

Cisco Policy on Trademarks

Introduction

Cisco Systems, Inc. and its affiliates (“Cisco”) have a reputation for providing high quality products and services. To preserve its reputation and protect its trademarks in its products and services, Cisco diligently guards against any violation of its trademarks.

Cisco acknowledges the desire of third parties to show affiliation with Cisco. Without written permission from Cisco, however, you should not use Cisco trademarks in a manner that suggests affiliation with or endorsement by Cisco. Only parties with written permission from Cisco are allowed to use specified Cisco trademarks in accordance with the applicable terms. This policy is subject to change at any time and without notice.

Trademarks

Trademarks are used in identifying and distinguishing a product, service, program, or company. Trademarks can take the form of letters and words, logos, pictures, a combination of words and a logo, slogans, colors, product shapes, and sound. A trademark owner has exclusive right to use its trademarks in connection with its products or services and is obligated to prevent others from using its trademarks inappropriately.

It is Cisco policy to enforce its trademark rights against any third-party infringer. Cisco maintains a large portfolio of trademarks. Please refer to the “Trademarks” link at the bottom of any Cisco.com webpage for a complete listing of Cisco trademarks.

To ensure that you do not infringe on any Cisco trademarks, please avoid the following:

- **Do not** use a Cisco trademark in a manner that is likely to show or imply either an affiliation with Cisco or an endorsement by Cisco of specific companies, products, services, materials, courses, or programs without the permission of Cisco.
- **Do not** use the Cisco corporate logo or any other Cisco logo in any materials that you create independently without the permission of Cisco.
- **Do not** use a Cisco trademark in a manner that is likely to confuse the public about the origin of products, services, materials, courses, or programs.
- **Do not** use a mark similar enough to a Cisco mark that it could be confused as a Cisco trademark (considering visual, phonetic, and connotations of the marks).
- **Do not** alter, adapt, modify, animate, or morph any Cisco trademarks. Examples of what not to do include shortening a trademark to an initial (Cisco to C) in an acronym, hyphenating a trademark with another prefix or word (Cisco-led), or using a slash mark with any trademark (Cisco/XYZCo).
- **Do not** use the Cisco name or Cisco trademarks as the visual focal point of any materials.
- **Do not** use a Cisco trademark in a manner that is likely to dilute, defame, disparage, or harm the reputation of Cisco.
- **Do not** use the Cisco name as a part of a product, service, solution, or program name.

Permissible Reference to Cisco Materials

Cisco acknowledges that the use of Cisco trademarks, excluding any Cisco logos, may be necessary to describe the subject matter of some materials, products, and/or programs. Consequently, Cisco does allow descriptive uses of its trademarks. The following guidelines outline permissible use of Cisco trademarks:

The Cisco name and other Cisco trademarks, excluding any Cisco logos, may be used **ONLY** when necessary to describe the subject matter of the materials, products, and/or programs. All uses must be accurate and descriptive in nature so there is no likelihood of confusion to the public. Examples:

- **Do Say:** XYZ Company is a member of the Cisco Technology Developer Partner program
- **Do Say:** XYZ Company delivers authorized Cisco training
- **Do Say:** Cisco is a customer of XYZ Company
- **Do Say:** XYZ Company's ABC product has been successfully tested to be compatible with Cisco wireless networking equipment
- **Do not Say:** XYZ Company has a Cisco Powered Network
- **Do not Say:** XYZ-Cisco training
- **Do not Say:** XYZ-Cisco Software
- **Do not Say:** XYZ Company, Cisco-preferred training institution
- **Do not Say:** XYZ Company's product is Cisco-compatible

Cisco Corporate Logo

Cisco's general policy is to decline any third-party requests to use the Cisco corporate logo to show or imply affiliation with Cisco.

Trademark Permission Requests

To request permission to use a Cisco trademark please use our online Request Tool at www.cisco.com/web/about/ac50/ac47/request_tool.html.

Disclaimer and Acknowledgement

If permission is granted, all uses of Cisco trademarks should be coupled with the following disclaimer, as well as an acknowledgement of Cisco trademarks. The disclaimer and acknowledgement should appear with your company's standard notices and disclaimer, and must appear conspicuously on your company's materials.

"This material is not sponsored by, endorsed by, or affiliated with Cisco Systems, Inc. Cisco, Cisco Systems, and the Cisco logo are registered trademarks or trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries."

Additional Guidelines

General policies about Cisco copyright and Web usage are found at: www.cisco.com/en/US/about/ac50/ac47/about_cisco_policies_list.html.

Disclaimer

This policy document is not intended to serve as legal advice. Should you have questions regarding your legal rights or duties, please consult your own attorney. Should you have further questions regarding Cisco policy for its trademarks, please contact ciscologos@cisco.com.