whitelabel TruDiagnostic tests are required to follow these guidelines for any packaging, reports, digital platforms, marketing collateral, and communications that reference TruDiagnostic or any of its trademarked properties.

1.1 Scope

These guidelines apply to all materials produced by or on behalf of commercial whitelabel partners, including but not limited to:



Product packaging and box art (printed and digital)



Digital platforms and web applications



Marketing and sales collateral



Email communications and social media content referencing TruDiagnostic marks



Whitelabel product packaging, including box sleeves, kit boxes, inserts, and shipping materials



Partner-generated reports, dashboards, and result-delivery interfaces

2. Trademark Portfolio

The following marks are owned by TruDiagnostic, Inc. or its parent entity, Infinite Epigenetics, Inc., and are protected under trademark law. The ™ symbol indicates a trademark for which a federal application has been filed or for which common-law rights are claimed. Marks designated with an asterisk (*) have pending federal trademark applications; all others are claimed under common-law trademark rights. Should any mark achieve federal registration, the ® symbol will replace ™ and partners will be notified.

TRADEMARK	CATEGORY	USAGE NOTES
TruDiagnostic™	Company	Primary company name. Use with ™ on first mention in any document or material.
TruDiagnostic The Epigenetics Company™	Company	Extended company identifier. Use with ™ on first mention. Maybe used as a tagline lockup with the primary wordmark.
The Epigenetics Company™	Company	Standalone tagline. Use with ™ on first mention when used independently from the TruDiagnostic name.
Powered by TruDiagnostic™	Endorsement	Refers to TruDiagnostic’s proprietary proxy methodology. Use with ™ on first mention. Abbreviation “EBPs” may be used after first full mention.
Epigenetic Biomarker Proxy™	Technology	Refers to TruDiagnostic’s proprietary proxy methodology. Use with ™ on first mention. Abbreviation “EBPs” may be used after first full mention.
Epigenetic Biomarker™	Technology	Abbreviated reference to TruDiagnostic’s proprietary Epigenetic Biomarker Proxy. Use with ™ on first mention. Abbreviation “EBs” may be used after first full mention.
TruAge Test™	Product	Current product name. Use with ™ on first mention in all materials.

2. Trademark Portfolio

TRADEMARK	CATEGORY	USAGE NOTES
TruHealth Test™	Product	Current product name. Use with ™ on first mention in all materials.
TruAge + TruHealth Combination Test™	Product	Current product name. Use with ™ on first mention in all materials.
TruRisk™	Product	Current product name. Use with ™ on first mention in all materials.
TruRisk Scores™	Product	Current product name. Use with ™ on first mention in all materials.
Epigenetic Disease Risk Test™	Product	Current product name. Use with ™ on first mention in all materials.
Methylation Risk Scores™	Clock / Algorithm	Epigenetic clock trademark. Use with ™ on first mention. Requires clock disclaimer when used by commercial partners.
OMICmAge™	Clock / Algorithm	Epigenetic clock trademark. Use with ™ on first mention. Requires clock disclaimer when used by commercial partners.
SymphonyAge™	Clock / Algorithm	Epigenetic clock trademark. Use with ™ on first mention. Requires clock disclaimer when used by commercial partners.
DunedinPACE™	Clock / Algorithm	Epigenetic clock/ pace-of-aging algorithm trademark. Use with ™ on first mention. Requires clock disclaimer when used by commercial partners.

3. General Trademark Usage Rules

3.1 The ™ Symbol

Apply the ™ symbol on the first prominent mention of any TruDiagnostic mark in a given document, webpage, or material. After the first instance, subsequent mentions in the same piece do not require the symbol, though it is acceptable to include it throughout if preferred.

3.2 Typographic Treatment

TruDiagnostic trademarks must always be reproduced exactly as specified. Do not alter the spelling, capitalization, hyphenation, or spacing of any mark. Specific rules:

1

TruDiagnostic:
Capital T, capital D, one word, no space or hyphen.

2

OMICmAge:
Capital O-M-I-C, lowercase m, capital A, lowercase ge.

3

SymphonyAge:
Capital S, capital A, one word.

4

DunedinPACE:
Capital D, capital PACE, one word.

