



ÉRTEK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Value and Quality Award Call for applications and order of procedure

2018

The following attachments form integral part of the Call for applications and order of procedure:

Attachment No. 1: Application form of the Value and Quality Award trademark to be awarded in the frame of the tender announced in 2018

Attachment No. 2: Guidelines for conformity documents being necessary for submission of the tender

Attachment No. 3. Sample for Contract of Trademark Use

National, public and one-round call for applications

is invited by

DIAMOND Management Office Ltd.

HAJNAL Meat Processing Factory Ltd.

KÖMI Ltd.

Legrand Hungary Electricity Systems CJSC.

Poli-Farbe Chemical Industry Ltd.

ProfessionCert Engineering Services Ltd.

S.C.SSM & SIU S.R.L. from Transilvania

as members of

Board of Announcers of Value and Quality Award

with special support of

State Secretariat for Nation Policy at the Prime Minister's Office

and



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Democratic Alliance of Hungarians in Romania

Professional supporter:

Hungarian Intellectual Property Office

Main Patron of events of the Value and Quality Award:

Mr. János Latorcai Dr., Deputy Speaker of the Parliament

1. Mission of the Value and Quality Award

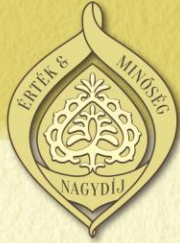
The honourable title “Value and Quality Award” is the recognition and prize of products, services and economic organizations which are demonstrably committed in their activities towards quality issue giving high priority to the production of jointly and severally high quality goods as well as services. The winners of the application are displaying exemplary models contributing to the development of the economy.

“The Value and Quality Award” Trademark embodies and expresses the commitment of Hungary for the certified quality.

The honourable title “The Value and Quality Award” can be won on the base of voluntary submitted tender. The purity and inviolability of the application system are ensured by objective system of requirements as well as by the judgement of unique and independent body of experts. The use of the marks awarded can be controlled by the tender announcers thereby guaranteeing the continuous quality standard for users and consumers.

2. Aim of the “Value and Quality Award’s application

- to recognize the high quality level of the goods and services introduced in tender applications
- to promote the production of high quality products being competitive on international markets and the production of goods with high intellectual added value as well as to encourage the development of services
- to contribute to the market activity and also to the development of exports of the producers becoming qualified through this competition.
- to provide obvious support to the customers of products and services in quality- conscious choice



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

- to contribute to the development and marketing of health conscious and energy-efficient products
- to develop the active quality policy of manufacturers, dealers and service providers
- to support the appearance of high value-added products and services as well as the successful activity of businesses operating in intellectual property-intensive industries.

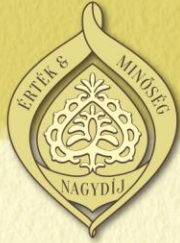
3. Subject-matter of the tender:

Any finished product, product line, software produced or distributed in Hungary or in the Carpathian Basin, complying with the goals of the tender according to the main tender categories, moreover any related services can participate in the tender.

Furthermore, individual service can also relate to the subject of the tender. If the applicant is not identical with the manufacturer, or with the right holder of the product, software or of services forming the subject of the tender, the entry to the tender needs the manufacturer's/rights holder's written agreement.

3.1. Main tender categories:

1. Industrial machinery and equipment, household appliances, office technology devices and equipments
2. Vehicles
3. Clothing and accessories
4. Beauty products
5. Household chemical products, chemical products
6. Furnitures, home and office equipments, supplies and accessories
7. Building products
8. Implemented establishments
9. Building industrial services
10. Infrastructural investments
11. Energy-efficiency building products
12. Energy-efficiency products, investments
13. Silicate industrial finished products (glass, porcelain, ceramics)



ÉRTEK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

14. Sport accessories and equipments
15. Playgrounds, playground and public space fitness equipment
16. Toys
17. Handicraft products (juried, crafts, folk art, home craft products)
18. Information technology (programs, systems)
19. Agricultural and food industrial product in fresh and processed forms (including non-alcoholic and alcoholic beverages, nutrition supplements, foods for particular nutritional uses and handcrafted foods)
20. Pet foods
21. Medical devices (active medical devices as well), medical instruments
22. Tools, applications, products, services developed for people living with help
23. Services helping people to spend their free time in a cultured way, inland tourism (including tourism-related catering), village tourism, travel organization, travel agency activities
24. Packaging technology (design, material and process)
25. Education, training, post training, educational methodology
26. Textbooks and guides (interactive means), publications
27. Books and other printed brochures
28. Public supply services
29. Electrical components
30. Lighting, including LED as well
31. Products/services for improving life quality
32. Hotels and restaurants (including catering culture), hotel, restaurant, confectionery services, food delivery
33. Activities to preserve and to maintain local values
34. Cultural and sporting events
35. Fancy goods
36. Leather Products
37. Watches, jewellery, fashion jewellery
38. Bags, suitcases, wallets



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

39. Internal and external walls, facades, design elements, wooden unique solutions, doors and windows, use of interiors in any function in outdoor and indoor living space
 40. Products made by people with disabilities
 41. Museum programs and services
 42. Agricultural and food industrial products based on traditional gastronomic values
 43. Catering based on local traditional gastronomic values
 44. Webshop services
 45. Traditional goods and products made by local communities
 46. Services presenting touristic values of local communities
 47. Transport and warehousing
4. Tender terms and conditions
- 4.1. Applicant

Any natural or legal entity and incorporation, individual entrepreneur, creative community can submit tenders.

One applicant can submit several tenders and several applicants can submit a joint tender. One tender can include only one product or one product line. One product line may consist of max.10 products. Under Product Name products, both software and services are included.

On the Application Form the members and exact denomination as well as list of the product line have to be compulsorily indicated as condition of a complete documentation (See 8-9 points of Application Form).

No application can be entered for any technology process not materialized in a product, software or for such service, which has not been introduced to the market at the time of submitting the tender.

The tender is public.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

The announcers of the tender do not expect from the applicants to reveal business secrets or confidential information!

From the submission of the tender dossier up to the announcement of results, the applicant has notification commitment towards the Tender Secretariat, or in the case of remuneration, the trademark user is obliged to the same until the end of the use of the trademark. It means that any changes concerning applicant/trademark user/tender dossier (including points 4.2.3.1-4.) has to be signed in written form.

Failure to provide this notification, when it becomes public, has the consequence of being excluded from the tender, even suspension or withdrawal of trademark use.

4.2. Content of the tender documentation

The tender has to be submitted in Hungarian language, in one printed copy and one copy is necessary on electronic data medium (pendrive). The content of printed and electronic copies needs to be identical in 100%.

In addition to the tender documentation the original of the Tender Entry Form duly signed and two copies of thereof, as well as the original copy of the form proving the payment of the procedure fee have to be attached to the paper-based accompanying letter.

Three (3) copies of the application form attached to the accompanying letter and one (1) copy of the form proving the payment of procedure fee are not to be stapled.

The copies (1-1) thereof have to be filed with the tender documentation as well to the right place according to the table of contents!

Thus two (2) rather four (4) copies of these documents will be enclosed to the complete application submitted in. In case of not attached copies, the documentation is qualified as incomplete resulting in a negative evaluation by screening the documents. The tender documentation should always be compiled taking into account the existing legislation and regulations!

4.2.1 Table of contents

4.2.2. Tender Entry Form (application form)

The form 'Entry Form to the Tender announced for winning the Value and person signing the Form shall be given legibly.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

The form is valid only together with the tender documentation!

4.2.3. Declarations

(These can be submitted also on 1 (one) page, however each declaration shall be given in a separate point. There are no relevant standard forms, the declarations have to be done on company headed paper by copying the text of the relevant declaration.)

4.2.3.1. Statement that the applicant contributes to managing information provided in the tender dossier according to the data protection law being in force at all times.

4.2.3.2. Declaration on the acceptance of the invitation to tender, as well as its terms and conditions.

4.2.3.3. Statement that the applicant has no expired or unpaid public debt, is not under fining, condemnation, bankruptcy, liquidation, final settlement procedure and any other official proceedings.

4.2.3.4. Declaration on whether the Applicant has been subject to official control over the quality and safety of his goods and services during the current year and the year before. If yes, the authority has made a substantive objection or action.

4.2.3.5. Declaration that the applicants' product/product line, software, services do not infringe any third party's copyright. Should any third party enforce any claim against the tender announcers pursuant thereto, the applicant agrees to direct remedy liability.

4.2.4. In case when the applicant is not identical with the manufacturer/producer of the product/product line/software, the manufacturer's/producer's written agreement (declaration) is necessary to attend the tender.

4.2.5. Bank notification, certificate confirming the payment of the tender procedure fee.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

The tender procedure fee runs at HUF 180,000 + 27 % VAT, that is HUF 48,600, totally HUF 228,600 to be paid per tender submitted.

The secretarial and organizational tasks of the competition are carried out by DIAMOND Management Office Ltd. as Tender Secretariat.

The procedure fee shall be transferred to the bank account of DIAMOND Management Office Ltd. No. 11717009-22467980 led at OTP Bank before the deadline for submission of the application. IBAN account No. HU83 1171 7009 2246 7980 00000000, OTP Bank SWIFT identification mark (BIC): OTPVHUBB

The invoice will be issued by DIAMOND Management Office Ltd. running the tender and will be sent to the applicant additionally – latest by 29 June – on the basis of the document proving the transfer.

The tender procedure fee cannot be paid by postal cheque or in cash. Failing to pay the procedure fee will result in the exclusion from the tender system.

