nodewave – Trademark Guidelines

General Nodewave Trademark Guidelines

This document contains detailed information about how to refer to Nodewave trademarks in different scenarios.

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Using Nodewave Trademarks in Text

Proper use of Nodewave trademarks is important. You may use Nodewave trademarks or product names to refer to Nodewave products and services provided you follow these guidelines. Your use must not mislead consumers as to any Nodewave sponsorship, affiliation, or endorsement of your company, or of your products or services.

1. Properly Identify Nodewave Brand Products

When referring to Nodewave software and products, apply the appropriate trademark symbols in accordance with the list of current Nodewave trademarks.

Here are some examples of Nodewave brands and their descriptors:

- nodewave® software
- nodewave® Project Management Information System, or nodewave® PMIS
- nodewave® Portal

2. Set Nodewave Trademarks Apart from Other Words or Nouns They Modify

The common way to set trademarks apart from other words or nouns is to capitalize the product name and use the appropriate trademark symbol and appropriate descriptor. You may also underlining, italic type, or bold type for the name. Examples:

Correct: After you install the nodewave® software

Incorrect: After installing nodewave program

3. Use Trademark Notices

Include an attribution of Nodewave ownership of the trademark(s) in the credit notice section of your documentation or advertisement. Follow this format:

- *nodewave, and the nodewave logo are either registered trademarks or trademarks of Nodewave Corporation in Switzerland and/or other countries.*

4. Do Not Use Inappropriate Descriptors

Nodewave trademarks identify specific products and services. Do not refer to applications, services, or hardware devices that work with Nodewave products incorrectly. For example, do not refer to products or services that work with the nodewave Project Management Information System as "nodewave PMIS applications," "nodewave PMIS services", If necessary, these types of products can be referred to by their relationship to the nodewave software or service by inserting the word "based" between the nodewave brand and the type of product designed to work with nodewave's software or service.

Correct: ProjectXYZ is a nodewave® PMIS based application.

Incorrect: ProjectXYZ is a nodewave PMIS application.

5. Do Not Use Nodewave Trademarks in the Possessive or Plural Form

Nodewave trademarks should never be used in the possessive or plural form. They should be introduced as a proper adjective followed by an appropriate descriptor.

Correct: This presentation was created using PowerPoint® presentation manager.

Incorrect: Widget Software Company included some PowerPoints in its presentation.

App Guidelines

Your registered publisher name and everything about your app—name, logo, description, screenshots—must be unique and free of Nodewave trademarks unless (1) you've secured permission from Nodewave through a license or equivalent (though such licenses are not generally available in this context); or (2) you're using a Nodewave trademark (not including logos) to describe your app's features or functionality without suggesting that the app is actually published by Nodewave. The name of your app, however, cannot begin with the Nodewave brand at issue. In addition, Nodewave logos cannot be used as a source identifier for your app, including but not limited to, your launch tile image.

For example, you cannot name your app "nodewave" or "nodewave Project Management". However, it would be acceptable to name your app "Reader for nodewave® Project Management Information System" or "Connector for nodewave® PMIS" as long as you do not use the nodewave or nodewave PMIS logos or otherwise suggest that the app is published by Nodewave. Additionally, language like "works with," "designed for," and "optimized for" are all acceptable terms to explain that your product is designed to work in conjunction with a Nodewave product or service.

Social Media Guidelines

The social media guidelines associated with use of Nodewave trademarks are quite similar to the app guidelines included above. Specifically, your social media account names and any and all pages or communities should not include any Nodewave trademarks. Any associated account, page, or community images should not include any Nodewave logos. The only exceptions to these requirements are if (1) you've secured permission from Nodewave through a license or equivalent (though such licenses are not generally available in this context); or (2) you're using a Nodewave trademark (not including logos) to describe the purpose of your account, page, or community without suggesting affiliation with Nodewave. Finally, any social media account should not use the name or likeness of any prominent individuals within Nodewave.

For example, you cannot name your account, page, or community "Nodewave PMIS Forum" or "Nodewave Products." However, it would be acceptable to name your account, page, or community "Forum for nodewave® PMIS Users" or "Information about Nodewave® Products" as long as you do not use the Nodewave or Nodewave PMIS logos or otherwise suggest any affiliation with Nodewave.

Additional Guidelines for Advertising Collateral, Marketing, and Product Packaging

You may use the names of Nodewave products and services on packaging, on Web sites, and in advertising materials to indicate your product's compatibility with a specific Nodewave product or service, provided the reference complies with the guidelines herein and the specifications below.

