

DigiCert, Inc. Trademark Usage Guidelines

INTRODUCTION

This document (the “Policy”) outlines the policies of DigiCert, Inc., a Utah corporation, and its affiliates (“DigiCert”) regarding any person’s or entity’s (“User”) use of registered and non-registered trademarks, logos, and site seals owned by DigiCert (“Trademarks” or “Trademark”). DigiCert considers its trademarks and the goodwill they represent as among its most valuable assets. The purpose of this document is to ensure that the Trademarks remain strong and continue to serve as source and quality indicators of DigiCert’s products and services while permitting DigiCert’s partners and customers to accurately describe their affiliation with DigiCert. Any unlicensed use by you of a DigiCert Trademark must be authorized by applicable law without a license and requires proper acknowledgment and strict compliance with this Policy. Any other use of a DigiCert Trademark requires the prior written permission of DigiCert.

GENERAL GUIDELINES

This Policy applies to DigiCert employees, partners, customers, licensees, outside suppliers and vendors, and any other third party.

DigiCert encourages its partners and customers to use the Trademarks in publicly distributed materials that reference DigiCert’s products and services so long as those publicly distributed materials make true, fair, and factual statements and abide by applicable law. Any other person or entity may also use a DigiCert text Trademark to make true, fair, and factual statements about the products bearing the mark so long as such use is authorized under applicable law.

Users with a contractual relationship with DigiCert may have been expressly granted a license in the applicable agreement to use a Trademark. If such license differs in its usage guidelines from this Policy, the guidelines in the applicable agreement should be followed.

Use of a Trademark in accordance with this Policy does not require additional approval. However, any desired use contrary to this Policy, whether commercial or non-commercial, requires DigiCert’s prior written permission.

EXCLUSIVE OWNERSHIP OF THE TRADEMARKS

By using any DigiCert Trademarks, Users acknowledge that DigiCert is the exclusive owner of the Trademarks and is the only entity entitled to register or claim an ownership interest in a Trademark or a derivative work of a Trademark. Users agree not to interfere with DigiCert’s rights to the Trademarks, including but not limited to challenging DigiCert’s use, registration of, or application to register such Trademarks.

ATTRIBUTION OF OWNERSHIP

Material displaying a Trademark must attribute ownership of the Trademark to DigiCert. The material must not display the Trademark more prominently than User’s own logos and trademarks. Material displaying a Trademark should include the following statement: “___ [is a/are] trademark[s] of DigiCert, Inc. and [is/are] protected under the laws of the United States and possibly other countries.” The blank space should list all Trademarks used in the material, and the inapplicable text in the brackets should be deleted along with the brackets.

Trademarks must include the proper registration notation (® for registered trademarks and ™ for non-registered trademarks). In text, only the first instance of the Trademark needs annotation. After the first instance, leaving out the ® or ™ is permitted. For logos, include the ® or ™ in every instance.

When using a Trademark on a website or another Internet-enabled medium, at least one reference to DigiCert must include a link to www.digicert.com.

LIST OF DIGICERT TRADEMARKS

This list of DigiCert Trademarks may be updated or modified at any time without notice and should be referred to regularly. This list may not be comprehensive and an omission of a Trademark does not represent a waiver of DigiCert’s ownership of such. If it is unclear whether a Trademark is owned by DigiCert, please contact legal@digicert.com for clarification. DigiCert owns the following Trademarks in any font, size, color, and combination:

CERTCENTRAL

DIGICERT

DIRECT ASSURED

ENCRYPTION EVERYWHERE

GEOCODE (Canada only)

GEOTRUST

NETSURE

POWER SERVER ID (EU only)

QUICKSSL

QUOVADIS

RAPIDSSL

THAWTE

THE VALUE OF TRUST (Canada only)

TRUEBUSINESSID (and Katakana) (Japan only)

TRUE CREDENTIALS (South Korea only)

TRUESITE (and Katakana) (Japan only)

TRUST ALLIANCE (EU only)

TRUSTLINK

WILDCARDPLUS



NON-PERMISSIBLE USES OF TRADEMARKS

Trademarks may not be used:

- As the name of or in combination with the name of your company or trade name, products or services, as a domain name, social media profile, app launch tile image, or as part of your marks or logos (except referentially to describe its purpose);
- In a manner that could confuse a reasonable viewer of the source of a product or service, including but not limited to, imitating the Trademarks, trade dress or other elements of DigiCert's product packaging and website in advertising, product packaging or promotional materials, or using a Trademark to falsely imply that DigiCert endorses a non-DigiCert product or service;
- In an attempt to register a trademark or domain name that contains or is a derivate of a Trademark;
- In material or in a manner that disparages or defames DigiCert, its products or services, its employees or affiliates, or other people or entities;
- In material or in a manner that otherwise damages the reputation of DigiCert or the goodwill in the Trademarks;
- In false or misleading advertising;
- For purely decorative purposes; or
- In material or in a manner that DigiCert finds objectionable.