4.2.6. Presentation of the Applicant (maximum 3 pages) in which the entity is briefly presented (history, business, eventually legal environment, most important products, services, annual production volume/value, turnover, within this the export rate, suppliers and customers, technology and raw material bases, etc.), as well as all other important facts, events helping the evaluation of the tender. Based on self-assessment the Applicant has to analyse the marketability of the enterprise and its rank among businesses producing similar goods. In case if local government the Applicant should present its social value and importance.

4.2.7. Description of the product/product line, software, service possibly up to 2 pages.

The presentation has to be started by repeating some highlighted sentences set out in paragraph 10 of the Tender Entry Form. Please point out the advantages of the product/product line, software, service being more favourable in terms of use, energy efficiency, environmental awareness compared to similar products and services.

4.2.8. Presentation of home and foreign market position of the product/product line, software, service

Price of the tender subject, price-value ratio, comparison regarding the place on the international market (as regards function and price how the tender subject can be classified on the basis of self-assessment); sales, market launch, requirements, description of results, information on the market endeavours (vision) and issues, presentation of references, analysis of the market share.

Presentation of trends during the recent period, and of achieving goals set. Examination of



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

customers' satisfaction (presentation of results supporting that the activity of the company is for meeting the buyers' demands in the best possible way.)

4.2.9. All documents relating to the product/product line, software, service which are required by consumer protection legislation and other rules. Presentation and documentation of the obligations assumed voluntarily in the interest of the consumers. The itemized list of the most important documents to be attached is included - without the need of completeness - in Annex No. 2.

4.2.10. Presentation of the environment protection output

Compliance with the environment protection rules in production, packaging and services. Enforcement of environment protection aspects in the product, services and during the production, use and destruction of product/product line and services. Eventual connection to different environment protection events, contacts with social organizations. Presentation of energy efficiency in the activity of the enterprise as well as during the production of the tender's subject.

4.2.11.1. The copy of all effective certification issued by any third party on the product/product line, software, service (for example: expertise, qualification certificate, certification, inspection report). The third party certificate is necessary in all cases, even if the product adequacy certification is left to the manufacturer/distributor by legislation.

4.2.11.2. If available: Certified copy of documents on the protection of intellectual property issued by the Hungarian Intellectual Property Office or the Intellectual Property Office of the European Union, or European Patent Office even by World Intellectual Property Organization.

4.2.12. Copy of the certificate on the applied quality management system (e.g.: ISO, TQM, HACCP).

(Note: it is not a general tender term, but it is an advantage, if the applicant has a certified quality management system.) When application of any legally defined quality management system is compulsory for the applicant's activity (e.g. HACCP), proof of certification is also a tender condition. If the applicant has a quality testing lab, the own testing protocol on the product/product line, software, service forming the subject of the tender as well as the approval of an external certification body have to be enclosed.

4.2.13. Copies of documents attesting that the product/product line, service won quality awards, obtained certificates at earlier tenders in Hungary or abroad, copies of prizes received at exhibitions and fairs. (e.g. Premium Building Material Award Trademark, Hungarian Agricultural Quality Prize, Premium Hungarian Food Trademark, Environment Friendly Product Trademark, Budapest



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

International Fair (BNV) Trophy, etc., prizes gained at national and international professional competitions.)

4.2.14. Photos and brochures showing the product/product line, software, service as a whole (also in application environment) and their characteristic features.

In case of brochures, publications please attach the original electronic format serving as a base to the printed material or please enclose the electronic form of the brochures and publication in PDF format. Scanned prints made additionally on copy machine cannot be accepted. In case of photos, please copy them into a separate folder.

Acceptable electronic formats: TIFF, JPEG, PNG at least 300 DPI resolution. Vector materials in PDF, Corel Draw, in Adobe Illustrator. In this case the embedded pictures, objects, font types are also to be enclosed.

The good visual presentation in the above-mentioned quality is a condition to the complete documentation and the evaluation. In the first three jury rounds the evaluation is mainly based on documents, therefore the applicant is interested in enclosing high-quality pictures showing the essence.

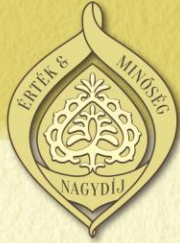
The lack or inappropriate quality of the above implies a negative evaluation when examining the application documents. Merge of pictures copied to Word or PDF document cannot be accepted! Pictures can be enclosed only as saved in a separate directory! Paper-based documentation must always be attached to paper-based documentation!

4.2.15. By compiling the Tender Documentation „The contents of the tender documentation“ in point 4.2. should be considered.

5. The Tender Office and the representatives of the Announcers' Board cited in the Call for tender are ready for free consultation prior to the submission of tenders, if necessary on applicant's premises as well at an agreed date. Consultation relating to already submitted and received tenders is no longer possible.

5. The Tender Office and the representatives of the Announcers' Board cited in the Call for tender are ready for free consultation prior to the submission of tenders, if necessary on applicant's premises as well at an agreed date. Consultation relating to already submitted and received tenders is no longer possible.

6. Tender submission:



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

The complete written tender documentation has to be submitted in 1 (one) printed copy and 1 (one) copy in electronic format (pendrive) in Hungarian. The electronic version shall be identical with the paper-based documentation.

Paper-based applications will be kept by the Tender Office for one year after submission, i.e. until the end of the first follow-up period. Electronic application materials will be kept for five years after submission.

In the event of a formal investigation or procedure against an awarded tender and this is formally made known to the Tender Office, the paper-based documentation will be retained until the end of the procedure.

6.1. Deadline for tender submission: 25 May 2018 (Friday)

(Note: the deadline given means the submission deadline of tender documents, the products are still not to be submitted by this deadline!)

In case of submission per post the date of posting on the seal is accepted.

6.2. Submission of tender by post:

Tender material is to be submitted by registered post to the following address:

DIAMOND Szervezőiroda Bt. (DIAMOND Management Office Ltd.)

Érték és Minőség Nagydíj Pályázati Titkárság (Tender Secretariat of Value and Quality Award)

H-1172 Budapest, Gátfutó u. 15.

6.3. Personal submission of tender

The personal submission of the tenders is possible exclusively on 25 May 2018 between 09.00 – 14.00 hrs. at the following address:

DIAMOND Szervezőiroda Bt. (DIAMOND Management Office Ltd.)

Érték és Minőség Nagydíj Pályázati Titkárság (Tender Secretariat of Value and Quality Award)

1172 Budapest, Gátfutó u. 15.

(Phone: Kiss Károlyné Ildikó +36-20-934-4909)

7. Tender rules of procedure



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

7.1. Tender Secretariat

The secretarial and coordination tasks of the tender procedure are performed by DIAMOND Management Office Ltd. as Tender Office of the Value and Quality Award

Address: H-1172 Budapest, Gátfutó u. 15.

Postal address: H-1172 Budapest, Gátfutó u. 15.

Tax number: 26241094-2-42

Representative office: ProfessionCert Kft. H-1036 Budapest, Galagonya u. 5.

Phone numbers of executive officers:

Kiss Károlyné Ildikó: +36-1-258-0641, mobil phone: +36-20-934-4909

Bálint Ágnes: +36-30-940-2176

E-mail contacts:

Kiss Károlyné Ildikó: kissildiko@emin.hu, a.bausystem@t-online.hu

Bálint Ágnes: agnes.balint@professioncert.hu

Web: www.emin.hu

7.2. Acceptance of applications

The envelopes containing the tender documentation submitted by the deadline will be opened by the Pre-jury organised by the Tender Office. Afterwards minutes will be taken by the Document Jury stating that the tender documentation is complete or incomplete. The members of the Document Jury are experts invited by the Board of the Announcers. If the tender documentation complies with the call for tender, the Tender Office will issue the Statement of Acceptance with admission numbers in electronic form. In case the submitted tender documentation is incomplete, the Tender Office – in accordance with the commitment of Document Jury - will invite the applicant to complete it by the specified deadline. The Tender Office informs the Applicants in a so called “Letter of Acceptance” together with an “Acceptance No.” on their further tasks relating to the additional jury rounds and expert examinations, if necessary on making a short movie introducing the tender, on sample supplies, as well as on removal of non-processed samples.

7.3. Procedure and phases of the tender evaluation



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

The tender evaluation runs in several rounds. The tenders are evaluated by a professional jury invited by the Announcers on the basis of the submitted documentation. The jury's work is assisted by other specialists as well invited by the Board of Announcers, who will draw up a written report. The invited jury members and specialists will sign a declaration of incompatibility. The list of the jury members and invited specialists is not public till the day of the award ceremony in order to ensure the fairness and clean procedure of the tender. The Declarations of Incompatibility are forming part of the tender procedure documents. The following persons cannot submit applications: senior officials, employees, representatives of the Board of Announcers, jury members, other parties directly involved in the tender procedure (experts) and the close relatives of those listed therein (Civil Code: Eighth Book, First Part, 8.1§ section (1) point(1)).

Schedule of the Jury:

1. First round: Pre-Jury, opening of applications, formal review, overview of payment of procedure fees, transferring documents for invoicing, fixing the request for goods' samples or their inspection.
2. Second round: document Jury, thematic content evaluation of the applications, identification of eventual shortcomings, appointment of experts
3. Third round: expert reviews and evaluations
4. Fourth round: main Jury, appraisal of the applications taking the expert reports into account, preparation of the decision-making
5. Fifth round: decision made by the Board of Announcers on the awarding, trademark uses and special prizes. Approval or refusal of recommendations for Carpathian Homeland Merit Prizes.

