

DigiCert, Inc. Trademark Usage Guidelines

Introduction

This document outlines DigiCert's policies regarding the use of its trademarks, logos, and site seals ("Trademarks"). The purpose of this document is to ensure that the Trademarks remain quality indicators of DigiCert's products and services while permitting DigiCert's partners and customers to accurately describe their affiliation with DigiCert. Examples of Trademarks include DigiCert®, DigiCertified™, ClickID™, SSL Done Right™, Real Customer Support...Really™, It's Good...Really Good™, Your Success is Built on Trust™, and any logos or site seals created or distributed by DigiCert. This list is not exclusive and does not limit the scope of what DigiCert claims as protected material.

General Guidelines

DigiCert encourages its partners and customers to use the Trademarks in publicly distributed materials that reference DigiCert's products and services. However, the Trademarks must not be displayed in a manner that could confuse a viewer about the source of a product or service, including using a Trademark to imply that DigiCert endorses a non-DigiCert product or service.

Use of a Trademark in accordance with this policy does not require additional approval. Other uses, whether commercial or non-commercial, require DigiCert's prior written permission. Any use that is outside of this policy or not approved in writing is unauthorized and violates DigiCert's rights.

Permitted Users

Only entities that have a contractual relationship with DigiCert are permitted to use a Trademark in connection with its website. An entity's license to use a Trademark is expressly granted in the applicable agreement with DigiCert. Anyone may use a DigiCert word mark to make true and factual statements about DigiCert, Inc. or the products bearing the mark.

Exclusive Ownership of the DigiCert Mark

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. Trademark users may not (i) incorporate a Trademark into its product or service names, company or trade names, marks, logos or internet domain names, (ii) use the Trademark in a manner that is misleading, fraudulent, or likely to cause confusion or mistake, or (iii) attempt to register a trademark or domain name that contains or is a derivative of a Trademark.

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 the licensee's own logos and trademarks. Whenever practical, material displaying a Trademark should include the following statement: "_____ is a trademark of DigiCert, Inc. and is protected under the laws of the United States and other countries." The blank space should list all of the Trademarks used in the material.

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

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

Special Rules for Displaying Logos and Site Seals

Trademark users must treat DigiCert's logos and site seals as a single piece of art, not as a conglomeration 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. Trademark users must surround logos and site seals with a clear area that is free from lettering or design elements. Derivative works of logos and site seals (other than resizing) are not permitted.

Linking

Linking to DigiCert's website is permitted. Trademarks that include a link must both follow this policy and point to the official DigiCert website.

Trademark Abuse

Trademark misuse should be reported to trademarks@digicert.com. Please provide all information relevant to the misuse, including any website where the misuse occurred.

DigiCert reserves the right to review any use of its Trademarks and may object to any use that is deemed a violation of this policy. Anyone using a Trademark agrees to promptly cease using a Trademark if the use is objected to by DigiCert.

Amendments

DigiCert may modify its Trademarks and this policy at any time. Please refer back to this policy regularly to ensure compliance. This policy was last updated on September 1, 2010.

Questions

If you have any questions about DigiCert's trademarks or their use, please contact us at legal@digicert.com or digicertpress@digicert.com.