5

Epigenetic Biomarker Proxy:
Three words, each capitalized. Abbreviation “EBPs” may follow in parentheses after first full use.

6

Powered by TruDiagnostic:
“Powered” with a capital P, “by” lowercase, “TruDiagnostic” as specified above.

7

TruAge:
Capital T, Capital A, one word, no space or hyphen.

8

TruHealth:
Capital T, Capital H, one word, no space or hyphen.

9

TruAge + TruHealth Combination Kit:
Three words, with capitalization outlined above, and a “+” separating the first two words.

3.3 Trademarks as Adjectives

Trademarks are proper adjectives, not nouns or verbs. Always pair a trademark with a generic descriptor when possible.

CORRECT: “The OMICmAge™ algorithm shows...”

INCORRECT: “OMICmAge shows...” (used as a noun without descriptor)

CORRECT: “Analyzed using the TruDiagnostic™ platform”

INCORRECT: “We TruDiagnostic’d the sample” (used as a verb)

CORRECT: “SymphonyAge™ epigenetic clock”

INCORRECT: “Symphony Age” (incorrect spacing)

4. Clock Trademark Disclaimer

Any commercial partner using the clock/algorithm trademarks (OMICmAge™, SymphonyAge™, or DunedinPACE™) in their materials is required to include the following disclaimer. This disclaimer must appear in all materials where these marks are referenced.

4.1 Required Disclaimer Text

REQUIRED DISCLAIMER:

“[Mark] is a trademark of TruDiagnostic™, Inc., used with permission and may not be altered. No rights are transferred by its use.”

Replace [Mark] with the specific trademark name being used. For example: “OMICmAge™ is a trademark of TruDiagnostic™, Inc., used with permission and may not be altered. No rights are transferred by its use.”

4.2 Disclaimer Placement

The disclaimer must appear in a legible size and location. Acceptable placements include:

- Footer of the page or report where the clock mark first appears
- Dedicated legal/trademark notices section of a report or website
- Back panel or inside flap of physical packaging
- Terms & conditions or legal disclosures page of digital platforms

Minimum type size for the disclaimer is 6pt in print and equivalent legible size on screen.

4.3 Multiple Clock Marks

If multiple clock trademarks appear in the same material, you may combine them into a single disclaimer statement.

Example:

“OMICmAge™, SymphonyAge™, and DunedinPACE™ are trademarks of TruDiagnostic, Inc., used with permission and may not be altered. No rights are transferred by their use.”

5. “Powered by TruDiagnostic” Requirements

All commercial whitelabel partners are required to display the “Powered by TruDiagnostic™” endorsement mark on all packaging and reports, regardless of delivery format (digital report, digital platform, or physician-printed report). This is a non-negotiable requirement for all private-label partnerships.

5.1 Mandatory Placement

The “Powered by TruDiagnostic” wordmark must appear on:



Product packaging:
Visible on the exterior of box/sleeve packaging



Customer/patient reports:
First or last page of any report delivered to the end customer



Digital platforms:
The footer, about section, or dedicated legal area of any digital interface displaying results

This requirement protects TruDiagnostic's trademark rights, ensures consumer transparency about who performs the testing, and is a material obligation under the whitelabel partnership agreement.

5.2 Sizing and Clear Space

The “Powered by TruDiagnostic” wordmark must meet the following minimum specifications:

Minimum Width (Print):

1.5 inches (38mm) for the full wordmark

Minimum Width (Digital):

120 pixels wide at standard resolution

Clear Space:

Maintain a clear zone equal to the height of the “T” in “TruDiagnostic” on all sides of the wordmark. No other text, graphics, or design elements may encroach on this area.

Minimum Font Size (Text):

8pt minimum for print; 11px minimum for digital

Color:

Use the provided wordmark files. On light backgrounds, use the dark version.