Members of the Board of Announcers:

- DIAMOND Management Office Ltd.
- HAJNAL Meat Processing Factory Ltd.
- KÖMI Ltd.
- Legrand Hungary Electricity Systems CJSC.
- Poli-Farbe Chemical Industry Ltd.
- ProfessionCert Engineering Services Ltd.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

- S.C.SSM & SIU S.R.L.

7.3.1. Request for tender products

The jury members and the experts are entitled to have the original of the products forming the subject matter of the tender inspected during the multi-round tender procedure either by requesting it or at an on-site inspection. The Tender Office will send an official notice thereon to the applicant. The advice on product request will contain the date and time of sending in and return. The Tender Office will provide for the safe placement and warehousing of the products supplied for inspection during this period. The Tender Office will not be responsible for the product not delivered for the specified date.

Organoleptic testing of the products will also take place during the Jury, therefore the products may be damaged or destroyed. The Tender Office will not take responsibility for products not collected till the date indicated. The Tender Office does not take responsibility for products not delivered up to the specified date.

During the judging organoleptic testing of the products will be provided, so the products may be damaged or destroyed.

In case of necessity the invited expert may address questions to the applicant directly as well.

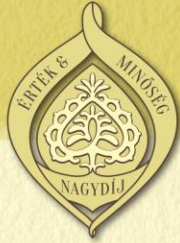
Both the jury members and the specialists can decide on inspecting the product at an external site or on the place of the production. In the latter case the applicant will ensure that the product/service can be viewed at a pre-agreed time.

7.3.2. Main evaluation criteria

The jury will submit the results of the evaluation to the Board of Announcers together with a recommendation for awarding made by taking the expert's report into consideration.

Upon evaluation the jury will take the followings into account:

- Content and aesthetic wholeness of the tender documentation
- Safety, adequacy, quality, innovative nature, marketability, economic utility, export strength of the product/product line, service submitted to the tender



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

- Application of energy saving, environment friendly solutions, advantages offered to the consumers
- Certificate or expertise issued by a third party (certification body) proving the product adequacy
- Decision of the Experts
- Experiences of tests performed by qualified and accredited laboratories

- Application of quality management system (e.g. ISO, or HACCP in case of foods)
- Intellectual property protection awareness
- Legal rules for placing on the market
- Former prizes, certification trademarks
- Additional voluntary benefits offered to the consumers
- Credibility of financial data included in the Application Form
- Main relevant official complaints, measures, disputes being in progress
- Creative ideas, unusual and innovative, future-oriented solutions.

7.4. Advice on decision

All applicants will receive advice on the decision of the Board of Announcers in registered and in electronic mails together with information on the award ceremony. Moreover, in case of winning the Value and Quality Award trademark use, the Tender Office will send the trademark licensing contract together with the Hungarian and English trademark logo. To sign the contract on trademark use is a condition of taking the trophy over and of using the trademark. After the annual closing of the tender, the not awarded applicants will receive a short written evaluation on their submitted applications.

7.5. Content of trademark licensing contract

Pursuant to the contract on use (trademark - licence agreement) and Act XI of 1997 § 23 on the protection of trademarks and geographic marks on goods (trademark – licence agreement) the beneficiary of the trademark protection will give permission to use the trademark of the Value and Quality Award. The user is obliged to pay a fee for this. The fee is understood per awarded tender. The use of the Value and Quality Award is free for one year after awarding (in the present case from 1st of September, 2018 to 31 of August, 2019). In case of the Value and Quality Award trademarks,



ÉRTEK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

DIAMOND Management Office Ltd. representing the trademark owners will sign a contract with the applicant on the trademark use according to the 3rd Annex of the Call for Tender.

8. Awarding

8.1. Honourable title of the Value and Quality Award

Based on the decision of the Board of Announcers the tenders evaluated the most outstanding will receive the title of the Value and Quality Award, and along with this the right to use the trademark free of charge for one year. The award is attested by a honorary certificate in English and Hungarian unique designed by the graphic artist, Gábor Sárkány as well as by the unique applied arts trophy made by the creative team of Porcelain Factory in Hollóháza.

One (1) Hungarian and one (1) English honorary diploma and one (1) trophy belong to one (1) awarded tender. In case of joint tenders of several tender applicants further diploma and trophy are available at cost price through the Tender Office.

The relevant subsequent orders are to be sent to the e-mail address „kissildiko@emin.hu up to 10th of August, 2018. (The price of honorary diploma together with dossier: HUF 32.000 + 27% VAT/pc. The price of the Value and Quality Award trophy: HUF 43.000 + 27% VAT/ pc.).

The Grand Prize winning candidate agrees to indicate the Value and Quality Award title on product/product line, service upon making publicity for the awarded product/product line and service during the period of distribution.

On behalf of proprietors of trademark protection the DIAMOND Management Office Ltd. will sign a contract with the awarded applicant for the use of the VALUE AND QUALITY AWARD title and logo. The applicant agrees therein to pay the fee for carrying the trade-name. The use of the trade-name is free of charge for one year after allocation (1 September 2018 – 31 August 2019). The additional extension of the trade-mark use is only possible after the post-control of the tender and with an approval audit report. The yearly inspection is conducted by the expert appointed by the Board of Announcers. The costs of the inspection are covered obligatory by the applicant. The costs of the post-inspection are set separately for each tender and are included into the Trademark License Agreement. These amounts are unchanged during the validity of the Trademark License Agreement.

Pursuant to the decision of the Board of Announcers the amount of the fee runs at HUF 60,000 + 27 % VAT (HUF 16,200), on total HUF 76,200 HUF from 1st September, 2019. The fee for the trademark use is understood per awarded tender.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

The trademark usage fee is determined in the Trademark Agreement and it is unchanged for the duration of its use!

If the expert does not recommend to approve the continued use of the trademark after the post-inspection, the use will be suspended, or ultimately withdrawn, which will be made public by the Board of Announcers.

The Hungarian and English certificates attesting the award of the title “Value and Quality Award” and the unique trophies made by Hungarian Porcelain Manufacture Co.Ltd. (Magyar Porcelán Manufaktura Kft.) are presented Vice-President of the Hungarian Parliament or by his delegate.

8.2. Acceptance of goods and services using other quality trademarks as well

The Board of Announcers of Value and Quality Award Tender does not ask for submission of a new application if manufacturer / distributor / service provider has already right to use a quality certification mark gained on the basis of a requirements' system which is largely the same as that of the Value and Quality Grand Prize Tender.

In such a case, the goods or services already awarded must be controlled and in case of conformity, it is permitted to wear the Certification Mark of Value and Quality Award as well.

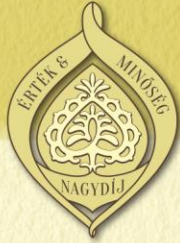
At the same time as the license for trademark use is issued, the Diamond Management Office Ltd. concludes a trademark license agreement with the accepted applicant in relation to the goods and services tested and controlled.

Hereinafter the Value and Quality Award certification mark may be used in accordance with the trademark licence agreement.

In the present case, the costs of a trademark user are the same as the post-control costs of an other certification mark.

8.3. Special Prizes

Besides the Announcers of the Tender different companies, authorities, bodies are offering special prizes under the Value and Quality Award Tender System. Special prizes can be offered after the announcement of the tender as well. Special prizes may be offered in writing to the Secretariat by 29 June of each year by indication the exact name and value of the special prize. The admission of special prizes is decided by the Board of Announcers with simple majority. The offerer will be informed on the admission of the special prize by the Tender Secretariat in electronic message.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Proposals for special prizes received and accepted after the announcement of the tender will be communicated on the homepage of Value and Quality Award (www.emin.hu).

Contact details of Value and Quality Award Tender Secretariat:

DIAMOND Management Office Ltd.

1172 Budapest, Gátfutó u. 15.

e-mail: kissildiko@emin.hu, a.bausystem@t-online.hu

Special prizes can only be awarded to applications and applicants who won the Value and Quality Award in the current year with the exception of Value and Quality Award for Lifetime Achievement, Value and Quality Award of Merit for Carpathian homeland, Lifetime Achievement Award for Carpathian homeland, Value and Quality Merit Award for Communication and Value and Quality Memorial Award.

8.3.1. Special prizes founded by the Board of Announcers

8.3.1.1. Entrepreneurial Merit Award of the Value and Quality Award Tender

The Entrepreneurial Merit Award founded by the Board of Announcers with tradition-creating purpose can be given to enterprises proving to be able to produce premium quality and value over a long time. They enhance the good reputation of the Hungarian economy with their market activity, developments and innovations.

The Entrepreneurial Merit Award is attested by a Hungarian-English honorary diploma and unique applied art trophy made by creative team of Hollóháza Porcelain Manufacture Co. Ltd.

The "Value and Quality Entrepreneurial Merit Award" is presented by Vice-President of the Hungarian Parliament or by his delegate.

8.3.1.2. Value and Quality Award for Lifetime Achievement



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

With the aim of creating tradition the Board of Tender Announcers established the Value and Quality Award for Lifetime Achievement for awarding natural person demonstrating their commitment for outstanding quality as well as for raising up the culture of the Hungarian economy during their activity of several years. Its outstanding work is not only characterized by its economic activity however by high level of its social sensitivity.

The Value and Quality Award for Lifetime Achievement is attested by a Hungarian-English honorary diploma and unique applied art trophy made by creative team of Hollóháza Porcelain Manufacture Co. Ltd.

