



Cisco Learning Partner
Sponsored Organization
Reference Guidelines





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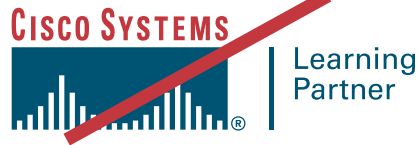
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Welcome to the Cisco Learning Partner—Sponsored Organization program. As a participant in this program, you are entitled to reference your status in your marketing materials, advertising, press releases, and Web sites. Reference of your status communicates to customers your sponsorship by an authorized Cisco Learning Partner or Cisco Learning Solutions Partner (“Sponsoring Partner”) and indicates your agreement to be bound by these conditions.

Qualifications for Use of Sponsored Organization Status
These guidelines define the requirements for use of your “Sponsored Organization” status. To qualify for use of Sponsored Organization status, your organization must have a current, valid Sponsored Organization Reseller Agreement with a Sponsoring Partner, and meet the criteria required to qualify for the program. The guidelines, terms, and conditions stated here are in addition to all other terms and conditions set forth in the Sponsored Organization Reseller Agreement and any additional agreements you may have independent of Cisco with the Sponsoring Partners.

How Not to Use Cisco Logos or Reference Cisco
As a Sponsored Organization, you have no legal right to use any Cisco logo (corporate, Cisco Learning Partner, Cisco Learning Solutions Partner, etc.), or to reference a direct partnership with Cisco. Use of such a logo or reference is a violation of your Sponsored Organization Reseller Agreement.

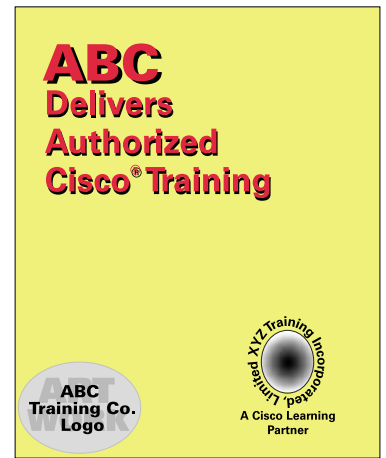
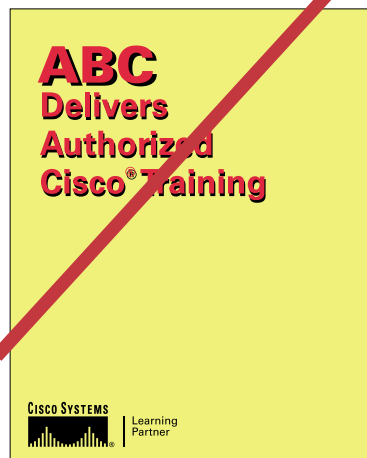
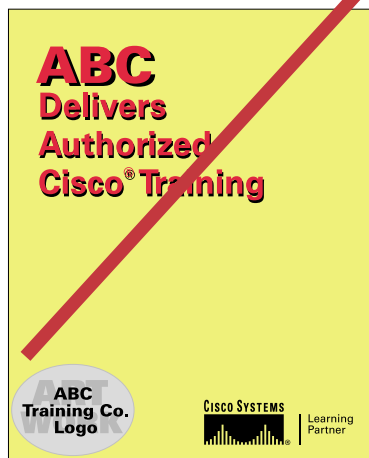


How and Where to Reference Your Sponsored Organization Status

Sponsored Organization status is designed to demonstrate a specific business relationship you have with a Sponsoring Partner. Under no circumstance should Sponsored Organization status be used in a manner that misleads the public regarding a business relationship with Cisco. In all materials, the Sponsored Organization status reference must be separated from any company names, logos, or product names. The separation must be the space of one logo width or one inch, whichever is greater.

Advertising, Collateral, and Marketing Materials

Sponsored Organization status must be used in your print advertising, collateral, and marketing materials when referencing Cisco and the delivery of authorized Cisco training. In all cases, your company name and logo must appear more visually prominent.



ABC Training Company = Sponsored Organization

XYZ Training Incorporated = Cisco Learning Solutions Partner/Cisco Learning Partner

Referencing Cisco Trademarks in Text

Cisco recognizes that use of its name may be necessary to describe the subject matter of some materials, products, or programs. In these instances, it is acceptable to use the Cisco name in a descriptive manner. The following are guidelines describing permissible uses of the Cisco name:

The Cisco name may be used only when necessary to describe the subject matter of the



materials, products, or programs. You must reference the Sponsoring Partner's status as a Cisco Learning Solutions Partner or a Cisco Learning Partner.

Do say: "Sponsored by XYZ, an authorized Cisco Learning (Solutions) Partner, ABC delivers authorized Cisco training."

Do say: "ABC Company delivers authorized Cisco training, as a sponsored organization of XYZ, a Cisco Learning (Solutions) Partner."

Do say: "ABC Company is sponsored by XYZ, a Cisco Learning (Solutions) Partner."

Do say: "Sponsored by a Cisco Learning (Solutions) Partner, ABC delivers authorized Cisco training."

Do say: "ABC Company delivers Cisco training, as a sponsored organization of an authorized Cisco Learning (Solutions) Partner."

Do say: "ABC Company is sponsored by a Cisco Learning (Solutions) Partner."

Do not say: "ABC is a Cisco Learning Partner."

Do not say: "ABC is a Cisco Learning Solutions Partner."

Do not say: "ABC delivers authorized Cisco training." (*Must reference sponsored status*)

Do not say: "ABC Company's Cisco course will be offered."

