



## ***Permissions and Guidelines Pertaining to the Use of the Artisteer Trademark and Logo***

### **TRADEMARK**

You may use the Artisteer trademark (but not the logo) to identify the Artisteer product on packaging, promotional and advertising materials, provided you adhere to the following guidelines:

1. You may not incorporate or include the Artisteer trademark in your company name, product or service name or domain name.  
Permission may be requested for use of the Artisteer trademark for administering a user group or online community that includes Artisteer in its name, as long as: such name is not registered as a trade name or business name; no business is conducted under the name; and you do not portray your community, company or website as representing Extensoft or Artisteer.
2. An appropriate generic term must appear after the Artisteer trademark the first time it appears in a printed piece, and as often as possible after that. For examples "Artisteer product", "Artisteer software", "Artisteer web design software", etc.
3. Your product name may not be confusingly similar to the Artisteer trademark.
4. You may not use the Artisteer trademark on or in connection with any obscene or pornographic materials and your use of the Artisteer trademark may not be disparaging, defamatory or libelous to Extensoft, any of its products or any person or entity.
5. You may not use the Artisteer trademark in any manner that directly or indirectly expresses or implies Extensoft sponsorship, affiliation, certification, approval or endorsement in relation to your product or service or in such a manner that it appears that Extensoft is legally associated with your company.
6. Reference to the Artisteer trademark may not be the most prominent visual element on packaging, website or other marketing materials for your product or service. Your company name and/or logo, your product or service name, and your graphic identity should be significantly larger than any reference to the Artisteer trademark.
7. When referencing the Artisteer trademark, please use the <sup>TM</sup> mark.
8. You may not shorten or abbreviate the Artisteer trademark. Always spell and capitalize the trademark exactly as "Artisteer".
9. You should include the following trademark attribution statement in a location visible by the majority of your customers: "Artisteer is a trademark of Extensoft Inc." and include a disclaimer that Extensoft does not sponsor, affiliate, or endorse your product, and/or services.

Third-party developers of Artisteer plug-ins and extensions may need to comply with additional guidelines to be provided at a later time. All other requests require written permission.

## LOGO

Unless you are licensed by Extensoft under a specific licensing program or agreement, use of the Artisteer logo is not allowed. The following exceptions apply:

1. You may qualify for use of the logo under certain programs offered through partnering with Extensoft (partnership programs to be announced).
2. You may use the Artisteer logo on a website if you meet all of the following criteria:
  - You display your name or logo more prominently than the Artisteer logo.
  - The Artisteer logo is implemented as a link pointing directly to the Artisteer website.
  - The Artisteer logo size is not wider than 120 pixels and not taller than 45 pixels.
  - The logo must be of high quality and proper proportions, such as:



- The Artisteer logo is not used for branding a website.
- You do not portray your community, company or website as representing Extensoft or Artisteer; and minimize the chance of your customers to make such association.

Use of logos similar to the Artisteer logo is not allowed on websites that refer to the Artisteer product.