The Value and Quality Award for Lifetime Achievement is presented by Vice-President of the Hungarian Parliament or by his delegate.

8.3.1.3. Merit Award for Energy Efficiency and Environmental Protection of the Value and Quality Award Tender

The Board of Announcers established the Merit Award for Energy Efficiency and Environmental Protection to protect environment, to maintain the ecologic balance of the earth and to encourage sustainable development of civilization. The prize is won by solutions, products and systems, which measurably contribute to the reduction of the carbon-dioxide emission, to the formation and development of the energy-conscious environment.

This Merit Award is attested by a Hungarian-English honorary diploma and unique applied art trophy made by creative team of Hollóháza Porcelain Manufacture Co. Ltd.

It is presented by Vice-President of the Hungarian Parliament or by his delegate.

8.3.1.4. Merit Award for Innovation of the Value and Quality Award Tender

The Board of Announcers established the Merit Award for Innovation with the aim of creating tradition. The award is given out to the creators of solutions, products and systems, who have outstandingly shown the potential of the domestic creativity through the innovative features of their tender in the current year as a reflection of the entrepreneurial culture in Hungary.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

This Merit Award is attested by a Hungarian-English honorary diploma and unique applied art trophy made by creative team of Hollóháza Porcelain Manufacture Co. Ltd.

It is presented by Vice-President of the Hungarian Parliament or by his delegate.

8.3.1.5. Merit Award for Digitalization of the Value and Quality Award Tender

The Board of Announcers founded the Merit Award for Digitalization for tradition-creating purpose. This merit award is to be given to especially creative applications of the technology of the twenty-first century as well as to tenders improving and preserving quality of life.

This Merit Award is attested by a Hungarian-English honorary diploma and unique applied art trophy made by creative team of Hollóháza Porcelain Manufacture Co. Ltd.

The merit award is presented by Vice-President of the Hungarian Parliament or by his delegate.

8.3.1.6. Merit Award for Communication of the Value and Quality Award Tender

The merit award for communication is given by the Board of Announcers of the Value and Quality Award Tender to the printed or electronic media doing the most for the communication of high quality values in the year of the call for tender, within this for the publicity and promotion of the Value and Quality Award Tender System.

The merit award is attested by a Hungarian-English honorary diploma designed by the graphic artist, Gábor Sárkány as well as by a unique applied arts trophy made by the creative team of Porcelain Factory in Hollóháza.

The merit award is presented by Vice-President of the Hungarian Parliament or by his delegate.

8.3.1.7. The Board of Tender Announcers of the Value and Quality Award – agreeing with the government program - attaches a great importance to the cooperation of the Carpathian Basin regions, to the strengthening of economic relations, in which the common qualities and creativity are the keys of success.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

In order to strengthen the above goals the Board of Announcers established the Merit Award for Carpathian Homeland of the Value and Quality Award as well as the Lifetime Achievement Award for Carpathian Homeland of the Value and Quality.

The Board of Announcers decides on the awards on the basis of recommendations.

Deadline for presenting recommendation: 17 June, 2018.

The recommendation shall be presented in Hungarian on maximum three pages by registered mail to the following address:

Tender Secretariat of Value and Quality Award Tender

Merit Award for Carpathian Homeland of the Value and Quality Award Lifetime Achievement Award
for Carpathian Homeland of the Value and Quality Award

H-1172 Budapest, Gátfutó u. 15.

The date of the posting stamp is accepted as date of submission.

The recommendation can also be previously submitted in electronic way as well to the e-mail address: kissildiko@emin.hu

8.3.1.7.1. Merit Award for Carpathian Homeland of the Value and Quality Award Tender

This Merit Award is to be given to such natural person, who has over the years proved to be committed to strengthen and to enlarge the business relations between the cross-border regions and the motherland. On the other hand, the award is given to organisations or businesses being active in abroad and having key role in the economic cooperation between the regions of Carpathian Basin. The award recognizes those who are committed to respect for the traditions, the idea of Hungarians and the protection of the environment beyond the continuous high quality. The Merit Award for the Carpathian Homeland can be yearly given only to one (1) natural person. In case of foreign organisations maximally 3 Merit Awards are available.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

This Merit Award is attested by a Hungarian-English honorary diploma and unique applied art trophy made by creative team of Hollóháza Porcelain Manufacture Co. Ltd.

The Merit Award will be presented by Mr. Árpád János POTÁPI, State Secretary for Nation Policy at the Prime Minister's Office.

8.3.1.7.2. Lifetime Achievement Award for Carpathian Homeland of the Value and Quality Tender

With the aim of creating tradition, the Board of the Announcers of the Value and Quality Award founded the Lifetime Achievement Award for Carpathian Homeland. The award may be allocated to such natural person, who has over the years proved to be committed with their economic activity in strengthening, enlarging the economic, cultural and educational relations with cross-border regions and with the motherland, moreover who has dedicated for respect of traditions and for notion of Hungarians.

This Merit Award is attested by a Hungarian-English honorary diploma and unique applied art trophy made by creative team of Hollóháza Porcelain Manufacture Co. Ltd.

The Merit Award will be presented by Mr. Árpád János POTÁPI, State Secretary for Nation Policy at the Prime Minister's Office.

8.3.2. Special prizes of the announcers of Value and Quality Tender

8.3.2.1. Special Prize offered by Hajnal Meat Factory Ltd.

Hajnal Meat Factory Ltd. - having received the Hungarian Quality Product Award and Merit Award for Economy several times - founded a special prize with tradition-creating purpose in memory of Mr. László Hajnal, head of the factory who died in 2016. Recognition of outstanding quality products was a matter of heart of Mr. Hajnal. This special prize is the Hajnal László Memorial Prize which is awarded to a food business-related applicant by the management of the company who first participates in the tender. This recognition is the distribution of high-priced products in the company's stores. This special prize is symbolized by a Hollóháza porcelain vase and by a document confirming distribution's possibility.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

The recognition is given up by senior László Hajnal, retired meat master and his wife.

8.3.2.2. Special Prize offered by KÖMI Ltd.

KÖMI Ltd. offers a personalized engineering service as recognition of outstanding quality Hungarian products to manufacturer or service provider recommended by KÖMI for winning the Value and Quality Award. The special prize is attested by a honorary diploma.

The special prize is presented by the managing director of KÖMI Ltd., László János Somogyvári.

8.3.2.3. Special Prize offered by Legrand Hungary Electricity Systems CJSC.

As special prize Legrand CJSC. offers a premium-grade self-manufactured product package to applicant winning the Value and Quality Award selected by them.

The special prize is presented by Mr. László Károlyi, general director of Legrand Hungary Electricity Systems CJSC.

8.3.2.4. Special Prize offered by Poli-Farbe Chemical Industry Ltd.

Poli-Farbe Ltd. offers a special prize for creation of "Innovative and livable living space" to the successful candidate who won the Value and Quality Award.

The special prize is presented by Mr. Antal Szabó, managing director of Poli-Farbe Chemical Industry Ltd.

8.3.2.5. Special Prize offered by ProfessionCert Ltd.

In the year after obtaining the Value and Quality Award, ProfessionCert Ltd. provides a process optimization survey free of charge to the winning applicant selected by them. The special prize is attested by a honorary diploma.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

It is presented by Mrs. Ágnes Bálint, managing director of ProfessionCert Ltd.

8.3.2.6. Special Prize offered by S.C.SSM & SIU S.R.L.

In the year after obtaining the Value and Quality Award, the company provides a work and disaster management audit free of charge to the applicant chosen by them.

This special prize is also attested by a honorary diploma. It is presented by Mr. Győző Zoltán Szabó, managing director of S.C.SSM & SIU S.R.L.

8.4. Special prizes offered by different organizations

8.4.1. Special prize offered by Communautrade – Europe Trade and Consulting Co. Ltd.

Communautrade - Europe Trade and Consulting Co. Ltd. has been pursuing successful and diversified activities in Western Balkan countries for many years in economic, commercial and financial fields. As a special prize, Communautrade Europe Trade and Consulting Co. Ltd. offers an information package promoting market entry of the awarded Applicant to one (1) western balkan country chosen by the awarded Applicant. The ideological value of the prize is HUF 250,000.

The special prize is presented by Mr. Attila Galambos, managing director of Communautrade Ltd.

8.4.2. Special prize offered by National Association of Hungarian Journalists (Magyar Újságírók Országos Szövetsége – MUOSZ)

Jury appointed by MUOSZ selects the applicant - from the Value and Quality Award's winners - who receives 'Press Quality Award' as special prize for innovative developing strategy.

The recognition is attested by a honorary certificate.

The prize is presented by the representative of MUOSZ.



ÉRTEK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

8.4.3. Special prize offered by HUNGEXPO C. Co. Ltd.

With the aim of improving the popularity of high quality Hungarian products, HUNGEXPO C. Co. Ltd. offers an exhibition area of 10 square meter for a producer or a service provider - awarded with the Value and Quality Award and selected by HUNGEXPO - at the a fair chosen by the winner and organized by HUNGEXPORT Zrt in 2019.

The prize is presented by the head of HUNGEXPO C. Co. Ltd.

8.4.4. Special prize offered by Magazine for Injured People ("SÉRÜLTEK.HU MAGAZINE"): Prize for Caring

Magazine for Injured People has the goal to identify and to recognize already existing tools, machines, inventions being available on the market or under production, which are developed to help people living with disability. These are representing value for people needing help. The recognition is attested by a certificate and a unique craft ornamental piece made by the artist Deél Vilma, founder of the Society of Disabled Artists, Creators and Artisans.

