ALFRESCO TRADEMARK GUIDELINES

The objective of the Alfresco trademark policy is to encourage widespread use of the Alfresco trademarks by the Alfresco community while controlling that use in order to avoid confusion on the part of Alfresco users and the general public, to maintain the value of the image and reputation of the trademarks and to protect them from inappropriate or unauthorized use.

The sections below describe what is allowed, what isn't allowed, and cases in which you should ask permission.

If you have any doubt, please contact us at trademark@alfresco.com and a member of our trademark team will be in touch with you shortly.

If you are aware a breach or misuse of the Alfresco trademarks in any way, we would appreciate you bringing this to our attention. Please contact us at trademark@alfresco.com so that we can investigate this further.

The trademarks

Alfresco owns a number of trademarks and these include ALFRESCO and ACTIVITI. The trademarks are registered in both word and logo form. Any mark ending with the letters FRESCO is sufficiently similar to one or more of the trademarks that permission will be needed in order to use it. This policy encompasses all marks, in word and logo form, collectively referred to as "Trademarks".

Permitted use

Certain usages of the Trademarks are fine and no specific permission from us is needed.

Community advocacy. Alfresco is built by, and largely for, its community. We share access to the Trademarks with the entire community for the purposes of discussion, development and advocacy. We recognize that most of the open source discussion and development areas are for non-commercial purposes and will allow the use of the trademarks in this context, provided:

- the Trademark is used in a manner consistent with the Usage Guidelines below
- there is no commercial intent behind the use
- what you are referring to is in fact Alfresco. If someone is confused into thinking that what isn't Alfresco is in fact Alfresco, you are probably doing something wrong
- there is no suggestion (through words or appearance) that your project is approved, sponsored, or affiliated with Alfresco or its related projects

Derived works. The ability to customize Alfresco to meet your specific needs is one of the great strengths of free software in general, and Alfresco in particular. While we encourage customization and derivation of Alfresco, we must balance that freedom with the integrity of the Trademarks and the quality which they represent. To help reach that balance, we have established the following guidelines and definitions.

If you are creating a derivative of Alfresco, you may use the Trademarks in association with the software product provided:

- the changes are minimal and unsubstantial, which would include configuration changes through the existing Alfresco configuration management tools, and changes to artwork and graphical themes. In general, the derivative can have applications from the Alfresco

archives added, or default applications removed, but removing or changing any infrastructure components (e.g., shared libraries or desktop components) will result in changes too large for the resulting product to be called by a Trademark;

- there is no commercial intent associated with the new product;
- the Trademark is used in a way that makes it clear that your project is a development effort related to the Alfresco source, but that the software you are working upon is not in fact Alfresco as distributed by Alfresco. For instance, a new application which has been created to provide special tools for software developers could be called "Alfresco Developer Tools, developed by George", or an image was has been created with Thai language packs could be called "Alfresco Thai by Harriet". Words such as "Edition" and "Version" should be avoided, as they have specific meaning within the Alfresco project. Prefixes, such as "ThaiFresco" should also be avoided. Any other naming scheme will require explicit permission.
- there is no suggestion (through words or appearance) that your project is approved, sponsored, or affiliated with Alfresco or its related projects.

If you are producing a new product which is based on Alfresco but which has more substantial changes than those described above, you are allowed to state (and we would encourage you to do so) that your product is "derived from Alfresco", "based on Alfresco", or "a derivative of Alfresco" but you may not use the Trademarks to refer to your product. In some cases you may be allowed to use the Trademarks, but we'll need to discuss that. In that event, these products will need a trademark license, and such a license can be revoked if the nature of your divergence from Alfresco changes. Products which include very invasive changes, such as a new repository implementation, or anything else that significantly impacts the technical quality or user experience would fall into this category are unlikely to be approved.

