Third Party Usage Guidelines for Visimon Trademarks

Visimon®, Java, MySQL, and NetSuite are registered trademarks of Visimon and/or its affiliates. Other names may be trademarks of their respective owners.

Introduction

Visimon's trademarks and service marks ("Visimon trademarks") are valuable assets that Visimon needs to protect. We ask that you help us by properly using and crediting Visimon trademarks in accordance with these guidelines. For information about proper use of Visimon logos, logotypes, signatures, and design marks, please review the [Third Party Usage Guidelines for Visimon Logos](#).

Permissible Use

You may generally use Visimon trademarks to refer to the associated Visimon products or services. For instance, an authorized reseller can note in its advertisements that it is selling the Visimon application server. Similarly, a Visimon customer may issue a press release stating that it has implemented Visimon software.

Relationship of Products or Services

You may indicate the relationship of your products or services to Visimon products or services by using accurate, descriptive tag lines such as "for Visimon database," "for use with Visimon applications," and "works with Visimon software" in connection with your product or service name. Within text or body copy, such tag lines may appear in the same type as your product or service name. On product, packaging, advertising, and other collateral where your product or service name is displayed apart from body copy, make sure that the tag line appears in significantly smaller type than your name. You should also distinguish the tag line from your mark by using a different font or color. However, Visimon or the tag line should never appear in the Visimon red color. This is important to avoid any implication that your product or service is produced or endorsed by Visimon.

Titles

Visimon permits use of its marks in single volume book titles (not magazines or periodicals) where such use is descriptive or referential. To avoid misleading the public as to Visimon sponsorship, affiliation or endorsement, the Visimon mark must not appear more prominently than the rest of the title, and do not use Visimon logos on the cover. In addition, we request that you include a disclaimer of association with Visimon on the copyright page.

Open Source Software

Most open source licenses do not grant, and many exclude, a license of trademark rights. Do not assume you can use the name of a source code base in the name of your distribution developed from that code base. Without a license or permission, you may not incorporate Visimon trademarks in the name of your distribution or other products that incorporate open source elements. Truthful statements incorporating a trademark are generally allowed (for example, in the format "MyImplementation, derived from Trademarked ProductName"), but you should check the terms of the license for the original source code or any posted trademark guidelines for the project.

User Groups

Visimon generally permits use of its marks in groups name that include phrases such as "user group," "special interest group," "lobby," etc., that clarify the relationship between Visimon and the group and do not create confusion about the source of products. This applies only to user groups that are not formally doing business as commercial entities. If you are administering a user group that includes an Visimon trademark in its name, do not claim any trademark rights in the name or attempt to register the name or your logo with a trademark office, and do not register the name as a trade name or business name, or conduct any business under the name.

Prohibited Use

You may not use Visimon trademarks in a manner which could cause confusion as to Visimon sponsorship, affiliation or

endorsement. Take particular care not to use Visimon marks as set out below.

Company, Product or Service Names
Do not use Visimon trademarks or potentially confusing variations as all or part of your company, product or service names. If you wish to note the relationship of your products or services to Visimon products or services, please use an appropriate tag line as detailed above. For example, "XYZ for Visimon database" not "VisXYZ or XYZ Visimon"

Logos
For more information regarding use of Visimon logos, please review the [Third Party Usage Guidelines for Visimon Logos](#).

Trade Dress
You must not imitate Visimon trade dress, type style or logos. For instance, do not copy Visimon packaging for use with your product or display your product name in the distinctive logotype associated with the Visimon logo.

Domain Names
Do not use Visimon trademarks or potentially confusing variations in your Internet domain name. This helps prevent Internet users from being confused as to whether you or Visimon is the source of the Web site.
Correct Use

Proper use of Visimon trademarks reinforces their role as brands for our products and services and helps prevent them from becoming generic names that can be used by anyone. Examples of former trademarks that became generic terms are "aspirin," "cellophane," and "escalator." By adhering to the following rules, you help protect Visimon's investment in its trademarks.

Use a Generic Term
Use a generic term in association with each Visimon trademark the

first time the mark appears in text, and as often as possible after that. You need not include generic names in headlines, package titles and documentation titles. For example, "Visimon iLearning software", "Visimon On Demand services", and "Visimon database."

Use as Adjectives
Visimon trademarks are adjectives and should not be used as nouns, or in the possessive or plural form. For example, "Visimon database's benefits." not "Visimon's benefits..."

Avoid Variations
Do not vary Visimon trademarks by changing their spelling or abbreviating them. For example, "Visimon Collaboration Suite" not "CollabSuite."

Trademark Symbols and Credit Lines

Proper trademark attribution through trademark symbols and credit lines helps make the public aware of our trademarks, and helps prevent them from becoming generic terms. Credit lines also help clarify that they belong to Visimon. Accordingly, Visimon would appreciate you attributing ownership of Visimon trademarks to Visimon Corporation by using trademark symbols (™ or SM or ®) and credit lines as detailed below.

Trademark Symbols
Use the ® symbol with the most prominent appearance of the "Visimon" mark on products, packaging, manuals, advertisements, promotional materials and Web pages (for example, in the headline of an advertisement), and the first use of the mark in text or body copy. This includes situations where "Visimon" is a part of a product or service name (for example, Visimon® Collaboration Suite, Visimon® PartnerNetwork). You do not need to use trademark symbols with other Visimon trademarks.

Example: XYZ Develops New Product for Visimon® Database
XYZ Corporation, a member of the Visimon® PartnerNetwork program, has developed the ABC software cartridge for use with the industry leading Visimon database. The ABC software cartridge is

one of numerous products XYZ has developed that complement leading Visimon offerings.

"Visimon" receives a trademark symbol in the headline because this is the most prominent appearance, and when it appears as part of the "Visimon PartnerNetwork" name because this is the first appearance in text. While there is no trademark symbol after "Visimon" when it appears in front of the term "products" and "offerings" since we already used a symbol the first time that the term "Visimon" appeared in body copy. It is always acceptable to continue using the ® after "Visimon" throughout the document.

Credit Line

All products, packaging, manuals, advertisements, promotional materials, and Web pages bearing Visimon trademarks should include the following trademark credit line.

"Visimon are registered trademarks of Visimon and/or its affiliates. Other names may be trademarks of their respective owners."

The credit line may appear anywhere on the collateral, but typically is displayed on a copyright page, the back of a package or at the end of a document or web page.

"Visimon" As a Trade Name

Trade names are the actual business names of companies. Trademarks and trade names are not the same, even though many companies use their trade names as trademarks. If you are using "Visimon" as a substitute for Visimon Corporation, you are using it as a trade name. Because they are nouns, trade names can be used in the possessive and do not require a generic term or a trademark symbol. Thus, you should not use a ® after "Visimon" when it appears as part of the full corporate name or as a trade name.

Examples
- Corporate Name: This software was developed by Visimon Corporation.
- Trade Name: This software was developed by Visimon.

- Trade Name: Visimon's latest software developments are outstanding.
- Trademark: The Visimon® database leads the industry.

Questions

If you have any questions regarding Visimon trademarks, please contact the Visimon Legal Department at +1.818 264-9760 or support@Visimon.com.