The prize is presented by Chief Editor of the Magazine.

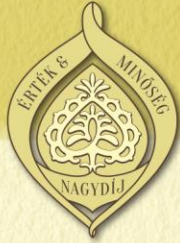
8.4.5. Special Prize offered by Transilvanum Foundation

The community and events of the Transilvanum Foundation have been a meeting point for successful businessmen, artists and experts from Transylvania for five years. The Board of Trustees of the Foundation awards Transylvania's special prize to Transylvanian organizations doing a lot for promoting Transylvanian products, services and culture. The special prize is represented by a unique memorial plaque. The prize-winning organization, as privileged guest, can take part at the Transilvanum Gala being one of the most important events of the Foundation at the beginning of 2019.

The special prize is presented by Ms. Klára Simó, president of the Foundation.

9. Award Ceremony

The award ceremony of the Hungarian Quality Product Award will be held ceremoniously with a wide attendance on 11 September 2018 in the Upper House Room of the Parliament. (The date may



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

change depending on the program of the Parliament.) Among the invited guests important representatives of the economy and public life, heads of diplomatic missions, leading officials of business diplomacy will be present. The widest media attention will follow the ceremony.

The main patron of the event is Dr. János Latorcai, Vice President of the National Assembly.

10. Monitoring the products, services awarded with the Value and Quality Award

Using the Trademark of the Value and Quality Award is only possible with a trademark licence agreement concluded between DIAMOND Management Office Ltd. and the awarded Applicant.

Information on the continuous monitoring of the awarded Applications are specified in the trademark licence agreement. Information on the continuous monitoring of the awarded Applications are specified in the trademark licence agreement. Any changes occurring in the activity of the contracting parties and affecting the contract shall be notified to the parties promptly in writing.

The Board of the Announcers and the trademark owner are entitled to check the product, product line, services recognized by the Value and Quality Award with regard to adequacy and in relation to the publicity of the Award to be made obligatory by winners.

Appointed bodies for control: DIAMOND Management Office Ltd. and ProfessionCert Co. Ltd.

The appointed bodies will carry out post-control yearly from the beginning of the given year up to 20th of June, commissioned by DIAMOND Management Office Ltd. authorized by the trademark owners. The post-control covers all trademark users regardless of the award winning year. A report will be drafted on the monitoring. The costs of the post-control are paid by the trademark user. These costs are set in the Contract for Trademark Use, which remain unchanged till the validity of the Contract.

For the post-control of the awarded Tenders, the body authorized to audit requests any document less than one year old, which was requested at the submission of the Applications as well.

List of documents required for post-control is stipulated in Annex 1 of the trademark license agreement as a guideline being an inseparable part of the contract. (The annex is same as annex 2. of the call for applications and order of procedure of the Value and Quality Award).

In case the quality of the monitored product, product line, service deteriorates compared to the quality of the product, product line, service of the tender submitted for gaining the Hungarian



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Quality Product Award, and the applicant fails to fulfil the modifications, measures stipulated by the announcer, or the applicant becomes unworthy for carrying the award, the right for the trademark use can be withdrawn, the public will be informed thereon by the Board of Announcers. In the event a public procedure is opened against the awarded product, service, the Board of Announcers can suspend the use of the award, and withdraw it in case of a condemning verdict.

Any changes concerning the use of the Value and Quality trademark will be made public, optionally together with sending notice to the media.

11. Publicity of the tender:

11.1. The announcers will jointly act in relation to the publicity of the tender system.

11.2. The tender is announced every year in March at a public press conference.

11.3. The complete text of the call for tender, the application form, the presentation of the award winners, the events of the tender are published on the tender website, www.emin.hu.

11.4. The tender information are available on the websites of the Announcers as well.

11.5. Tender Office of the Value and Quality Award represented the Board of Announcers can provide official information on the actual events of the tender system in a press release. More information will appear in the Newsletters of the Value and Quality Award Tender.

11.6 The first presentation of the award winners will take place at the award ceremony in the Parliament.

11.7. The news on the tender events are communicated to the media centres through MTI Hungarian News Agency.

11.8. The products and their manufacturers, services and their service providers awarded with the Value and Quality Award will be presented in the official Hungarian-English catalogue of the Value and Quality Award tender free of charge, which is available at fairs and exhibitions, business forums abroad and also reaches the representatives of the economic diplomacy.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

11.9. The announcers of the Value and Quality Award: HAJNAL Meat Processing Factory Ltd., KÖMI Ltd. Legrand Hungary Electricity Systems CJSC., Poli-Farbe Chemical Industry Ltd., ProfessionCert Engineering Services Ltd., S.C.SSM & SIU S.R.L. and the priority supporter of the Tender, State Secretariat for Nation Policy at the Prime Minister's Office will present the awarded applicants and their applications on their own websites.

11.10. The tenders of the Value and Quality Award will be presented by MTVA, TV2 and ECHO TV broadcasts.

12. Tender-relevant information are given by the following representatives of the Announcers:

DIAMOND Management Office Ltd.

1172 Budapest, Gátfutó u. 15.

Kiss Károlyné Ildikó managing director

Phone: +36-1-258-0641

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Dr. Siklós Kata, intellectual property protection expert

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e-mail: sikloskata@freemail.hu

Babó Klára, financial expert

Mobile: +36-20-511-2102

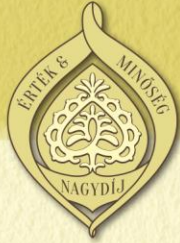
e-mail: emin.palyazat@gmail.com

Horváth László Tibor, web communication expert

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e-mail: sajto@emin.hu

Internet: www.emin.hu



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

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Varga Ildikó, quality manager

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KÖMI Ltd.

1036 Budapest, Galagonya u. 5. IV. em.

Somogyvári János László managing director

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e-mail: janos.somogyvari@komikft.hu

Szakos Tamás , deputy general director

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e-mail: tamas.szakos@komikft.hu

Internet: www.komikft.hu

Legrand Hungary Electricity Systems CJSC.

6600 Szentes, Ipartelepi út 14. Pf.: 10.

Károlyi László, general director

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Mobile: +36-30-955-1316

e-mail: laszlo.karolyi@legrandgroup.hu



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

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Internet: www.legrand.hu

Poli-Farbe Chemical Industry Ltd.

6235 Bócsa, III. kerület 2.

Szabó Antal, managing director

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e-mail: titkarsag@polifarbe.hu

Lenthár Ágota brand manager

Phone: +36-30-700-5665

e-mail: lenthar.agota@polifarbe.hu

Internet: www.polifarbe.hu

ProfessionCert Ltd.

1036 Budapest, Galagonya u. 5.

Bálint Ágnes, managing director

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Bruszniczky Balázs, development director

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e-mail: balazs.bruszniczky@professioncert.hu



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Pánisz Tímea, project manager (post controls and delivery of samples)

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e-mail: timea.panisz@professioncert.hu

Internet: www.professioncert.hu

S.C. SSM & SIU S.R.L.

Ro-547140, Mezőcsávás 334F szám, Maros county

SZABÓ ZOLTÁN GYŐZŐ, managing director

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e-mail: office@munkavedelem.ro; office@ssm-siu.ro

SZÉKELY ALBERT, head of services

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e-mail: szekely.albert@ssm-siu.ro;

TAKÁCS ILDIKÓ, office manager

Mobile: +40-748-115996

e-mail: takacs.ildiko@ssm-siu.ro;

Internet: www.ssm-siu.ro; www.munkavedelem.ro

Value and Quality Award

Call for applications and order of procedure

2018

ANNEX 1



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Submission deadline: 25th of May, 2018 (Friday)

Address: DIAMOND Szervező Iroda Bt., Secretariat of Value and Quality Award

Tender , 1172 Budapest, Gátfutó u. 15.

The Application Form is valid and acceptable only together with documents detailed in point 4 of call for applications and order of procedure.

The Application Form is available in filling-in format on homepage www.emin.hu.

APPLICATION FORM

of Value and Quality Award Tender announced in 2018

for gaining the rights to use Value and Quality Award trademark

1. Name of Applicant:

2. Address of Applicant:

3. Postal address of Applicant:

4. Tax number of Applicant:

5. Phone number of Applicant:

e-mail address:

internet access:



ÉRTEK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

6. Name, title, telephone number, email address of the head of the applicant enterprise:

.....

7. Name, title, telephone number, email address of tender administrator:.....

.....

8. Exact name of the tendered product / product line, service (in case of product line it is necessary to list the members of the product line and to indicate the exact names of the products):.....

.....

.....

9. Exact name of the tendered product/product line, service (in case of product line it is necessary to list the members of the product line and to indicate the exact names of the products) in English language:.....

.....

.....

10. Short presentation of the subject matter of the Application in five (5) sentences with special regard to its particular importance and benefits:

.....

.....

.....



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

.....

11. Short presentation of the subject matter of the Application in five (5) sentences with special regard to its particular importance and benefits in English language:

.....

.....

.....

.....

.....

.....

Firm signature

(legible name, signature and company stamp)

ANNEX 2

Guidelines on Compliance Certificates being necessary for submission of applications

(All documents related to product/product line, service as subject of the application which are required by consumer protection and other legislation. In addition to these requirements, presentation and documentation of voluntary commitments undertaken in the interests of consumers.) The following list contains guidelines for compliance documents types being the most common legal requirement within a given category.

