



MINDJET TRADEMARK USAGE GUIDELINES

Mindjet Trademark Usage Guidelines

1. Introduction. Mindjet LLC and its affiliates (“**Mindjet**”) have a reputation for providing high-quality products and services. Registered and unregistered service marks, trademarks, and logos

(such as any identifying words, names, symbols, devices, slogans, or combination of these) (“**Trademarks**”) of Mindjet are important corporate assets of Mindjet and require proper usage. These guidelines must be followed when using Mindjet Trademarks. These guidelines may be unilaterally changed by Mindjet from time to time, with reasonable notice to you, and you shall incorporate such additional guidelines within a reasonable time.

2. Mindjet Trademarks. Refer to the listing of Mindjet trademarks below. Please note this list may not be all-inclusive, and the absence of any Trademarks on the list does not mean it is not a Mindjet Trademark.

3. Unauthorized Use of Mindjet Trademarks. Mindjet shall have complete discretion to evaluate your use of Mindjet Trademarks, and decide whether your use violates its usage restrictions. These activities may constitute infringement or dilution of Mindjet Trademarks and are prohibited:

- Using, without prior permission, Mindjet Trademarks in a manner that suggests affiliation or association with Mindjet.
- Using a Mindjet Trademark in a manner that is likely to cause confusion about the origin of any product or service.
- Using any Mindjet Trademark as or as part of a company, product, service, solution, technology, or program name.
- Using a Mindjet Trademark in a manner that is likely to dilute, defame, disparage, or harm the reputation of Mindjet.
- Copying or imitating any Mindjet Trademark, trade dress, type style, product packaging, or the look, design, or overall commercial impression of any Mindjet website, blog, or other materials.
- Registering or using any domain name that incorporates any Mindjet Trademark.
- Registering or seeking to register a Mindjet Trademark, or any trademark or name that is confusingly similar to a Mindjet Trademark.
- Using Mindjet Trademarks in connection with any service or product that competes with a Mindjet product or service, including without limitation, the advertisement or sale thereof.
- Displaying Mindjet Trademarks larger or more prominently than your company or business logo, name, service, or product, wherever displayed.
- Including Mindjet Trademarks in any manner suggesting Mindjet approval, authorship, sponsorship, or endorsement of you or your ideas, beliefs, products, or services.
- Displaying Mindjet Trademarks on material that is pornographic, misleading, false, unlawful, defamatory, infringing, obscene, violent in nature, objectionable, or which has the purpose of encouraging unlawful activities.
- Using Mindjet Trademarks for any purpose other than the identification of Mindjet or its products or services, or providing a link to a Mindjet web site.
- Altering or removing any Mindjet trademark attributions, copyright notices, or other intellectual property notices from any aspect of Mindjet materials, including but not limited to, products, services, or advertising, marketing, and promotional collateral.

4. Permitted Use of Mindjet Trademarks. Mindjet grants use of Mindjet Trademarks to refer to Mindjet products, services, or programs. All such use must be accurate and descriptive in nature and comply with the following:

- *Set Mindjet Trademarks Apart From Surrounding Text.* When a Mindjet Trademark is used in a non-stylized form, such as in the body text of an advertisement, it should be set apart and distinguished from the other words in the text. To do this, the Mindjet Trademark may be in boldface type, italics, capital letters, underscored, or in quotations.

Examples:

CORRECT	INCORRECT
A variety of channel partners sell MindManager® software	A variety of channel partners sell mindmanager software.

- *Use Mindjet Trademarks As Adjectives.* Trademarks are adjectives and should be followed by the generic noun they modify, such as "software" or "product." Never use a trademark as a noun, a verb, or in the possessive form.

Examples:

CORRECT	INCORRECT
Mindjet® software stores, maps, and manages documents online.	Mindjet® your documents online.
MindManager® templates help you get started on your next map.	MindManager® your map with the latest templates.
	MindManager®'s latest templates help you get started on your next map.

- *Do Not Abbreviate Or Alter The Spelling Of Mindjet Trademarks.* Do not vary the appearance of Mindjet Trademarks by abbreviating them, animating or morphing them, incorporating them into acronyms, combining or hyphenating with another word or prefix, changing their spelling, or using improper capitalization. The Mindjet Trademark List provides the proper spelling and capitalization for each trademark.