On dark backgrounds, use the white/reversed version. Do not recolor. [See wordmarks files.](#)

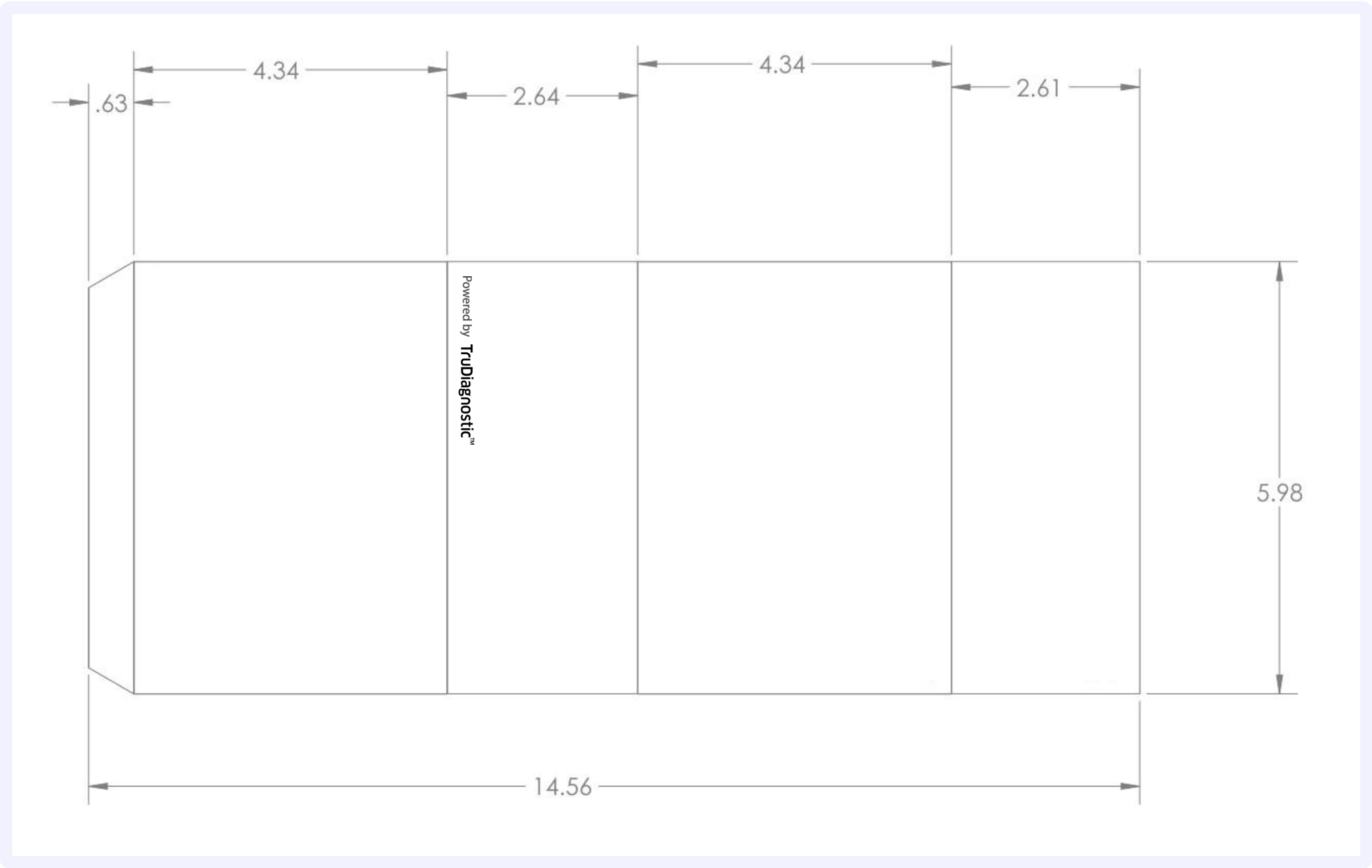


5. “Powered by TruDiagnostic” Requirements

5.3 Packaging Placement

On product packaging (box sleeves, kit boxes), the "Powered by TruDiagnostic" wordmark should be placed on the top, or side panel of the outermost layer of the package. It should be clearly legible and not obscured by seams, folds, or other design elements. See Section 6: Whitelabel Packaging Treatment for detailed placement specifications, including position zones, spacing requirements, and visual examples for the current box template.

Example Packaging Sleeve



6. Whitelabel Packaging Treatment

This section provides detailed specifications for applying TruDiagnostic brand elements to whitelabel product packaging. All commercial partners producing physical packaging for TruDiagnostic tests must follow these requirements. These specifications apply to the standard box sleeve and kit box formats; custom packaging formats require separate written approval.