1. Compatibility

Any use of a Nodewave logo to indicate compatibility must be pursuant to a logo license under one of the Nodewave Logo Programs:

- You may use Nodewave trademarks in referential phrases such as "Works with nodewave® PMIS," and "For use with nodewave® PMIS."
- Do not use any Nodewave trademarks as your product name, service name, or company name.
- Do not use product, service, or company names that could be confused with any Nodewave trademark.
- Do not mimic or copy Nodewave product packaging, advertising, or trade dress.
- Do not use Nodewave trademarks more prominently than your product or service name. You should maintain a visual distinction between your company and product name and any Nodewave trademark.
- Do not create or use any logos that include a Nodewave trademark unless your use is pursuant to a license from Nodewave (for example, do not create your own nodewave compatibility logo).

Logos

Do not use the Nodewave Corporate logo, nodewave products logo, or any other Nodewave logos, symbols, or icons on or in connection with products, packaging, manuals, promotional or advertising materials, or Web sites for any purpose except pursuant to an express written trademark license from Nodewave.

The Nodewave corporate logo may be used only in limited situations to refer to Nodewave Corporation.

- Contact-us to learn more about Nodewave Logo Programs

Link Logos

You may place a text link to a Nodewave Web page on your site if the text link is not a prominent feature on the site and is not used in a way that could confuse or mislead consumers. You may refer to the Nodewave company name or Nodewave product and service names in a plain text font and format, provided this use follows the general Nodewave trademark guidelines and you include appropriate wording such as "This way to Nodewave.com." Except for the link logos as provided by Nodewave, you may not use the Nodewave corporate logo or any other Nodewave logo or graphic to link to Nodewave. You may use Nodewave link logos only in accordance with the guidelines applicable to each logo as provided.

Nodewave offers a number of link button options so that third-party Web sites can link to a Nodewave site for information about specific software, products, and services from Nodewave.

Nodewave does not provide specific permission to third parties that want to place a link on their Web site to a Nodewave Web page. We do not object to such links if you refer to our company name or product names in a plain text font and format, follow our general trademark guidelines, and use appropriate wording such as "This way to nodewave.com" or "View more information about nodewave® Project Management Information System."

Following are link logos that are available for use. Except for these link logos, you may not use the Nodewave corporate logo, or any other Nodewave logo or graphic to link to a Nodewave Web page. Nodewave link logos

must always be used according to the guidelines that are applicable to each logo (as indicated in this document). And, they must link to the Nodewave site indicated in these guidelines.

Logo	Alternate text	Link
NODEWAVE visit nodewave.com	Visit nodewave.com	http://www.nodewave.com

1. Nodewave Link Logos Policy

The following guidelines are for Web sites that want to link to nodewave.com by using the nodewave.com link logo.

Policies for Displaying the nodeweave.com Link Logo on Non-Nodewave Web Sites:

1. Except as Nodewave may authorize elsewhere, non-Nodewave Web sites may display only the logo provided ("Logo"). By displaying the Logo, you agree to be bound by these policies.
2. You may display the Logo only on your Web site and not in any other manner. It must always be an active link to http://www.nodewave.com.
3. The Logo GIF includes the words "Visit nodewave.com" to describe the significance of the Logo on your site (that is, the Logo is a link to Nodewave, not an endorsement of your site). You may not remove or alter this, or any other element of the Logo.
4. Your Web page title and other trademarks and logos must appear at least as prominent as the Logo. You may not display the Logo in any manner that implies affiliation with, sponsorship by, or endorsement by Nodewave.
5. The Logo must appear by itself, with a minimum spacing (1/4 the height of the Logo) between each side of the Logo and other graphic or textual elements on your page. The Logo may not be used as a feature or design element of any other logo.
6. You may not alter the Logo in any manner, including size, proportions, colors, elements, etc., or animate, morph, or otherwise distort its perspective or appearance.
7. You may not display the Logo on any site that disparages Nodewave or its products or services, infringes any Nodewave intellectual property or other rights, or violates any state, federal, or international law.
8. These Policies do not grant any rights in any Nodewave logos or trademarks beyond the limited permission to display the Logo granted herein. Nodewave reserves the right in its sole discretion to terminate or modify your permission to display the Logo at any time.
9. Nodewave reserves the right to take action against any use that does not conform to these Policies, infringes any Nodewave intellectual property or other right, or violates other applicable law.