Trademark and Trademark Notices

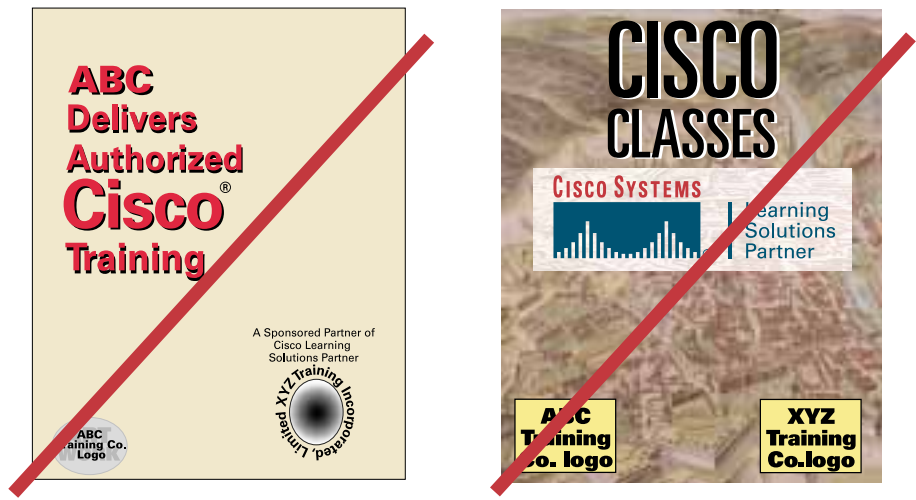
The Cisco name should not be used in possessive or hyphenated format (that is, Cisco's or Cisco-certified).

Unless required to use a more specific boilerplate by any license you may have with Cisco, you agree to use the following boilerplate on the page where the trademark appears or where there are other legal notices:

"CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, Cisco, Cisco IOS, Cisco Systems, the Cisco Systems logo, and Networking Academy are registered trademarks or trademarks of Cisco Systems, Inc. and/or its affiliates in the U.S. and certain other countries. All other trademarks mentioned in this document or Web site are the property of their respective owners."

Any additional use of Cisco registered trademarks or trademarks must be added to the above boilerplate as necessary (or deleted as necessary).

For further reference, go to: www.cisco.com/public/copyright/trademark.html.



- The Cisco name must be less prominent visually than your trademark(s), trade name(s), and logo(s). The Cisco name may not be used as a visual focal point of any materials or in a manner that is likely to confuse the origin of products, services, materials, courses, or programs. It may not be used in a manner that is more distinctive in its font style, size, color, weight, or any other distinguishing characteristics.
- The Cisco name may not be combined with any other graphic or textual elements and may not be used as a part of any trademark.

All references to the Cisco Career Certifications are trademarks or registered trademarks of Cisco. Please only use the acronym in reference to the different levels. The certification name should never be spelled out. Use of all additional trademarks and registered trademarks must be marked accordingly.

Do say: “CCNA® certification indicates knowledge of networking for the small office/home office market and the ability...”

Do not say: “The Cisco Certified Network Associate (CCNA) certification indicates knowledge of networking for the small office/home office market...”

Press Releases

The Cisco press release boilerplate as shown below should not be used a partner’s press releases.

(About Cisco Systems

Cisco Systems, Inc. (NASDAQ: CSCO) is the worldwide leader in networking for the Internet. News and information are available at <http://www.cisco.com>.)

Web Pages

Sponsored Organization status must be used on your Web site when referencing Cisco and the delivery of authorized Cisco training. In all cases, your company name and logo must appear more visually prominent than the references to Cisco.



Incorrect use of framed Cisco Web site.

Do:



Incorrect use of Cisco logo on Sponsored Organization Web site.



Incorrect usage of Cisco logo and incorrect use of linking to PDF of Cisco Web site.



Correct use of relationship between Sponsored Organization and authorized Cisco Learning Partner. Acronym is used for CCNA, and it is not spelled out. No Cisco logo is used to infer partnership directly with Cisco Systems.



Correct use of Sponsored Organization Web site linked to Cisco Web site.

Use text hyperlink to reference Cisco home page but clearly indicate that end user will exit your Web site and enter Cisco Web site.

Do not:

Frame any Web site content created by Cisco because this confuses and misleads the public as to the origin

Use Cisco or Cisco trademarks in metatags

Use Cisco or Cisco trademarks as all or part of a domain name (URLs)

Rehost any Cisco Web pages, applications, or content

Merchandising

The use of your status in merchandising is not permitted. Contact your Sponsoring Partner with any questions regarding merchandising.

Where Not to Reference Your Sponsored Organization Status

Business Card, Letterhead, or Other Stationery

You may only state in text that you are “sponsored by XYZ, an authorized Cisco Learning (Solutions) Partner,” provided that you do so in the same font size, color, weight, and style as the other business information on your business cards or letterhead.

Disparagement of Cisco and Legal Violations

Sponsored Organization status reference may not be used on any material that directly or indirectly disparages Cisco, its products or services, or its partners, resellers, other related companies, their products or services; or in any way infringes upon any Cisco intellectual property. Sponsored Organization status may not be used in any medium that is in violation of any applicable laws or governmental regulations.

Review Process

Cisco reserves the right to review your use of Sponsored Organization status at any time, and you agree to make any modifications to your use of your status as Cisco may request.

Terms and Conditions

Cisco has the right to take action against any misuse or unfair, misleading, diluting, or infringing use of your status or other Cisco trademarks.

Resources

www.cisco.com/logo/policy.html

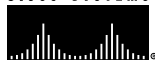
www.cisco.com/public/copyright/trademark.html

www.cisco.com/logo/cobrand.html

www.cisco.com/logo/infringement.html

For additional questions, contact your Sponsoring Organization.

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