Building on Alfresco or for Alfresco. If you are producing new software that is intended for use with or on Alfresco, you may use the Trademark in a way which indicates the intent of your product. For example, if you are developing a backup tool for Alfresco, acceptable project titles would be "Backup and Recovery for Alfresco" or "Alfresco Based Backup Tool". We would strongly discourage, and likely would consider to be problematic, a name such as "Alfresco Backup", "AlfBackup", "Backfresco", etc. Furthermore, you may not use the Trademarks in a way which implies an endorsement where that doesn't exist, or which attempts to unfairly or confusingly capitalize on the goodwill or brand of the project.

Commentary and parody. The Alfresco trademarks are designed to cover use of a mark to imply origin or endorsement by the project. When a user downloads something called Alfresco, they should know it comes from the Alfresco project. This helps Alfresco build a reputation that will not be damaged by confusion around what is, and isn't, Alfresco. Using the trademarks in your discussion, commentary, criticism or parody, in ways that unequivocally do not imply endorsement, is permissible. Anyone is free to write articles, create websites, blog about, or talk about Alfresco -- as long as it's clear to everyone -- including people completely unfamiliar with Alfresco -- that they are simply referring to Alfresco and in no way speaking for Alfresco, or the Alfresco project.

We reserve the right to review all usage within the open source community, and to object to any usage that appears to overstep the bounds of discussion and good-faith non-commercial development. In any event, once a project has left the open source project phase or otherwise become a commercial project, this policy does not authorize any use of the Trademarks in connection to that project.

Restricted use that requires a trademark license

Permission from us is necessary to use any of the Trademarks under any circumstances other than those specifically permitted above. These include:

- Any commercial use.
- Use on or in relation to a software product that includes or is built on top of a product supplied by us, if there is any commercial intent associated with that product.
- Use in a domain name or URL.
- Use for merchandising purposes, e.g. on t-shirts and the like.
- Use of a name which includes the letters FRESCO in relation to computer hardware or software.
- Services relating to any of the above.

If you wish to have permission for any of the uses above or for any other use which is not specifically referred to in this policy, please contact us at trademark@alfresco.com and we'll let you know as soon as possible if your proposed use is permissible. *Note that due to the volume of mail we receive and dependent on the time of year and holidays, it may take up to three weeks to process your request.* Permission may only be granted subject to certain conditions and these may include the requirement that you enter into an agreement with us to maintain the quality of the product and/or service which you intend to supply at a prescribed level.

While there may be exceptions, it is *very unlikely* that we will approve Trademark use in the following cases:

- Use of a Trademark in a company name.
- Use of a Trademark in a domain name which has a commercial intent. The commercial intent can range from promotion of a company or product, to collecting revenue generated by advertising.
- The calling of any software or product by the name FRESCO (or another related Trademark), unless that software or product is a substantially unmodified Alfresco product, or properly labeled as a "Remix" as described above.
- Use in combination with any other marks or logos. This includes use of a Trademark in a manner that creates a "combined mark," or use that integrates other wording with the Trademark in a way that the public may think of the use as a new mark (for example Club Alfresco or AlfrescoBooks, or in a way that by use of special fonts or presentation with nearby words or images conveys an impression that the two are tied in some way).
- Use in combination with any product or service which is presented as being Certified or Official or formally associated with us or our products or services.
- Use in a way which implies an endorsement where that doesn't exist, or which attempts to unfairly or confusingly capitalize on the goodwill or brand of the project.
- Use of a Trademark in a manner that disparages Alfresco or its products and is not clearly third-party parody.
- On or in relation to a software product which constitutes a substantially modified version of a product supplied by the Alfresco project, that is to say with material changes to the code, or services relating to such a product.
- In a title or metatag of a web page whose sole intention or result is to influence search engine rankings or result listings, rather than for discussion, development or advocacy of the Trademarks.

Logo usage guidelines

Our logos are presented in multiple colors and it is important that their visual integrity be maintained. It is therefore preferable that the logos only be used in their standard form but if you should feel the need to alter them in any way you should keep the following guidelines in mind. It

should also be borne in mind that the more you wish to vary our logos from their standard form the smaller is the chance that we will be able to approve your proposed use.

LINK TO BRAND STANDARDS: http://www.alfresco.com/brand-standards

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