

The Guideline for use of Trademarks & Copyrighted Work

Issued on July 16, 2026
Decision by ACHIEVE CO., LTD.

These Trademark Usage Guidelines (the "Guidelines") set forth the manner, methods, and scope of use of the trademarks owned by ACHIEVE CO., LTD. (hereinafter referred to as the "Brand Owner"), including its registered trademarks covered by trademark registrations, as well as trademarks similar thereto, in connection with the product brands used for cosmetic products manufactured and sold by the Brand Owner.

These Guidelines shall apply not only to the trademark "Ledouble", but also to all service marks, trade names, and other trademarks owned by the Brand Owner (collectively, the "Company Marks").

The Brand Owner's trademarks, service marks, and trade names constitute valuable intellectual property created and owned by the Brand Owner. In order to maintain and enhance the Brand Owner's corporate image and to strengthen the competitiveness and distinctiveness of its brands, all persons using the Company Marks are requested to comply with these Guidelines.

1. Purpose of the Use of the Company Marks

The Company Marks designated under these Guidelines shall be used as brand identifiers indicating that the Company is the developer, manufacturer, and authorized distributor of the cosmetic products manufactured and sold by the Company in connection with its retail, wholesale, and other sales activities.

The Company Marks shall be used in the following manner:

(1) For products supplied by the Company for which use of the Company Marks is mandatory, the Company Marks shall be used in all sales

activities relating to such products. The Company Marks shall be displayed in accordance with these Guidelines on, without limitation:

- the product itself;
- the product packaging;
- instruction manuals and other materials supplied to customers;
- product catalogs and brochures;
- advertisements and promotional materials;
- materials providing information to customers or business partners; and price lists, invoices, delivery slips, and other commercial documents.

(2) These requirements shall also apply to electronic displays used in connection with Internet sales, online advertising, and promotional activities conducted through electronic means, including websites and other digital media where the Company Marks are displayed on electronic screens.

In addition, any use of product names or the Company Marks in advertisements, flyers, brochures, leaflets, or other promotional materials shall be subject to the prior review and approval of the Brand Owner or its designated representative or authorized distributor before publication.

(3) Where the Brand Owner maintains an official website providing information concerning the relevant product, any website or online sales page displaying the Company Marks shall include a hyperlink directing users to such official website.

2. Persons Required to Comply with These Guidelines

The following corporations and sole proprietors using the Company Marks shall comply with these Guidelines:

(1) Affiliated companies, business partners having entered into business alliance agreements with the Brand Owner, and their subsidiaries, where the use of the Company Marks is required.

(2) Corporations or sole proprietors that have entered into agency or distributorship agreements with the Brand Owner for the sale of cosmetic products and have been granted a license by the Brand Owner to use the Company Marks or the relevant trademark rights, as well as other authorized distributors (collectively, the "Authorized Distributors"). (See Note 1.)

(3) Corporations, sole proprietors, distributors, or other persons entrusted by the entities described in Paragraph (2) with the sale of cosmetic products supplied by the Brand Owner (the "Sublicensees").

The foregoing shall apply only where such Sublicensees have been appointed by a corporation, sole proprietor, or Authorized Distributor that has been expressly authorized by the Brand Owner in advance to grant sublicenses. (See Note 2.)

***Note 1**

The license to use the Company Marks or trademark rights referred to in these Guidelines means a non-exclusive trademark license (a "Non-exclusive License") as provided under the applicable Trademark Act. Such license shall constitute a valid and binding agreement between the Brand Owner and the licensee regardless of whether it has been recorded or registered with the Japan Patent Office.

***Note 2**

If a person is entrusted with the sale of the Brand Owner's products by any corporation, sole proprietor, or distributor that has not been authorized by the Brand Owner to grant sublicenses, the use of the Company Marks by such person may constitute an infringement of the Brand Owner's trademark rights. Accordingly, all parties are advised to exercise due caution.

3. Trademarks protection as object of the Guideline

Trademarks covered by the Guideline are as follows.

