

EXHIBIT B

BRAND MANAGEMENT

As a Lightspeed Affiliate, I promise to:

1. Use all of Lightspeed's brand resources and creative assets (provided via the applicable dashboard) to generate my own unique content and to drive website traffic to Lightspeed's website;
2. Never alter or revise any of Lightspeed's logos, brands, or trademark (multiple approved sizes and versions of those items may be available via the applicable dashboard);
3. With respect to all photos, videos, text, and other creative assets that I produce or that may correspond with any of my links:
 - Lightspeed's Logo must be present and consist of at least 10% of the image;
 - Lightspeed's Logo must be present and identifiable in the video within at least the first 10 seconds, in accordance with applicable FCC guidelines; and
 - Use Lightspeed's text, brand tone, key phrases, and campaign messaging (e.g., "Zulu 3, the most awarded and most preferred headset," and "...high quality ANR aviation headset built for longevity and with attention to comfort details");
4. Balance my own brand with the brand acknowledgement and representation of Lightspeed; and
5. Ensure that all of my own content genuinely represents my knowledge, use, creativity, and endorsement for Lightspeed's brand and products.