Examples:

CORRECT	INCORRECT
MindManager®	MM
Mindjet®	MJ
	Mindjet-led

Use A Proper Trademark Symbol. A Mindjet Trademark should appear with a proper trademark symbol, which can be found on the Mindjet Trademark List (™ indicates claimed trademarks; ® indicates registered trademarks). In written materials, an appropriate symbol must be used with the first or most prominent appearance of the Mindjet Trademark in headlines and the first time the Mindjet Trademark appears in body text. This appropriate symbol also should be used on each subsequent page if the topic is different or if the pages can be separated and distributed independently.

- *Use A Proper Trademark Attribution Statement.* All marketing collateral, advertisements, product packaging, web pages, manuals, and studies that include Mindjet Trademarks must include a proper trademark attribution statement crediting ownership of the Mindjet Trademarks to Mindjet LLC. The attribution statement is displayed at the end of the material, in the footer of the document, or on the back of the package. The correct trademark attribution statement is:

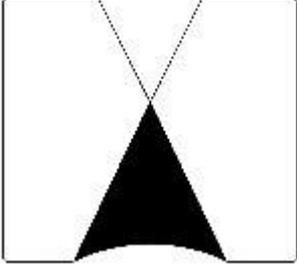
Mindjet, the Mindjet Logo [if applicable] [and any other trademark found on the Mindjet Trademarks List that are referred to or displayed in the document] [is/are] trademark[s] or registered trademark[s] of Mindjet LLC or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners.

- *Usage Rules For Mindjet As A Trade Name.* "Mindjet" functions not only as a trademark mark or service mark identifying goods and services offered by Mindjet LLC and its affiliates, but also as a trade name or company name referring to Mindjet LLC or its affiliates. Trade names are nouns, and should not be followed by a generic descriptor. Trade names may be used in the possessive form. When used as a trade name, "Mindjet" should not be followed by a trademark symbol. Within documents, the first reference to the trade or company name should be "Mindjet LLC" or the exact name of the company entity. "Mindjet" can be used for subsequent references.

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5. Mindjet Logos. Anyone using a Mindjet logo must follow the Mindjet Corporate Branding Guidelines above.
 6. Reservation of Rights. Upon Mindjet's request, you will immediately (no later than three (3) business days) remove or replace any Mindjet Trademarks that do not conform to these guidelines. Except as otherwise provided herein, all use, display or reproduction of any Mindjet Trademark must be pre-approved by Mindjet in writing. Your use of the Mindjet Trademarks does not confer or imply any ownership, goodwill or other rights in the Mindjet Trademarks. You acknowledge that all right, title and interest in the Mindjet Trademarks and the goodwill pertaining thereto automatically vests in Mindjet, and at all times will remain owned by and in the name of Mindjet. You will not, at any time, in any jurisdiction, challenge or assist third parties in challenging Mindjet's rights in any of the Mindjet Trademarks.
 7. Use for Mindjet's Benefit. Any use of Mindjet Trademarks shall inure to the benefit of Mindjet. By using the Mindjet Trademarks pursuant to Mindjet's approval, you acknowledge Mindjet's ownership of the Mindjet Trademarks and you warrant that you will not take any action which is inconsistent with Mindjet's ownership.
 8. Approvals. All specific uses of the Mindjet Trademarks that deviate from these guidelines must be approved in advance by Mindjet. You must send your request to legal@mindjet.com. Mindjet will typically review the request, but is under no obligation to respond. You may not alter your use of the Mindjet Trademarks from these guidelines, unless and until Mindjet has granted its specific approval and any and all conditions of such approval have been fulfilled.
 9. Misuse Of Mindjet Trademarks. If you learn of any uses of any trademarks confusingly similar to Mindjet Trademarks, or violate Mindjet Trademark guidelines, notify legal@mindjet.com.

Mindjet Trademarks List

To the extent a registered and unregistered service marks, trademarks, and logos (such as any identifying words, names, symbols, devices, slogans, or combination of these) (“**Trademarks**”) of Mindjet does not appear on this list does not constitute a waiver of any and all intellectual property rights that Mindjet LLC or its subsidiaries has established in any of its product, feature, or service names or logos. Please refer to the Mindjet Corporate Branding Guidelines (below) for details regarding proper use of Mindjet Trademarks.

Trademark	Symbol/Registration Status
Mindjet	®
MindManager	®
 <p data-bbox="193 954 304 987">[M Logo]</p>	®
Spigit	®
SpigitEngage	®
Mindjet InnovationCloud	TM
CrowdCast	TM

Revised April 2015