6.1 Required Brand Elements on Packaging

Every whitelabel package must include the following TruDiagnostic brand elements, regardless of the partner's own branding:

"Powered by TruDiagnostic™" wordmark:

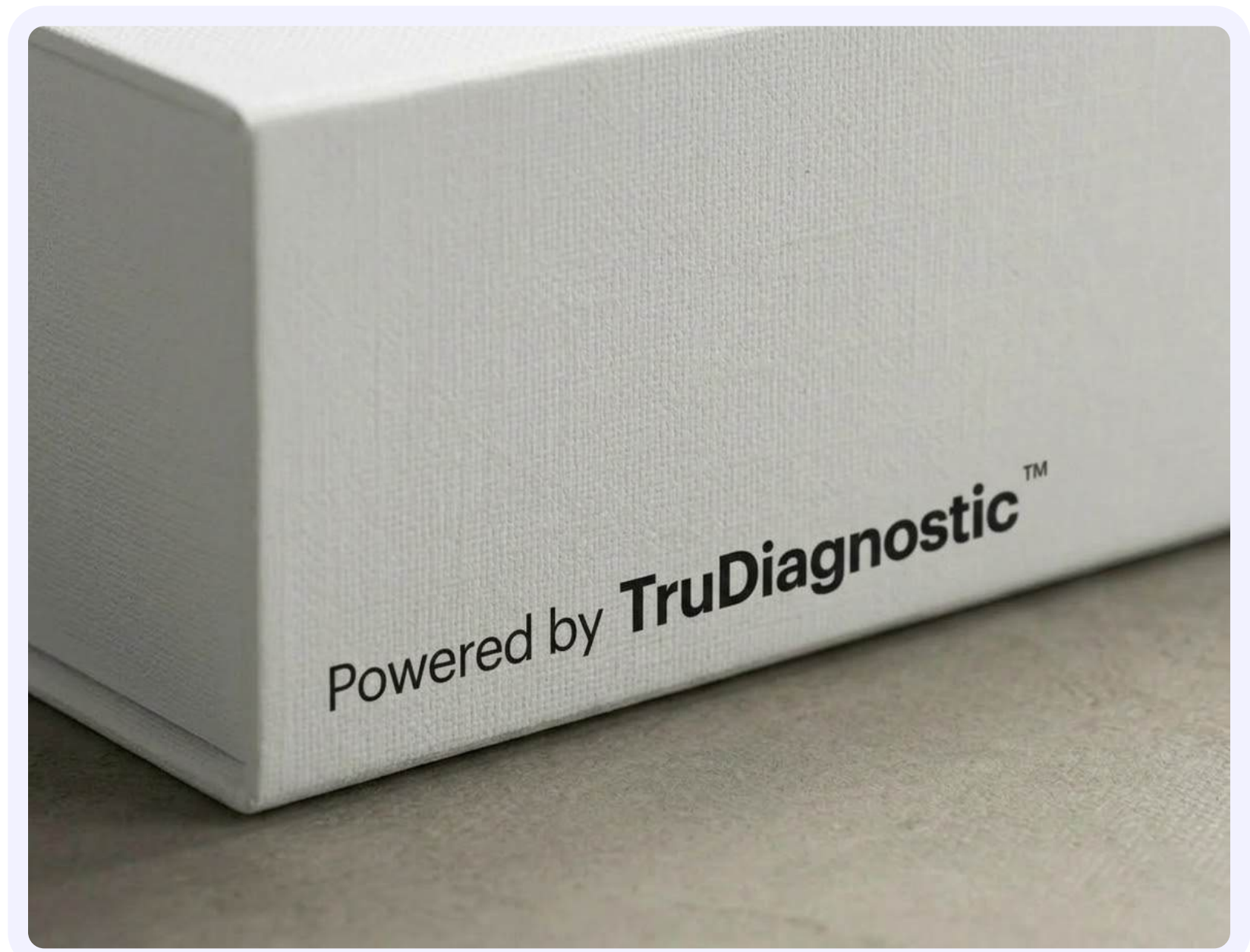
Must appear on every package (see Section 5 for sizing and clear space rules)

Clock trademark disclaimer:

Required if the package references OMICmAge™, SymphonyAge™, DunedinPACE™, or TruRisk Scores™ by name (see Section 4.1 for disclaimer text)

TruDiagnostic trademark notice:

The statement "TruDiagnostic and [applicable marks] are trademarks of TruDiagnostic, Inc." must appear in the legal/fine-print area of the package



No other TruDiagnostic brand elements (e.g., the TruDiagnostic logo, brand colors, or tagline) may be added to partner packaging without written approval.

