

ZAPP Software, LLC Trademark Usage Guidelines

These Trademark Usage Guidelines (the "Guidelines") set forth the rules for using or referring to the trademarks and service owned by ZAPP Software, LLC or its affiliates ("ZAPP"). For the purposes of these Guidelines, "ZAPP Trademark(s)" shall include all registered or unregistered trademarks and service marks (such as words, names, symbols, logos, devices, slogans, or combination of these) owned by ZAPP, including but not limited to the trademarks and service marks listed on the [ZAPP Trademark List](#) [hyperlink]. ZAPP considers its trademarks and service marks to be among its most valuable intellectual property assets. As such, ZAPP intends to take all appropriate measures to preserve the strength of and retain its exclusive rights to use its marks. ZAPP asks that you assist us by following these Guidelines. If you have any questions about the Guidelines, please direct them to leah.charney@westaf.org.

PROHIBITED USES OF ZAPP TRADEMARKS

Do Not Use ZAPP Trademarks As The Name Of Your Company, Products, Or Services, Or As A Domain Name. You may not use or register in any jurisdiction, whether foreign or domestic, any ZAPP Trademark as all or part of your company, product, or service name in a manner that is likely to create confusion as to ZAPP's sponsorship, affiliation or endorsement of your company, product, or service, or that may dilute the ZAPP Trademark. Similarly, you may not use or register in any jurisdiction, whether foreign or domestic, a domain name that incorporates any ZAPP Trademark in bad faith or in a manner that is likely to create confusion as to ZAPP's sponsorship, affiliation or endorsement of your company, product, or service.

Do Not Use ZAPP Logos Without Permission. You may not use any ZAPP logo unless you have an agreement with or express written consent from ZAPP authorizing such use.

Do Not Use ZAPP Trademarks In False Or Misleading Advertising. Advertising for ZAPP or its products or services offered under the ZAPP Trademarks must not be false or misleading in any way and must not be in violation of any applicable law, municipal ordinance, or administrative agency regulation of any country.

Do Not Use ZAPP Trademarks In Objectionable Material. You may not use ZAPP Trademarks on or in connection with any defamatory, scandalous, pornographic, or other objectionable materials of any sort.

Do Not Use ZAPP Trademarks To Disparage ZAPP. You may not use ZAPP Trademarks to disparage ZAPP, its products or services, or in a manner that, in ZAPP's reasonable judgment, may diminish or otherwise damage the reputation of ZAPP or the goodwill in the ZAPP Trademarks.

PERMISSIBLE USES OF ZAPP TRADEMARKS

Use ZAPP Trademarks To Refer To ZAPP's Products Or Services. With the exception

of ZAPP logos (the use of which must be expressly authorized by ZAPP), you generally may use ZAPP Trademarks to refer to ZAPP's products or services in advertising, promotional, and sales materials, assuming that you have the necessary authority to sell or promote ZAPP's products or services, e.g. authorized reseller, licensee, etc.

Use ZAPP Trademarks To Indicate A Relationship To ZAPP Products. You may indicate the relationship of your products and services to ZAPP's products or services by using an accurate referential phrase in connection with your product or service, for example, "for use with ZAPP® software" or "compatible with ZAPP® software" provided that: (a) the ZAPP Trademark appears less prominent than the product or service name; (b) the ZAPP Trademark is not a part of or incorporated in your product or service name; and (c) the referential phrase is accurate and complies with the requirements set forth in any license agreement with ZAPP.

RULES FOR PROPER USAGE OF ZAPP TRADEMARKS

Proper usage of ZAPP Trademarks is important for their continued protection. Proper usage aids consumers who depend upon ZAPP's goods and services and helps prevent ZAPP Trademarks from losing their distinctiveness and becoming generic. Licensees of ZAPP Trademarks may have different rules of usage set forth in their license agreement, in which case Licensees should follow those guidelines.

Set ZAPP Trademarks Apart From Surrounding Text. When a ZAPP 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. In order to do this, the ZAPP Trademark may be rendered in boldface type, italics, capital letters, underscored, or set in quotation marks.

Examples:

CORRECT

A variety of vendors provide services for use with **ZAPP** software.

A variety of vendors provide services for use with ZAPP® Software.