- ★「ぎゅっと折りたたむふたえ」 (JP TM Reg No.5918752)
- ★「究極無敵」 (JP TM Reg No. 6383769)
- ★「最強無敵」 (JP TM Reg No. 6383770)

★ **Ledouble** (JP TM Reg No. 6469819)
ルドゥーブル

★ **Moreflow** (JP TM Reg No. 6495723)

★ モアフロウ
アイリッドリキッド (JP TM Reg No. 6503642)

★  (JP TM Reg No. 6665026)
ACHIEVE

★  (JP TM Reg No. 658250)
achieve

- ★「アチーブ」 (JP TM Reg No. 6619448)
- ★「エスポージュ」 (JP TM Reg No. 6756360)

★ **Espage** (JP TM Reg No. 6768527)

- ★「Lovely Doubly」 (JP TM Reg No. 6803314)
- ★「ダブリー」 (JP TM Reg No. 6877602)

★  (JP TM Reg No. 6897215)
Doubly

(2)The following shall also constitute Company Marks subject to these Guidelines:

・Trademarks consisting solely of the standard character (Word mark) version of the above registered trademarks; and trademarks consisting solely of Katakana characters corresponding to the above registered trademarks.

Example: "ルドゥーブル"

(3) Logo trademarks consisting solely of the Roman-letter version of the above registered trademarks shall likewise constitute Company Marks subject to these Guidelines.

Example: Ledouble

(4) Any other trademarks designated by the Brand Owner shall also be subject to these Guidelines.

4. Permitted Form of Trademark Use

When using any of the Company Marks specified in Section 3, the following requirements shall be observed.

(1) No modification whatsoever may be made to the wording, lettering, or logo design of any Company Mark, including the creation or use of any similar or modified version. Unless otherwise expressly authorized under a separate written agreement with the Brand Owner, no alteration, revision, addition, deletion, or other modification of any logo shall be permitted under any circumstances.

(2) When an English-language trademark is used, only the initial letter shall be capitalized, and all remaining letters shall be in lowercase. As a general rule, trademarks displayed entirely in uppercase letters or entirely in lowercase letters shall not be used.

(3) The size of a logo trademark may be enlarged or reduced only in proportion. Any alteration of its aspect ratio is strictly prohibited. (See Note 3.)

(4) As a general rule, the logo trademark designated by the Company shall be used on all products and product packaging.

(5) Product names represented by the Company Marks may be used within explanatory text, advertising copy, price lists, and other commercial documents as the names of the Brand Owner's products.

If, due to special circumstances, a product name is to be used outside ordinary textual context, prior written approval must be obtained from the Brand Owner before such use.

***Note 3**

For example, altering the proportional relationship between the logo and its lettering, or changing the horizontal-to-vertical aspect ratio of the logo, is strictly prohibited.

Examples of Prohibited Modifications



Ledouble
 【ルドゥーブル】



Moreflow

5. Trademark Notice

(1) Whenever a Company Mark is displayed, the following notice shall appear in the same location as the trademark itself. For printed materials, the notice shall appear on the same page. For websites, it shall appear on the same webpage or within the same image displaying the trademark.

“(Mark)” is a proprietary trademark of ACHIEVE CO., LTD. Our Company is an authorized distributor licensed to use the “(Mark)” trademark.

(2) Regarding the use of the ® and TM symbols

At present, it is generally unnecessary to affix either the ® symbol or the TM symbol to the Company Marks. Should the Brand Owner determine in the future that such symbols are required, the Brand Owner will notify all authorized users accordingly.

6. Use of Company Marks in Written Text

(1) When a Company Mark is used within written text, it shall not be used as a common noun or as any noun other than the product name.

Because the Company Marks function as product brand identifiers rather than as company names or generic product names, they shall not be used independently as nouns, adjectives, verbs, or possessive forms within a sentence.

Where a Company Mark is used together with a generic product description, such as “cosmetics” or similar descriptive wording, the brand name shall always be enclosed in quotation marks (“ ”) regardless of whether it appears within running text or elsewhere.

[Examples of Correct and Incorrect Use]

- Correct: This store sells two “Ledouble” cosmetics.
- Correct: “Ledouble” cosmetics manufactured and Sold by ACHIEVE CO., LTD., for sale.
- Correct: New cosmetics products are marketed under the brand of “Doubly” of ACHIEVE CO., LTD.
- Not Correct: This store sells two Ledoubles.
- Not Correct: New cosmetics Doubly

・Not Correct: Ledouble manufactured and Sold by ACHIEVE CO., LTD., for sale.