6. Whitelabel Packaging Treatment

6.2 Box Sleeve or Kit: Placement Specifications

The "Powered by TruDiagnostic" wordmark must appear in at least one visible location on the outermost packaging layer, meaning the surface a customer sees before opening the product. Partners choose which panel works best for their design; the requirement is simply that the wordmark is present and legible somewhere on the exterior. The following panel-by-panel guidance describes approved placement zones for each option:

Top Panel

- The wordmark may be placed in the lower-right quadrant of the top panel.
- The wordmark should not compete with the partner's primary product name or logo for visual hierarchy. It should be secondary in scale.
- Same clear space and sizing rules apply (see Section 5.2).

Side Panels

- If space permits, the "Powered by TruDiagnostic" wordmark may alternatively appear on a side panel instead of or in addition to the top panel.
- Same clear space and sizing rules apply (see Section 5.2).

Front Panel

- The wordmark is not required on the front panel but is permitted if the partner chooses to feature it prominently.
- Same clear space and sizing rules apply (see Section 5.2).

Back Panel

- The "Powered by TruDiagnostic" wordmark should not be placed on the back panel, as this location is not sufficiently visible to customers.
- The clock trademark disclaimer (if applicable) may be placed in the legal copy block at the bottom of the back panel.
- The trademark notice line should be placed in the legal/fine-print block alongside other required legal text (e.g., manufacturing info, barcode area).

6. Whitelabel Treatment: Packaging

6.3 Packaging Color and Material Considerations

- Light substrates: Use the standard dark "Powered by TruDiagnostic" wordmark. Do not recolor.
- Dark substrates: Use the reversed/white version of the wordmark. Do not recolor.

Metallic or textured substrates: The wordmark must be printed in a method that ensures legibility (e.g., foil stamp, spot UV, or high-contrast ink). Contact TruDiagnostic for approved production files.

6.4 Shipping Materials

The "Powered by TruDiagnostic" wordmark is not required on outer shipping boxes or mailers. However, if any TruDiagnostic trademarks appear on shipping materials (e.g., a tagline on a branded mailer), all trademark usage rules from Section 3 apply.

6.5 Packaging Artwork Approval Process

All packaging artwork featuring TruDiagnostic brand elements must go through the following approval process before going to print:

1. Submit packaging artwork files (PDF or high-resolution proof) to the TruDiagnostic Brand & Marketing Team at ***partnershipoperations@trudiagnostic.com***
2. Include a brief description of the packaging format, dimensions, and print method
3. TruDiagnostic will review for compliance with these guidelines and provide approval or required revisions within ten (10) business days
4. Do not proceed to final print production until written approval has been received
5. Any changes to approved artwork require resubmission for review

7. Whitelabel Treatment: Test Report

Commercial partners deliver TruDiagnostic test results through digital or printed reports. This section establishes how TruDiagnostic brand elements must appear across all of these formats.

7.1 Partner-Generated Reports

Required Elements

- The "Powered by TruDiagnostic™" wordmark must appear on either the first page (header or footer area) or the last page of every report delivered to a customer or patient.
- If the report references any clock/algorithm trademarks by name, the clock disclaimer must appear on the same page as the first mention or in a dedicated legal notices section of the report.
- The ™ symbol must appear on all mentions of any TruDiagnostic trademark within the report body.
- CLIA laboratory identification (regulatory requirement): Federal law (CLIA) requires that every clinical test report identify the laboratory that performed the testing. This is a regulatory mandate, not a contractual preference. Every report delivered to an end customer or patient — regardless of partner branding — must include:
 - i. Laboratory name: TruDiagnostic, Inc.
 - ii. Laboratory address: 881 Corporate Dr, Lexington, KY 40503
 - iii. CLIA certificate number: 18D2183496
 1. This information must appear on the report itself (not solely on a linked webpage or separate document).