INCORRECT

A variety of vendors provide services for use with zapp software.

A variety of vendors provide services for use with zapp software.

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

Examples:

CORRECT

ZAPP ® software provides advanced application management.

Our services use the latest image digitizing technology for submitting images through ZAPP® Technology.
INCORRECT

ZAPP ® provides advanced application management.

Our services use the latest image digitizing technology for submitting images through ZAPP® .

Do Not Abbreviate Or Alter The Spelling Of ZAPP Trademarks. You should not vary the appearance of ZAPP Trademarks by abbreviating them, incorporating them into acronyms, changing their spelling, or using improper capitalization. The ZAPP Trademark List provides the proper spelling and capitalization for each trademark.

Use The Proper Trademark Symbol. A ZAPP Trademark should appear with the proper trademark symbol, which can be found on the ZAPP Trademark List. In written materials, the appropriate symbol must be used with the first or most prominent appearance of the ZAPP Trademark in headlines and the first time the ZAPP 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. If the materials, product packaging, or web page includes a properly licensed ZAPP logo, which already includes the appropriate trademark symbol, it is not necessary to include a trademark symbol after the word "ZAPP" in the text in that material, product packaging, or web page.

Use The Proper Trademark Attribution Statement. All marketing collateral, advertisements, product packaging, web pages, manuals, and studies that include ZAPP Trademarks also must include the proper trademark attribution statement crediting ownership of the ZAPP Trademarks to ZAPP Software, LLC and an appropriate disclaimer. Typically, the attribution and disclaimer statements are 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:

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

The correct disclaimer statement is:

[Your name] is an independent provider of goods or services **[as applicable]** for which it is solely responsible; **[your name]** is not authorized to act on behalf of ZAPP Software, LLC.

Usage Rules For ZAPP As A Trade Name

"ZAPP" functions not only as a trademark mark and service mark identifying goods and services offered by ZAPP Software, LLC, but also as a trade name or company name

referring to ZAPP Software, LLC. Trade names are nouns and, therefore, should not be followed by a generic descriptor and may be used in the possessive form. When used as a trade name, "ZAPP" should not be followed by a trademark symbol. Within documents, the first reference to the trade or company name should be "ZAPP Software, LLC." "ZAPP" can be used for subsequent references.

USAGE RULES FOR ZAPP LOGOS

You may not use any ZAPP logo unless you have an agreement with or express written consent from ZAPP authorizing such use. In the event that you are authorized to use a ZAPP logo, the use must comply with these additional guidelines (or the usage guidelines set forth in your license agreement, if those guidelines differ).

Use Only The Approved Master Artwork. The ZAPP logos are single, standalone pieces of artwork. When reproducing the logos, use only the master artwork provided by ZAPP. Do not alter or distort the appearance of the logo in anyway, for example, by adding your own design elements or colors or changing the font. The logo must always look sharp, clean, and well produced.

Allow A Minimum Clear Space Around The ZAPP Logo. Always allow for a minimum clear space around the ZAPP logo. Never violate the clear space with any graphic elements, words or charts.

Maintain Legibility. Never reproduce the logo in a manner that causes the logo to become illegible or blurry, which may happen if the logo is reproduced too small.

Do Not Use ZAPP Logos As A Decorative Device. Do not use any ZAPP logos for purely decorative purposes in any marketing collateral, packaging, or web site without the express written permission of ZAPP.

MISUSE OF ZAPP TRADEMARKS BY OTHERS

If you learn of any uses of any trademarks that are confusingly similar to the ZAPP Trademarks, please notify ZAPP by sending an e-mail to leah.charney@westaf.org

Similarly, if you become aware of any use of a ZAPP Trademark that violates any of the rules described above, including failure to identify ZAPP Trademarks as belonging to ZAPP Software, LLC, please notify us by sending an e-mail to leah.charney@westaf.org. If possible, please provide a copy of the article or other medium in which the trademark violation appeared.

ZAPP Trademark List

[The most current version of this list is located https://www.zapplication.org/legal_policies.phtml]

ZAPP®

ZAPPLICATION®

Zapplication®

Jury Buddy™

[ZAPP standard logo:]



[ZAPP planetary logo:]



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