10. NODEWAVE DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESSED OR IMPLIED BY LAW REGARDING THE LOGO, INCLUDING WARRANTIES AGAINST INFRINGEMENT.

Web Sites

You may use Nodewave product, service, and technology names on your Web site to indicate that your Web site runs on, or is compatible with, the referenced Nodewave product or technology, provided the reference complies with the guidelines herein. Do not use any Nodewave trademark in the title of your Web site or as a second-level domain name. You may not use any Nodewave logo without a license or written specifications from Nodewave.

Publications, Seminars, and Conferences

You may refer to Nodewave product, service, and technology names on the cover of magazines and periodicals, and in the title of seminars and conferences, provided you comply with the guidelines herein and the following specifications:

- The publication, seminar, or conference should relate to the specific Nodewave product, service, or technology referenced.
- Your name and logo should appear more prominently than the Nodewave word mark on all printed materials related to the magazine, periodical, seminar, or conference.
- A disclaimer of sponsorship, affiliation, or endorsement by Nodewave, similar to the example below, should be included on the publication and in all related printed materials:
  "(Title) is an independent (publication) and is not affiliated with, nor has it been authorized, sponsored, or otherwise approved by Nodewave Corporation."
- You should include a trademark attribution according to the notice format provided in the Use Trademark Notices section of this page.
- Do not use a Nodewave trademark as the leading word or most prominent element in your magazine, periodical, seminar, or conference title. You may use Nodewave trademarks in a referential manner such as "XYZ MAGAZINE for the nodewave® Project Management Information System." Use outside this referential manner (such as "nodewave PMIS Magazine") requires a license from Nodewave Corporation.
- Do not use the Nodewave Corporate logo, nodewave products logo, or any other Nodewave logo on or in the publication, or on any materials related to the publication, seminar, or conference. Special circumstances may merit a license from Nodewave.

- Do not use a Nodewave trademark in any manner that suggests Nodewave affiliation with, sponsorship of, or certification of the magazine, periodical, seminar, or conference.

Screen Shots, and Icons

Screen shots, and some icons may be used pursuant to Nodewave guidelines for these items.

1. Screen Shots guidelines

You may not use screen shots of Nodewave product screens from preview, early-access, test, or beta release products or other products that have not been commercially released. You may use other screen shots in advertising, in documentation (including educational brochures), in tutorial books, in videos, or on Web sites, provided that, in addition to the requirements above, you:

1. Do not alter the screen shot except to resize it.
2. Do not use portions of screen shots.
3. Do not include screen shots in your product user interface.
4. Do not use screen shots that contain third-party content.
5. Do not use screen shots that contain an image of an identifiable individual

2. Nodewave Icons

Nodewave icon and Nodewave product icons are the thumbnail-sized images indicating that a Nodewave product has been installed on your operating system. Icons may not be used in advertising, in books and other printed matter, on clothing or other promotional items, in online and Internet locations, in software applications, in television programs, in commercials, in movies, or on video.

You may use Nodewave product icons in training manuals or documentation about a Nodewave product. The use of the icon must be specific to the function of the icon within the Nodewave software. The icon may not be used as a graphical or design element. Icons cannot be modified or altered and must appear as they would within the Nodewave software.

Company, Product, Service, and Domain Names

Do not use or register any Nodewave trademark, including Nodewave logos, symbols, icons, or any potentially confusing variation thereof, as part of your company name, trade name, product name, service name, or domain name. Do not place your company name, trademarks, service marks, or product names next to, or combine them with, a Nodewave product name.

Endorsement or Sponsorship

Do not use any Nodewave trademark in any manner that expresses or implies Nodewave affiliation, sponsorship, endorsement, certification, or approval. Do not use any Nodewave trademark in such a manner that it appears Nodewave is legally associated with your company. You must display your company name more prominently than any Nodewave trademark on all materials.

Merchandise Items

Do not manufacture, sell, or give away merchandise items, such as T-shirts or mugs, that bear any Nodewave trademark, including logos, except pursuant to an express written trademark license from Nodewave.

Trade Dress and Advertising Elements

Do not imitate Nodewave logos, logotypes, trade dress, or other elements of Nodewave product packaging and Web sites in any of your materials, including but not limited to advertising, product packaging, Web sites, and promotional materials.

Slogans and Taglines

Do not use or imitate any Nodewave tagline, including but not limited to "Overtake your ideas.™"