Recommended placement is in the footer or legal notices section of the report. Partners may not omit, obscure, or reduce this information below legible size (minimum 6pt type for print; minimum 10px for digital).

Placement Guidance

- Header placement: Right-aligned in the page header, sized proportionally to the partner's own logo.
- Footer placement: Centered or right-aligned in the page footer.
- Last-page placement: If placed on the final page only, the wordmark should appear in the lower third of the page, above any legal fine print.
- Same clear space and sizing rules apply (see Section 5.2).

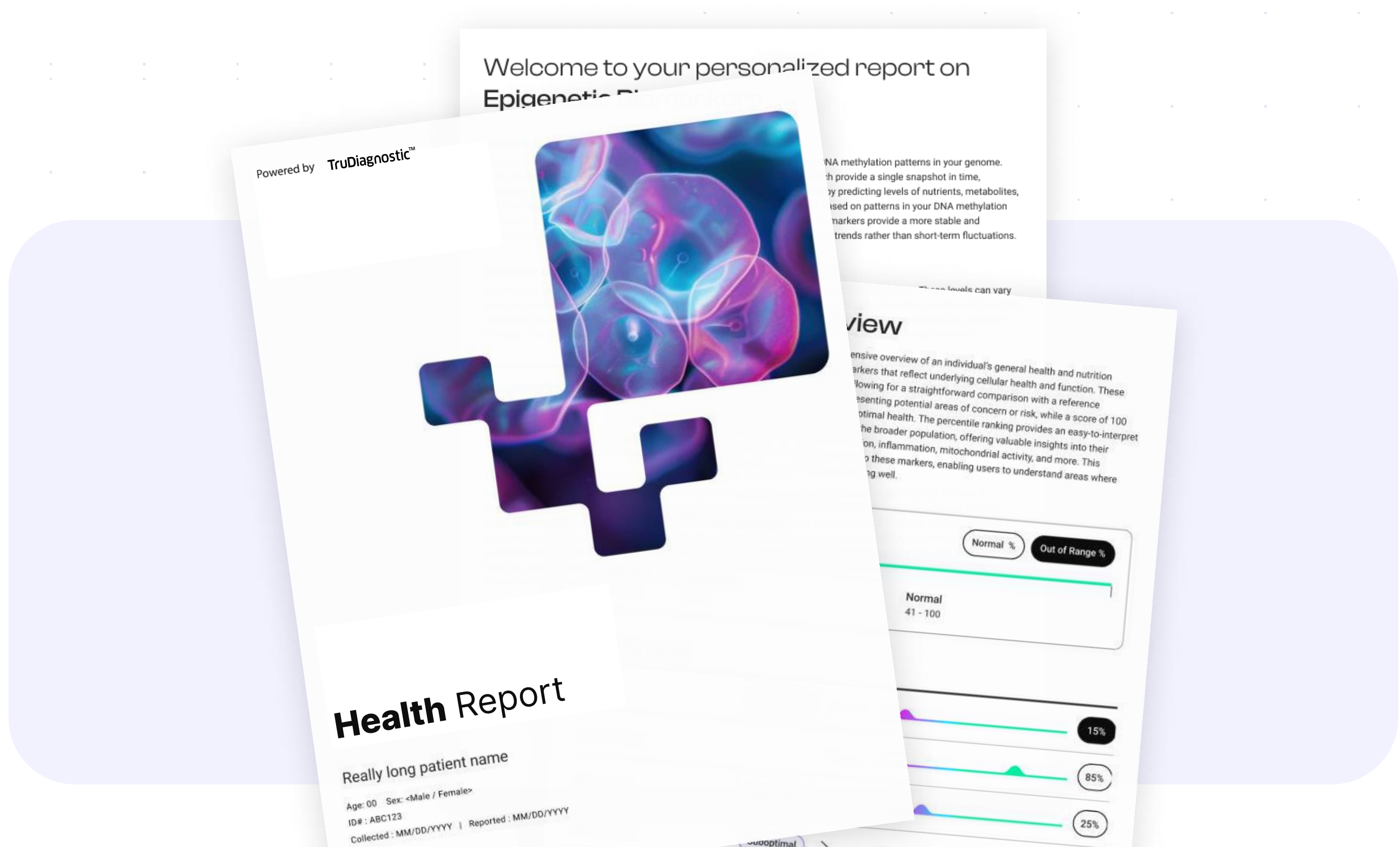
What Partners May Not Do

- Remove or hide the "Powered by TruDiagnostic" wordmark and CLIA laboratory identification from any version of the report
- Alter the wordmark's proportions, color, or typography
- Place the wordmark behind other elements, at reduced opacity, or in a way that makes it functionally invisible

7. Whitelabel Treatment: Test Report

What Partners May Not Do

- Remove or hide the "Powered by TruDiagnostic" wordmark and CLIA laboratory identification from any version of the report
- Alter the wordmark's proportions, color, or typography
- Place the wordmark behind other elements, at reduced opacity, or in a way that makes it functionally invisible



7.2 Digital Platforms and Web Applications

Required elements

- CLIA laboratory identification — The performing laboratory's name (TruDiagnostic, Inc.), address, and CLIA certificate number must be displayed on every results page or be accessible via a direct link from the results page. This is a federal regulatory requirement.

8. Do's and Don'ts

8.1 Do's

- ✓ Use the ™ symbol on the first prominent mention of each trademark in every document or material
- ✓ Reproduce trademarks exactly as specified, preserving capitalization and spacing
- ✓ Include the required disclaimer whenever using clock trademarks (OMICmAge™, SymphonyAge™, DunedinPACE™)
- ✓ Display “Powered by TruDiagnostic” on all whitelabel packaging, reports, and digital platforms
- ✓ Use official wordmark files provided by TruDiagnostic for any logo or mark placements
- ✓ Maintain required clear space around all trademark wordmarks
- ✓ Submit materials featuring TruDiagnostic marks for approval before publication
- ✓ Contact TruDiagnostic with any questions about proper trademark usage