(2) Whenever a Company Mark is displayed in any medium, the first appearance of the Company Mark on the same page shall be accompanied by wording substantially equivalent to:

[Examples of Correct]

Correct: “Moreflow” manufactured and Sold by Achieve Co., Ltd.

Correct: The eyelid doubling makeup “Ledouble” manufactured and Sold by Achieve Co., Ltd.

(3) Where, for marketing or business reasons, a product name is created in a local language (such as Chinese) instead of English letters or Katakana, prior notification to and written approval from the Brand Owner shall be obtained before such name is adopted. In addition, any local-language product name shall always be displayed together with the corresponding Roman-letter trademark.

7. Other Prohibited Acts (Strict Compliance Required)

(1) Any person using a Company Mark shall clearly indicate, on the same page or screen where the Company Mark appears, that he, she, or it is an authorized distributor of the Brand Owner. The use of any Company Mark without such indication on the same page or screen is prohibited.

(2) No names, trademarks, or brands of other distributors or companies may appear together with the Company Marks on the same page or screen. Such use weakens the distinctiveness and commercial value of the Company Marks and is therefore strictly prohibited.

The Brand Owner reserves the right to impose appropriate penalties or other corrective measures for any violation of this provision.

(3) Company Marks must not be used in any manner that is likely to cause customers or business partners to believe that the Brand Owner’s

products are affiliated with, endorsed by, sponsored by, recommended by, or otherwise connected with any other cosmetics manufacturer or business.

Accordingly, no Company Mark or product name shall be displayed in any manner that suggests any partnership, endorsement, sponsorship, recommendation, or other relationship with any third party unless expressly authorized by the Brand Owner.

(4) Company Marks and any other graphics, symbols, logos, or icons owned by the Brand Owner shall not be used for defamatory, disparaging, or abusive purposes.

8. Prohibition on Sublicensing

Except as expressly authorized by the Company pursuant to Section 2(3), no person licensed to use the Company Marks may authorize, permit, recommend, or otherwise allow any third party to use the Company Marks, even where such use would otherwise comply with these Guidelines.

If any unauthorized sublicense or permission results in trademark infringement, unfair competition, or other damage to the Brand Owner, the Brand Owner may require corrective action, suspend authorization, or pursue legal remedies

9. Slogans and Catchphrases (Copyright)

The Brand Owner retains all Copyrights and other intellectual property rights in any slogans or catchphrases created by the Brand Owner.

Accordingly, no slogan or catchphrase created by the Brand Owner may be used, reproduced, imitated, or otherwise copied without the Brand Owner's prior written permission.

Any person wishing to use such slogans or catchphrases shall consult

with the Brand Owner in advance and obtain its written approval.

10. Emails to Customers and Posts on Social Media

As a general rule, the Company Marks and product names shall not be used in emails to customers, social media posts, or similar communications without the Brand Owner's prior approval.

Furthermore, in order to prevent any infringement of third-party trademark rights or Copyrights, all customer emails, social media content, and advertising or sales materials to be posted on e-commerce websites shall be submitted to the Brand Owner for prior review and approval.

Where the Brand Owner exceptionally permits publication without prior approval, the notice required under Section 5(1) of these Guidelines shall nevertheless be displayed together with the relevant Company Mark. Compliance with this requirement is mandatory.

11. Domain Names

Licensee may not use an identical or virtually identical Brand Owner's marks as a second or third level domain name exemplified as followings.

「achieve.com」, 「achieve.cn」, 「achieve.hk」, 「ledouble.com」, 「le-double.com」, 「doubly.cn」, 「moerflow.com」, 「ledouble@achieve.com」, etc.

The Brand Owner's trademarks, service marks, trade names, and trade dress are valuable assets. We request all partner companies, agencies, and other relevant parties to adhere to these guidelines, contribute to promoting the prestige of our trademarks, and ensure that all business activities are conducted appropriately.

株式会社アチーブ
ACHIEVE CO., LTD.
代表取締役社長 本多 梅乃

CEO, Umeno HONDA (Ms.)