

Cisco Policy on Trademarks

Introduction

Cisco Systems, Inc. and its affiliates ("Cisco") have a reputation for providing high-quality products and services. Cisco's trademarks are important corporate assets and Cisco requires that they be used properly. To preserve its reputation and protect its trademarks, 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's trademarks, service marks, or names in a manner that suggests affiliation or association with Cisco. Only parties with written permission from Cisco are allowed to use Cisco's trademarks in accordance with applicable terms.

Cisco Trademarks

Cisco maintains a large portfolio of trademarks, which take various forms and may include letters, words, logos, designs, images, slogans, colors, product shapes, product packaging, and sound. Please refer to the "Trademarks" link at the bottom of any Cisco.com webpage for a listing of Cisco trademarks. Please note, however, that this listing is not all-inclusive and the absence of any mark on this list does not mean that it is not a Cisco trademark.

Certain activities may constitute infringement or dilution of Cisco's trademarks, and are not permitted. Please review the following list of ways to avoid unauthorized use of Cisco's trademarks:

- **Do not** use a Cisco trademark or name in a manner that is likely to cause confusion about the origin of any product, service, material, course, technology, program or other offerings.
- Unless you have prior permission from Cisco, **do not** use a Cisco trademark or name in a manner that is likely to give the impression or otherwise imply an affiliation or association between you, your products or services, and Cisco, or any of its products, services, programs, materials, or other offerings.
- **Do not** use the Cisco corporate logo or any other Cisco logo in any materials without the written permission of Cisco.
- **Do not** use any Cisco trademark or name as or as part of a company, product, service, solution, technology, or program name.
- **Do not** use a Cisco trademark or name in a manner that is likely to dilute, defame, disparage, or harm the reputation of Cisco.
- **Do not** use any trademark, name, or designation that is confusingly similar to the Cisco name or any Cisco trademark.
- **Do not** copy or imitate any Cisco trade dress, type style, logo, product packaging, or the look, design, or overall commercial impression of any Cisco website, blog, or other materials.
- **Do not** register or use any domain name that incorporates any Cisco mark or name.
- **Do not** register or seek to register a Cisco trademark or name, or any mark or name that is confusingly similar to a Cisco mark or name.

Cisco Corporate Logo

Unless you have prior written permission from Cisco, do not use the Cisco corporate logo to show or imply an affiliation with Cisco. Qualified third parties can show an affiliation or association with Cisco through Cisco's authorized programs. Please refer to the Cisco Brand Center/Logo Program at www.cisco.com/web/about/ac50/ac47/cisco_logo_program.html for information regarding Cisco's programs and the Cisco corporate logo.

Permissible Use

As stated above, you should not use Cisco's marks or names in any way that implies an association or affiliation with Cisco unless you have prior permission from Cisco. Cisco does grant permission to third parties to use its marks and names where appropriate. In addition to complying with the other aspects of this Policy, and **provided you have prior written permission from Cisco**, any such permissible use of Cisco's marks or names also must comply with the following Guidelines and any license or usage requirements for use of the specific mark or logo.

Cisco acknowledges that the use of Cisco trademarks, excluding any Cisco logos, may be necessary to refer to Cisco's products or services or to describe the subject matter of some materials, products, and/or programs. All such use must be accurate and descriptive in nature and comply with this Policy and these Guidelines.

- **Do not** alter, adapt, modify, animate, or morph any Cisco trademarks. Examples of what not to do include abbreviating or shortening a trademark (for example, Cisco to C), combining or hyphenating a trademark with another prefix or word (for example, Cisco-led), or using a slash mark with any trademark (for example, Cisco/XYZCo).
- **Do not** use the Cisco name or Cisco trademarks next to your name or the name of your products or services.
- **Do not** use the Cisco name or any Cisco trademark as part of a product, service, solution, or program name.
- **Do not** combine any Cisco name or mark with any other letters, numbers, words, or any design or logo.
- **Do not** use any Cisco name or trademark as the visual focal point of any materials.
- The Cisco name or Cisco trademarks must not be more prominently displayed than your name or your product or service name.
- The Cisco name or Cisco trademarks must be visually distinguishable from your name and your product and service names.

- All reference to Cisco or use of any Cisco mark or name must be truthful, accurate, and not misleading.
- **Do not** use Cisco's trademarks as nouns. Cisco's trademarks must be used as adjectives with nouns that properly and accurately identify the Cisco product, service, program, material, or technology to which you are referencing.
- Always use the proper spelling for Cisco's trademarks.
- **Do not** use a Cisco trademark in the plural or possessive form.
 - Plural example:*
Do not say: The Cisco Nexuses.
Do say: The Cisco Nexus switches.
 - Possessive example:*
Do not say: Cisco TelePresence's unique look.
Do say: The unique look of a Cisco TelePresence system.
- **Do not** use Cisco's marks or names in any way they were not intended to be used. Cisco's marks should be used for the corresponding product or services for which they were originally intended.
- Use the ® or ™ symbol in connection with any Cisco trademark and the following acknowledgement of Cisco's ownership of its marks and/or logos:

“[insert permissible mark] [is a/are] registered trademark[s] or trademark[s] of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.”

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.

Additional Guidelines

You also must comply with Cisco's *Copyright* and *Web Use* Policies, which can be found at www.cisco.com/web/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.