8.2 Don'ts

- ✗ Alter the spelling, capitalization, hyphenation, or spacing of any trademark (e.g., do not write “Tru Diagnostic,” “trudiagnostic,” “OMICMAGE,” or “Symphony-Age”)
- ✗ Use any TruDiagnostic trademark as a noun or verb — trademarks are adjectives
- ✗ Modify, distort, rotate, recolor, or add effects to any trademark wordmark or logo
- ✗ Incorporate TruDiagnostic marks into your own company name, product name, or domain name
- ✗ Use TruDiagnostic marks in a way that implies ownership, endorsement, or sponsorship beyond the authorized whitelabel partnership
- ✗ Remove or obscure the “Powered by TruDiagnostic” wordmark from any partner material
- ✗ Omit the required disclaimer when using clock trademarks
- ✗ Create derivative marks or combine TruDiagnostic marks with other trademarks without written approval

8.3 Compliance and Enforcement

Compliance with these Trademark Treatment Guidelines is a material obligation of the whitelabel partnership agreement between the commercial partner and TruDiagnostic™, Inc. TruDiagnostic™ reserves the right to review partner materials at any time for compliance with these guidelines. If non-compliant usage is identified, TruDiagnostic will provide written notice specifying the violation and the required correction. Partners must remedy the non-compliant usage within fifteen (15) business days of receiving written notice. Repeated or willful violations may result in suspension or termination of the whitelabel partnership agreement in accordance with its terms.

9. Contact and Approval

All commercial partner materials that feature TruDiagnostic trademarks or brand elements (including packaging artwork, report templates, and digital platform interfaces) must be submitted for review and approval prior to production or publication. TruDiagnostic will use commercially reasonable efforts to review submitted materials within ten (10) business days of receipt. Compliance with these guidelines is a material condition of the whitelabel partnership agreement and the White Label Brand License Exhibit attached to the partner MSA. Failure to comply may result in revocation of the trademark license and termination of whitelabel privileges.

For trademark usage questions or material approvals, contact:

 partnershipoperations@trudiagnostic.com

 881 Corporate Dr, Lexington, KY 40503

 TruDiagnostic™