PERMISSIBLE USES OF TRADEMARKS

Users may utilize DigiCert's Trademarks in accordance with this Policy or guidelines within their applicable license:

- To refer to DigiCert's products or services;
- To truly, fairly, and factually indicate a relationship to DigiCert's products;
- In titles of publications, seminars, and conferences.

USAGE RULES FOR TRADEMARKS

Trademarks must be used as adjectives followed by a generic modifier and not as nouns, verbs, or in the plural form. For example:

Correct: DigiCert® certificates are incredible.

Incorrect: DigiCerts are incredible.

Because Trademarks are not nouns, they must not be used in the possessive form unless the Trademark itself is in the possessive form. For example:

Correct: They enhanced the features of CertCentral® certificate management.

Incorrect: They enhanced CertCentral's features.

Users must set Trademarks apart from the surrounding text. Users may not vary the appearance of trademarks by abbreviating them, incorporating them into acronyms, changing their spelling, or improperly capitalizing them. For example:

Correct: Many Fortune 500 companies use DigiCert® certificates.

Incorrect: Many Fortune 500 companies use digicert certificates.

Correct: DigiCert®

Incorrect: DC

Users must adhere to the attribution of ownership guidelines detailed above.

USAGE RULES FOR DISPLAYING LOGOS AND SITE SEALS

Users must treat DigiCert's logos and site seals as single pieces of art and not as conglomerations of text. Logos and site seals must be produced in the highest quality available. Resized logos and site seals must retain their original proportions and must never be so small that the letters and shape of the Trademark are unrecognizable. Users must surround logos and site seals with a clear area that is free from lettering or design elements. Derivative works – the modifying of logos and site seals (other than resizing) – are not permitted.

Users must adhere to the attribution of ownership guidelines detailed above.

USAGE RULES FOR DIGICERT AS A TRADE NAME

"DigiCert" functions not only as a trademark that identifies DigiCert as the source of the goods and services it offers but also as a trade name referring to DigiCert, Inc. Trade names are nouns and therefore must not be followed by a generic descriptor. They may be used in the possessive form.

In text format, the first reference to the trade or company name must be "DigiCert, Inc." "DigiCert" may be used for subsequent trade name references. When used as a trade name, "DigiCert" should not be followed by a trademark symbol.

LICENSED TRADEMARKS

DigiCert has been granted a license to use Norton, the Checkmark Logo, and Symantec from NortonLifeLock Inc. and Broadcom Inc. Use of such trademarks by third parties is subject to the respective trademark usage guidelines of NortonLifeLock and Broadcom.

LINKING

Linking to DigiCert's website is permitted and at times required. Trademarks that include a link must follow this Policy or guidelines within the applicable license and point to the official DigiCert website.

BIDDING ON DIGICERT TRADEMARKS

Unless expressly permitted in an agreement between you and DigiCert, you may not bid on a Trademark (or any variant or extension thereof) as a keyword on any search engine, or use a Trademark (or any variant or extension thereof) in any form of paid advertising including, but not limited to, paid social and display advertisements.

TRADEMARK ABUSE

If any marks, logos, icons, or images are confusingly similar to DigiCert Trademarks, or if any Trademark use violates this Policy, please notify DigiCert's legal team at legal@digicert.com and provide all information relevant to the misuse, including but not limited to where the misuse occurred.

DigiCert reserves the right to review any use of its Trademarks and may object to any use that it deems a violation of this Policy, even if that use is not expressly prohibited by these guidelines. User agrees to promptly cease using a Trademark if DigiCert objects to its use.

AMENDMENTS

DIGICERT MAY MODIFY ITS TRADEMARKS AND THIS POLICY AT ANY TIME AND IN ITS SOLE DISCRETION. PLEASE REFER TO THIS POLICY REGULARLY TO ENSURE COMPLIANCE. This Policy was last updated July 2020.

DISCLAIMER

These guidelines are not intended to be a definitive or complete statement of general and proper trademark usage.

This Policy is not intended to serve as legal advice.

QUESTIONS

If you have any questions about this Policy, please contact legal@digicert.com.