





**EXHIBIT 2**

**TRADEMARK USAGE GUIDELINES**

**Entrex Capital Market, Inc. Trademark Usage Guidelines  
Last Updated: December 2016**

**Document Purpose and Contact Information**

These Trademark Usage Guidelines outline the general requirements related to your use of Licensed Marks, which are depicted below:

	TIGRcubs®
	ENTREX®
	

Entrex reserves the right to modify or update the artwork for the Licensed Marks from time to time. You are required to begin using the new artwork in any new Materials as soon as it is made available to you.

Entrex reserves the right to monitor the compliance of all advertising, marketing, promotional and other materials (collectively, the “Materials”) bearing the Licensed Marks, even those Materials that have been approved in accordance with the quality control provisions of the Agreement.

Should you have any questions concerning this document or your use of the Licensed Marks, please contact the following person:

Stephen H. Watkins  
Chief Executive Officer  
Entrex Capital Market, Inc.  
150 East Palmetto Park Rd

Suite 800  
Boca Raton, FL 33432  
SWatkins@EntrexCapitalMarket.com  
(954) 856-6659 (Direct)  
(561) 465-7580 (Office)

### **Your Responsibilities**

Improper use of a Trademark may lead to the loss of value and proprietary rights in the Trademark. As a licensee of the Licensed Marks, it is your responsibility to help protect the value and proprietary nature of the Licensed Marks by adhering to the usage standards set forth in these Trademark Usage Guidelines and in the Agreement. You must obtain written consent from Entrex prior to utilizing any Licensed Mark in any way that is inconsistent with these Trademark Usage Guidelines.

### **Trademark Grammar**

All Materials must correctly use the Licensed Marks in sentences. Follow these rules whenever using a Licensed Mark in a sentence:

- The Licensed Marks should always be used as adjectives and never as nouns or verbs;
- The Licensed Marks should never be used in the passive voice;
- The Licensed Marks should never be used in the plural or possessive forms;
- The Licensed Marks should always be presented in a distinctive fashion, such as by using all capital letters, quotation marks, italics, boldface type or underlining; and
- The appropriate notice symbol (“TM”, “SM” or “®”), as directed by Entrex, should be used with all uses of a Licensed Mark. If a Licensed Mark appears repeatedly in any Materials, the notice symbol does not need to appear throughout the Material so long as the notice symbol is included prominently in the first use.

### **Alteration of the Licensed Marks**

The Licensed Marks may never be altered without first obtaining written approval from Entrex. This includes, but is not limited, to the following alterations:

- Adding other design elements, such as text or images, to the Licensed Marks;
- Translating or otherwise adapting the Licensed Marks into any other language;
- Changing the color of the Licensed Marks;
- Scaling the Licensed Marks horizontally, vertically or otherwise;

- Rotating the Licensed Marks;
- Repositioning design elements within the Licensed Marks; and
- Applying distortion effects to the Licensed Marks, such as gradations, 3D effects, drop shadows, sparkles or other graphic effects.

Always reproduce the Licensed Marks (other than word marks) from the digital file supplied by Entrex.

### **Attribution of Ownership**

When a Licensed Mark is used, the following “credit” should appear in close proximity to the Licensed Marks:

“[MARK] is a trademark of Entrex Capital Market, Inc.”

### **Co-Branding**

Except as may be otherwise provided for in the Agreement, the Licensed Marks may not be used in any Materials with any other Trademarks without the prior, express, written consent of Entrex.

### **Color of Trademarks**

The Licensed Marks should always appear in the color(s) specified by Entrex. When it is not possible to display a Licensed Mark in the appropriate color(s), it should generally be displayed in black.

### **Reversed-Out Trademarks**

A “reversed-out” trademark is a trademark displayed on a darker background using a lighter typeface or image for the trademark’s design elements. If a Licensed Mark is displayed in reversed-out form, use it in color whenever possible. If color reproduction is not feasible or desirable, display the Licensed Mark in white.

### **Clearspace Surrounding Trademarks**

In order to protect the integrity and impact of the Licensed Marks, an area of “clearspace” should be maintained around the Licensed Marks. This area of clearspace should contain no images, text or other design elements. Generally, the minimum distance between a Licensed Mark and any other design elements should be the lesser of the height or length of the Licensed Mark being used.