In addition, other legal regulation may also apply to the product / product line or services in accordance with the uniqueness of the tender. In case questions arise regarding submission of these documents, the applicant has possibility of consultation as outlined in paragraph 5.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Main Tender Category Description of Compliance Certificates

1. Industrial machinery and equipment, household appliances, office technology devices and equipment Manufacturer's declaration of compliance in accordance with all relevant directives (eg. MD, LVD, EMC, PED, RoHS.).

2. Vehicles Licence of type

3. Clothing and accessories -Test Protocol issued by an independent accredited laboratory within one year (safety and quality parameters)

- Copy of the Product Labels

4. Beauty products - Chemical, microbiological test report (Test Protocol issued by an independent accredited laboratory within one year)

- Declaration of the registration CPNP

- Copy of marketing label

- OGYEI/OETI Statement and/or expertise confirming that product information files (TID dossier) of product / products submitted to the Tender are in accordance with the current legislation.

5. Household chemical products, chemical products - Protocol certifying laboratory tests (Protocol issued by an independent accredited laboratory within one year)

- Copy of marketing label

- Safety data sheet in Hungarian language

- Proof of notification to the Health State Administration

6. Furnitures, home and office equipments, supplies and accessories - Warranty Card (in case of compulsory guarantee)

- Use and operation manual

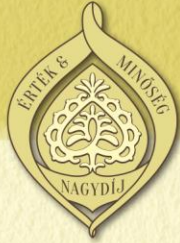
- Test results if required by the function of the product (e.g. chemical tests in case of children furniture.)

7. Building products - Declaration of performance according to CPR and underlying documents (certificates, test reports)



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

8. Implemented establishments - Final occupancy/usage permit
9. Building industrial services - Verification of Regional Trade and Industry Chamber's membership
 - Competency list of skilled technical managers and experts required for the service
 - Activities specified in the Articles of Incorporation
 - Professional liability insurance
10. Infrastructural investments - Final permits of competent authorities
11. Energy efficiency building products - Determination of performance declaration in respect of CPR + definition of minimum requirements (according to TNM 7/2006)
12. Energy efficiency products and investments - Occupancy/usage permit
 - Building energy quality certificate on performance of costs' optimum as well as on rate of renewable energy sources concerning primary energy use
13. Silicate industrial finished products (glass, porcelain, ceramics) - "Food contact" test protocol in case of food contact products
14. Sport accessories and equipment - Warranty Card (in case of compulsory guarantee)
 - Use and operation manual
 - Inscriptions, signs, warnings, label designs
 - Confirmation of product safety according to the standard test protocol
15. Playgrounds, playground and public space fitness equipment
 - In case of playground equipments Certificate of Compliance is necessary according to Regulation of Ministry of Economy and Transport No. 78/2003. (XI. 27.) GKM
 - Warranty Card (in case of compulsory guarantee)
 - Use and operation manual
 - Inscriptions, signs, warnings, label designs
 - Confirmation of product safety according to the standard test protocol
16. Toys - Warranty Card (in case of compulsory guarantee)
 - Manufacturer's declaration of compliance in accordance with „TOY” directive
 - Documents justifying issue of manufacturer's declaration (eg. certifications, test protocols).
17. Handicraft products (juried, crafts, folk art, home craft products) - Licenses of authorities



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

- Quality certificate

18. IT programs, systems - Based on software, system functionality, certificate ISO 27001 and / or data protection statement

19. Agricultural and food industrial products (in fresh and processed forms including non-alcoholic and alcoholic beverages, nutrition supplements, foods for particular nutritional uses as well as handcrafted foods)

- Product sheet

- Microbiological, chemical, physical, organoleptic test protocols

- Proof of notification in case of nutritional supplements and foods for particular nutritional uses in accordance with relevant regulations.

- Certification of HACCP or equivalent food safety system

20. Pet foods Licence under Regulation (EC) No 183/2005

21. Medical devices (active medical devices as well), medical instruments

- Manufacturer's declaration of compliance in accordance with all relevant directives (e.g. MDD, AIMSD, IVDMDD, RoHS).

- Documents required for the issue of manufacturer's declaration (e.g. certification, test report)

22. Tools, applications, products, services developed for people living with help

- Manufacturer's declaration of conformity in accordance with all relevant directives

- OEP permission

23. Services helping people to spend their free time in a cultured way, inland tourism (including tourism-related catering), village tourism, travel organization, travel agency activities - Authority licenses,

- In case of catering, certificates of compliance with food safety regulations

24. Packaging technology (material and technology) - "Food contact" test protocol in case of food contact packing materials



ÉRTEK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

25. Education, training, post training, i.e. educational activity and methodology -
Accreditation, approval documents
26. Textbooks and guides (interactive means), publications
- Law of the year 2013 No CCXXXII on textbook supply in national public education;
 - Decree-law No. 17/2014 (III.12.) issued by EMMI on textbooks' declaring, support and supply system of school textbooks.
 - Decree-law No. 51/2012 (XII.21) issued by EMMI on procedures of issuance and approval of framework curricula as well as additions and corrections related to the regulation:
 - Decree-law No. 23/2013 (III.29.) issued by EMMI on the amendment of EMMI decree-law No. 51/2012. (XII.21.) – Decree-law No. 6/2014. (I.29.) issued by EMMI
 - Decree-law No. 34/2014.(IV.29.) of EMMI on the amendment of certain ministerial decrees on public education
 - Decree-law of EMMI No. 40/2015.(VIII.28.) decree-law of the amendment of decree-law No. 51/2012.(XII.21.) issued by EMMI on publication and approval of framework curricula;
 - Bilingual education policy in the issue of EMMI No. 4/2013. No. (I, 11.);
 - Decree-law No. 40/2002 (V.24.) on the detailed requirements for the baccalaureate exam issued by OM
 - Decree-law No. 40/2002 (V. 24) issued by OM on the detailed requirements for the baccalaureate exam.
27. Books and other printed brochures - ISO 9001 quality assurance system (obligatory)
- FSC and ISO 12647 certifications and ISO 14001 environmental management standard (optional)
28. Public supply services - Licenses of authorities
29. Electrical components - Manufacturer's declaration of compliance in accordance with all relevant directives (eg. LVD, EMC, RoHS).
- Documents required for the issue of manufacturer's declaration (eg. certification, test report)
30. Lighting, including LED as well - Manufacturer's declaration of compliance in accordance with all relevant directives (eg. LVD, EMC, RoHS).
- Documents required for the issue of manufacturer's declaration (eg. certification, test report)



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

31. Products/services for improving life quality - Relevant special (eg.OEP) approvals and licences
32. Hotels and restaurants (including catering culture), hotel, restaurant, confectionery services, food delivery - Permissions/licences of relevant authorities
 - Certification of HACCP or equivalent food safety system
33. Activities to preserve and to maintain local values - Proof of intangible cultural heritage
34. Cultural and sport events - Licences of relevant authorities
35. Fancy goods - Quality certificate
36. Leather Products - Test Protocol issued by an independent accredited laboratory within one year (safety and quality parameters)
37. Watches, jewellery, fashion jewellery - Quality Certificate
 - Copies of product labels
38. Bags, suitcases, wallets - Test Protocol issued by an independent accredited laboratory within one year (safety and quality parameters)
39. Internal and external walls, facades, design elements, wooden unique solutions, doors and windows, use of interiors in any function in outdoor and indoor living space
 - CPR Performance Statement and Fundamental Documents (Certificates, Test Protocols)
 - description of designers in 1-2 pages
 - drawings necessary for solving approach
 - floor plans of realized interiors
 - drawings of wall views
 - 3D visualization drawings
 - photo documentation
 - technical inspection certificate on the completed works
40. Products made by people with disabilities
 - Rehabilitation Accreditation Certificate



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

- List of compliance documents for products produced (products to be accepted are detailed in the present table)

41. Museum programs and services - Operating licenses

42. Agricultural and food industrial products based on traditional gastronomic values

- Product sheet

- Microbiological, chemical, physical, organoleptic test protocols,

- Notification of food supplements and foodstuffs meeting the specific nutritional requirements according to the relevant legislation

- Certification of operation of HACCP or equivalent food safety system

43. Catering based on local traditional gastronomic values

- Authority permissions

- Certification of operation of HACCP or equivalent food safety system

44. Webshop services - NAIH Data Protection Registration Certificate

45. Traditional goods and products made by local communities

-List of compliance documents for products produced (products to be accepted are detailed in the present table)

46. Services presenting touristic values of local communities

- Existence of permits specified in the services legislation

- Act on Trade in 2005 CLXIV. Act (Trade Act)

- Act on the Protection of Cultural Values , 2001 LXIV

- Government Decree 239/2009 (X.20.) on the operation of accommodation

- ÖM Regulation 33/2009 (XII.18.) on Guided Tours

- ÖM Regulation No 14/2008 (XII.20.) on horse service activities

- Regulation 173/2003 (X. 28.) on Non-Commercial Community Leisure Services.



ÉRTEK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

- Location of the product / service: accessibility, access to information for visitors, accessibility for disabled persons, parking, dump storage
 - Fitting the product / service with local traditions, local environment, culture in the region
 - The tradition-creating power of the product / service, its scope,
 - Marketing of product/service
 - Relevant regulations of the local government
 - Existence of the certification trademark
47. Transportation, warehousing - Licences necessary for the activity, possibly CEMT licence
- Site licence

Annex 3

Trademark Licence Agreement
(Template Version)

Concluded by and between

DIAMOND Management Office Ltd.

(DIAMOND Szervező Iroda Bt.)

residing at

1172 Budapest, Gátfutó u. 15.

VAT number: 26241094-2-42



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

presented by

Mrs. Károly Kiss and Ágnes Bálint, managing directors as envoys of the Value and Quality Award Certification Trademark proprietors, hereinafter referred to as „Holder” based on the decision of Board of Announcers of the Value and Quality Award

and

.....

name of enterprise

residing at

.....

VAT number

.....

presented by hereinafter referred to as „User” as follows. In this agreement (hereinafter: Agreement) the Holder and the User individually as Party, collectively as Parties may also be included.

Background:

The honourable title “The Value and Quality Award” is the recognition and prize of products, services and economic organizations, who are demonstrably committed in their activities towards quality issue giving high priority to the production of jointly and severally high quality goods as well as services. The winners of the application are displaying exemplary models contributing to the development of the economy. The Value and Quality Award Trademark embodies and expresses the commitment of Hungary for the certified quality.



ÉRTEK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Principals of the Holder are sole proprietors of the certification mark of the Value and Quality Trademark indicated below and registered under the present Agreement and at the Hungarian Intellectual Property Office;

The Holder annually issues a tender invitation every year in accordance with the legislation in force for winning the Value and Quality Award Certification Trademarks;

Right to use the trademark is awarded by the Board of Announcers to worthy applicants subject to Call for application and order of procedure of the Value and Quality Award Tender System, 2018 according to the recommendation of the Value and Quality Award's Jury made on the basis of formal studies, evaluations of content and together with awarding recommendations of experts.

The Board of Announcers at its meeting held on July 2018 decided that product/products and/or service/services included in the Tender submitted under the name..... and confirmed under No. of acceptance..... won the honourable title "Value and Quality Award" and thus gained the right to use the Value and Quality Award Certification Mark authorizing the Holder at the same time to conclude the present Agreement.

Based on this background, the Parties agreed to the followings:

1. Definitions

In this Agreement, the terms indicated herein have the following content:

Procedure fee: The amount paid by the Applicant in the year of submission of the Application;

Year of gaining the award: the year when the Board of Announcers awarded to the User the right of trademark use;

User: Individuals, legal persons or companies without legal personality - as per header - having acquired the right to use the trademark of Value and Quality Award by the Tender of 2018;



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Holder: Holder/holders of the Value and Quality Awards' trademark or person acting on behalf of them who are recorded in the Trademark Register.

Interest: interest specified in the Act V of 2013;

Board of Announcers: Evaluating and awarding body invited by the Holder or his trustee. Decision on prizes and recognition are the duty and exclusive possibility of the Board of Announcers.

Publicity: Primary Publicity of the Tender and all the announcements related to the applications can be found on website" www.emin.hu" managed by the Holder's trustee.

Hungarian Value and Quality Award Certification Trademark was registered in the Intellectual Property Office under number 18 00399 as trademark, in the form and appearance as recorded below in point 3;

Unworthiness: Any activity and / or behaviour, and / or any event affecting negatively the Value and Quality Award competition system, in particular, but not exclusively, the prejudice of reputation of the Value and Quality Award Certification Trademark, irregular use of that mark, the final official condemnation in connection with the Product;

Quality certification: A written certification issued on the basis of test and control of an independent third party confirming that the product or service meet the prescribed requirements. This certification has a priority by awarding prizes.

Agreement: The present Trademark Licence Agreement;

Application: Tender announced by the Board of Announcers for winning the Value and Quality Award Certification Trademark;

Tender requirements: Requirements contained in the Call for Applications and Order of Procedure of the Value and Quality Award, 2018;



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Applicant: individuals, legal persons or companies without legal personality participating in the Tender;

Product: Product/products and/or product lines and/or relating services constituting system with themof, as well as independent services awarded with the right to use the certification mark of the Value and Quality Award;

Trademark Use: The use of the Hungarian Quality Product Award Certification Trademark on the basis of this Agreement;

Trademark Fee: The amount paid by the User for the Trademark's usage under the provisions of the Agreement;

Right of trademark use: Right to use the Value and Quality Award Certification Trademark;

Liability of trademark use: Obligation of User to apply the honorary title and the Value and Quality certification trademark in the publicity of the product during the period of distribution of the product by fulfilling commitments he undertook in the tender. There is a consultation obligation between User and Holder performing secretarial duties of the trademark concerning method of use.

Trademark Registration: Public register kept by the Hungarian Intellectual Property Office;

Trademark register: Record kept by the proprietor of the Value and Quality trademark or its trustees on trademark users.

2. Subject of the contract

2.1. By signing the present Agreement and on the basis of the Professional Jury's proposal the Holder agrees that the User applies the Value and Quality Award Certification Trademark according to the conditions, time and manner specified herein as regards the following product:

.....

Precise denomination of the subject matter of the application.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

2.2. User undertakes to use the Value and Quality Certification Trademark according to the terms of the present Agreement and also agrees to pay trademark user fee.

3. Subject of the use of Value and Quality Award Trademark

Under this Agreement the User is entitled to use the Value and Quality Award Certification Trademark with the following signs, in the following form and by keeping the graphic rules during the term of this Agreement:

3.1. Trademark perspective view of the Value and Quality Award Certification Trademark subtitled in Hungarian.

3.2. Trademark perspective view of the Hungarian Quality Product Award Certification Trademark subtitled in English.

3.3. Official denomination of the Value and Quality Award Certification Trademark

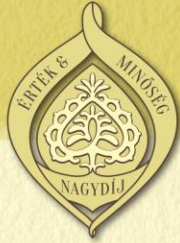
In Hungarian: Érték és Minőség Nagydíj

In English: Value and Quality Award

3.4. Description of the logo of the Value and Quality Award Certification Trademark: Mounting motive from the time of the Hungarian Conquest - in the middle we see stylized tulip motives we brought from our ancestral country. It carries in itself the sun, the light, the birth of power and life, the renewal. At the end of the 19th century, the so-called Tulip Movement aimed to protect the Hungarian industry. The patrons of the movement wore badges.

3.5. Colours of the Value and Quality Certification Trademark: Colour of logo and subtitle: Pantone P-1-3C/Pantone P-2-4C/Pantone P-33-16C; use of black/white or golden /negative are allowed taking into account point 3.3. It is possible to use the Value and Quality Award Certification Trademark notwithstanding colours specified in this section on the basis of separate consultation with the Holder or his trustee.

3.6. Logo's font type of the Value and Quality Award Trademark: Oranienbaum (True Type)



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

3.7. It is necessary to indicate marks “Hungarian Product”, “Domestic Product” or “Home Processed Product” on foods in free form according to decree-law 74/2012. (VII.25) VM: “Hungarian Product”, “Home Product” or “Home-processed Products”.

4. Trademark using method - User's obligations

4.1. Within the scope of this agreement User agrees to keep the product quality and product conditions at level accepted during the Tender evaluation.

4.2. User is only entitled to use the Value and Quality Award Certification Trademark only in case of product(s) specified in Section 2.1 of the present Agreement. User is not authorized to use the trademark regarding other products and it is expressly forbidden to create the impression as if they would have won the trademark use rights, or if the User and/or producer and/or their all products would have won the trademark use rights.

4.3. By signing this Agreement the Holder shall undertake to use the Value and Quality Award Trademark. In this framework the User is entitled and simultaneously obliged to indicate the Value and Quality Award Trademark on his products, in its publicity and propaganda, as well as in other printed and online media from the starting date of eligibility up to the termination of Trademark Rights. The User acknowledges that it is forbidden to combine the Value and Quality Award trademark with his own brand of product constituting in this way a single unit.

4.4. User can not change the figure and/or text of the Value and Quality Award Trademark. Nothing can be added, taken from, it cannot be completed, except as discussed in the above paragraph 3.5. In case the User intends to change package or any trademark relevant image element of the product, it is required to obtain the prior written contribution of the Holder.

4.5. User is not entitled to give the licence of the Value and Quality Award Certification Trademark to a third party, to load it with depts, to bring it to a society as contribution in kind or to found on it any intangible asset rights without the prior explicit written consent of the Holder.

4.6. Under the scope of the present Agreement User undertakes to remain continuously in compliance with the Tender requirements.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

4.7. Any violation of the obligations set forth in section shall be considered as serious breaches of contract and may result in extraordinary termination of the Agreement with immediate effect.

4.8. User expressly acknowledges and also agrees that the Holder shall publish the fact of awarding as well as the public business information of the Applicant.

4.9. By signing of this Agreement the User expressively and irrevocably agrees that the Holder or his representative shall indicate the company name of User, denomination of product, year of award in the Trademark Register, moreover he is also entitled to make the cessation of the trademark use public on its expiry date.

4.10. User expressly acknowledges that the Holder or his Trustee is entitled to use the following data of the prize winners (company, name, registered office, denomination of awarded product) in promotion activity of the Value and Quality Award Tender System.

5. Duration of the trademark use, scope of the Agreement

Present Agreement enters into force on the date of signature and it is valid for an indefinite period of time.

User is entitled to use the trademark right from 1st September, 2018. It is possible to take over the Value and Quality Award only with signed Trademark Agreement.

Sections 9, 11 and 16.1 of the present Agreement shall also be valid after the expiry of the Agreement.

6. Fees of trademark use and payment

6.1. User shall pay a fee for the Value and Quality Award Trademark use every year.

In the year of awarding the User is not obliged to pay for trademark use. In the present case, this is from September 1, 2018 until August 31, 2019.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

6.2. From 1 September 2019, the fee to be paid is 60.000 HUF+VAT/year for entire duration of the Trademark use.

6.3. The Trademark Fee is payable annually in advance on the basis of invoice issued by the Holder. Invoice can be issued only on the basis of positive standpoint of the post-audit. Use of the trademark is not allowed without control.

7. Follow-up inspection, fee of inspection and its payment

Holder inspects the proper use of the Value and Quality Award himself or by an invited expert once a year during the period from 15 of February to 29 of June of the current year. The inspection covers compliance of the product, valid compliance documents and test reports. These documents are identical to the documents requested at the time of submission of the applications, but their validity date must comply with the law. Moreover the inspection has to extend to the sensory testing of products, use of the Trademark and regularity thereof. The User is obliged to cooperate with the person conducting follow-up inspection, to ensure access for product manufacturing site.

On the date of signature of this Agreement the appointed organizations responsible for inspections are as follows: DIAMOND Management Office Ltd. and ProfessionCert Ltd. Holder reserves the right to change the organizations responsible for the inspection leaving unchanged the follow-up inspection fees.

Inspection fee: The amount is determined always by the organization conducting post audits on the basis of Applications up to the end of July in the given year.

In the present case costs of follow-up inspection are uniformly HUF 80.000/VAT.

The cost of the follow-up inspection shall be covered by the trademark user in accordance with the call for applications and order of procedure being in valid.

The report on post control can not be made public!

In case if during annual post-control the expert of organization conducting follow-up inspection does not recommend continued use of the Trademark, the Holder is obliged to suspend Trademark use until receipt of information on termination of the objection sent by post-controlling organization.



8. Extraordinary inspections

8.1. Extraordinary inspection can be ordered only with strong reasons. Extraordinary Inspections can take place on the decision of the Board of Announcers in case of any suspicion that the User applies the Trademark in an irregularly manner or risk of becoming unworthy does exist. All cost of Extraordinary Inspection is to be covered by the User, it cannot be decided in advance, it is always depending on the costs of the investigation of the arising problem.

8.2. If the Extraordinary Inspection leads to the conclusion that the User becomes unworthy for using the Value and Quality Award Trademark, the Holder is entitled to withdraw the right to use of Value of Quality Award Trademark as well as to publish this fact based on the decision of the Board of Announcers. In this case, the Holder is entitled to terminate the Agreement with immediate effect and to apply further legal sanctions as well. Use, suspension, extension or termination of Value and Quality Award Trademark are published by Holder pursuant to the decision of the Board of Announcers.

9. Violation of Agreement

If either Party seriously violates the present Agreement, Party being victim of the violation shall call upon the other Party in writing by setting a short deadline to eliminate or remedy this violating situation. If the defaulting party during the time specified in the notice does not eliminate or remedy the defaulting behaviour, the calling Party is entitled to terminate the Agreement with extraordinary notice, with immediate effect and to demand compensation for damages.

10. Termination of the Trademark Rights

10.1. Termination of this Agreement is the termination of Trademark use right as well.

10.2. User may terminate the Agreement by keeping a termination notice period of 60 days, without justification, to the end of the Trademark using year. The round of year for Trademark use is 31 August in every year. If notice of termination does not reach the Holder until no later than 30 June, the User is obliged to pay Trademark use fee.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Termination of the Trademark Use is only valid in writing and is to be posted to company representing Trademark proprietors.

10.3. In compliance with provisions as per Section 8, the Agreement may be immediately terminated by extraordinary termination in case of its serious violation.

10.4. In addition to the cases identified separately in the Agreement, termination of the Agreement with extraordinary notice are possible in the following cases:

If Holder

- seriously violates the Agreement or the order of the procedure including case of unworthiness;
- does not pay fees stipulated in the Agreement, neither despite a request/notice of payment;
- If bankruptcy, liquidation or dissolution proceedings are initiated against User.

11. Measures to be taken after the expiry of the Agreement

After expiry of the Agreement the User shall promptly remove the Value and Quality Award Trademark from each product, advertisement – or from anywhere where the trademark is indicated and it is not allowed by no means to give the impression to be entitled to use it.

Even after the expiry of the Agreement this provision remains in force and in case of its violation User shall pay penalty equal to the annual fee of Trademark use to Holder's request.

12. Unauthorized use of trademark

In case of unauthorized use of Value and Quality Award Trademark Holder shall act against the trademark infringer in accordance with § 27 of Act XI of 1997 on trademarks and geographical product marking. User of Value and Quality Award Trademark is obliged to inform the Holder of any fact or circumstance if unauthorized use of trademark came to its knowledge.

13. Modification of Agreement

Agreement may be modified only in writing duly signed by the Parties.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

14. Statements and warranties of the Parties

14.1. Holder declares and guarantees to have exclusive mandate from Trademark Holders to represent the Value and Quality Award Trademark.

14.2. Holder declares and guarantees with conviction that the Trademark Holders are sole holders of the Value and Quality Award Trademark, and any third party has right to constrain or prevent performance of this Agreement.

14.3. User declares and guarantees being a properly operating business association in Hungary or in the Carpathian Basin, which is no under bankruptcy, liquidation or dissolution proceedings and the person acting on its behalf possesses the necessary authorization to sign the Agreement.

14.4. User declares and guarantees that the product fully meets all the specifications described in the Application, moreover to keep these characteristics all along under the scope of the Agreement. If there is any change in the product or in its related feature, the User is obliged to notify the representative of the Holder within thirty (30) days.

14.5. In addition User declares and guarantees not to be subject to any judicial or administrative proceedings which would hinder or prevent the use of the Value and Quality Award Trademark.

14.6. User declares and guarantees that beyond the right of Trademark Use any other right cannot be exercised in connection with the Trademark, right of use cannot be taken into a business association and it cannot be burdened.

14.7. Violation of the provisions of this section constitutes a serious breach of agreement and may lead to the extraordinary and immediate termination of the present Agreement.

15. Notifications

The Parties agree that important legal statements related to this Agreement - including especially, but not exclusively any objection regarding the fulfilment of the Parties – shall be communicated to the other Party in writing, if necessary by registered, certified forms credibly proving the fact and date of the receipt.



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

The notifications shall be addressed to the Parties to the address of their current headquarters registered in the Trade Register.

According to the above, on the 5th working day following the dispatch, the letter sent to headquarters is considered as received even then the letter "not sought", "unknown", "moved away" or with similar indications are returned to the sender.

Contact details of Holder:

DIAMOND Management Office Ltd.

1172 Budapest, Gátfutó u. 15.

Kiss Károlyné Ildikó managing director

Phone: +36-20-934-4909

e-mail: kissildiko@emin.hu

Bálint Ágnes managing director

Phone: +36-30-941-2176

e-mail: agnes.balint@professioncert.hu

Contact details of User:

Company name:.....

Headquarter:.....

Head of company:.....

Phone:.....

E-mail address:.....

Administrator of the Agreement:

Name:.....

Address:.....



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Phone:.....

E-mail address:

This option must be filled out if the workplace is not the same as the User with:

Company name:.....

Address:.....

Phone number:

E-mail address:.....

Tax number:.....

The Parties shall be in a direct working relationship with the above contact persons in order to fulfil the Agreement.

If there has been a change in the data recorded by DIAMOND Management Office Ltd. in the register of trademark users (company name, headquarters, postal address, tax number, telephone number, e-mail address, company manager or administrator's name or person), the User shall inform the DIAMOND Management Office Ltd. within 30 days on change/changes in writing. Until receipt of such information it may be validly given notification to the address indicated in this paragraph.

16. Confidentiality

16.1. The Parties shall preserve business secrets coming to its knowledge during the continuation of the present Agreement. Neither Party is entitled to reveal or to make accessible the business secrets of the other Party to a third party without the prior written consent of the other Party. The obligation to preserve business secrets extends to the scope of this Agreement and for 5 years after the termination of the Agreement.

16.2. Holder is responsible for ensuring that his employees, trustee as well as all persons acting in his interest keep business secrets.

17. Settlement of legal disputes



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

The Parties agree to settle any disputes between them primarily through negotiations. If the negotiations end unsuccessfully within 30 days of the start of the disputes, thus the competent courts are authorized to act.

18. Partial invalidity

If any provision of this Agreement becomes invalid or unenforceable, it does not affect the other parts of the Agreement. The Parties undertake to replace the invalid or unenforceable provision with a valid one.

19. Miscellaneous provisions

The Parties shall consult on the issue of trademark use as required and they are obliged to take their utmost to cooperate under the Agreement.

Matters not regulated in this Agreement shall be duly governed by the provisions of the Act V (2013) of the Civil Code and Act XI (1997) on Trademarks and Geographical product marking.

The Contract is made in duplicate originals. One copy is to be kept by Holder, in turn one copy remains with User.

Parties confirm that they read, understood and accepted all points of this Agreement and in addition to Simonné dr. Kiss Erika lawyer's countersigning (1134 Budapest, Róbert Károly krt. 41.), they sign it with approval as being fully identical with their will.

Signed at Budapest on 17th of July, 2018

.....
DIAMOND Management Office Ltd.

in name and representation of

Board of Announcers

and Trademark proprietors of

Value and Quality Trademark

.....
User of the Value and

and Quality Award

Trademark



ÉRTEK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Countersigned by

Simonné dr. Kiss Erika:

Budapest, 17th of July, 2018.

KASZ no: 36068403

