



# Cartesi Trademark Usage Policy

## 1. Introduction

The words “Cartesi” and “The Blockchain OS” and the associated Cartesi logos are trademarks (the “Marks”) owned by the Cartesi Foundation Ltd. (the “Cartesi Foundation”). We want to extend the use of our Marks as widely as possible insofar as such use is aligned with our core mission to standardize, protect, and promote the Cartesi technology (the “Project”). To that end, we have created the following guidelines (the “Policy”) to help the community understand what constitutes an appropriate use of the Marks and to limit any misleading or damaging use of them.

## 2. Rules applying to all uses of the Marks

The following use of the Marks is strictly prohibited:

- You may not alter the Marks, such as changing the proportions of the design elements or the design itself, rearrange the spacing, alignment, or relative locations of the design elements (you may resize as appropriate but must retain all proportions);
- You may not, under any circumstances, use the Marks for illegal, defamatory, or derogatory purposes, or any other purpose that, in the Cartesi Foundation’s sole determination, may negatively impact the reputation of the Cartesi Foundation, Cartesi Project, or Cartesi community;
- You may not incorporate or combine the Marks into yours or a third-party’s marks, names, or logos without prior written permission by the Cartesi Foundation;
- You may not use the Marks in a manner that is not truthful and fair, or in a manner that, in the Cartesi Foundation’s sole determination, may be derogatory, deceptive or misleading;
- You may not use the Marks in ways that, in the Cartesi Foundation’s sole determination, imply sponsorship by or affiliation with the Cartesi Foundation except as explicitly allowed in a signed sponsorship or affiliation agreement with the Cartesi Foundation;
- You may not use or register, in whole or in part, the Marks as part of your own trademark, service mark, domain name, company name, trade name, product name or service in any part of the world without an explicit license from the Cartesi Foundation;

- You may not use the Marks in association with the use or distribution of any software if you are not also in compliance with the copyright license for that software and otherwise in compliance with this policy;
- Trademark law does not allow your use of names or trademarks that are too similar to the Cartesi Foundation's. You therefore may not use, or otherwise register, a variation of any of our Marks or any phonetic equivalent, foreign language equivalent, takeoff, or abbreviation for a similar or compatible product or service in any part of the world; and
- The use of any Cartesi Mark must be accompanied by an acknowledgement of the Cartesi Foundation's ownership of the Mark (such as, "The Blockchain OS' is a trademark of the Cartesi Foundation").

Any use of the Marks not permitted by this Policy requires advance written permission of the Cartesi Foundation. If you are unsure whether a use is permitted, please contact us for guidance.

You agree that you will not acquire any rights in the Marks and that any goodwill generated by your use of the Marks inures solely to the benefit of the Cartesi Foundation.

### **3. Getting permission for use**

Written permission from the Cartesi Foundation is required to use the Cartesi Marks as any part of your project (unless your usage meets the criteria for approval set forth in Section 4 below). Please contact us at [hello@cartesi.io](mailto:hello@cartesi.io) if you would like to enquire about permission for use.

These guidelines are not intended to limit the use of the Cartesi Marks. Rather, the purpose of these guidelines is to limit any misleading or damaging use of the Marks and to prevent confusion amongst the community (and public at large) as to which are "official" Cartesi projects. Accordingly, our primary criteria for the approval or denial of Mark usage requests is whether or not people might confuse it for an official Cartesi Foundation project.

### **4. Approved Uses and Uses that Require Permission**

As long as you are following the guidelines that apply to all uses of the Marks set forth above, there are some uses that are allowed without needing to ask us for further permission. Explicit permission is not required when a project meets the following criteria:

- You exclusively use the Marks to refer to the Cartesi software, or to encourage the use of the Cartesi software. This may be in the context of extending or improving the Cartesi Software.

Examples of using the Marks to encourage the use of the Cartesi Software:

- Approved Use: An open access, free monthly newsletter called "Cartesi Weekly"
- Approved Use: Indicating that a DApp is "Powered by Cartesi"

- Approved Use: Selling T-shirts or other “swag” with the Cartesi logo in a way that highlights or encourages the use of the Cartesi software
  - Requires Permission: Selling T-shirts or other “swag” to raise money for non-Cartesi-related purposes (Reason: Associates the Cartesi Marks with something other than the Cartesi software)
- The Marks are used in a title of website, seminar, software package, book, magazine or video that is exclusively intended to foster the Cartesi software and does not suggest an “official link”.

Examples of using the Marks for educational or technical materials:

- Approved Use: A non-commercial, informative website article called “How to install Cartesi”
  - Approved Use: A keynote called *Getting Started with Cartesi*
  - Requires Permission: A book titled *The Official Cartesi Guide* (Reason: An “Official” guide would suggest an official link to the Cartesi Foundation)
  - Requires Permission: A commercial website called *cartesihosting.com* (Reason: Incorporates the Marks into a domain name, license needed)
- The Marks are used for the title of a camp or meet-up for Cartesi software users or enthusiasts (but not in any manner that may imply official sponsorship or endorsement by the Cartesi Foundation if such sponsorship or endorsement does not exist).

Examples of using the Marks for gatherings:

- Approved Use: A meet-up called *Cartesi Users Group Brazil Annual Meetup 2019*
  - Requires Permission: Putting on a conference called “CartesiCon San Francisco” (Reason: Use of the Marks to designate a conference, convention, or foundation implies official sponsorship or endorsement)
- You want to use the Marks in a descriptive manner to describe your product or services provided without implying any kind of official link to the Cartesi Foundation or the Cartesi open source project.

Examples:

- Approved Use: Referring to yourself as specializing in DApps deployed on Cartesi
  - Requires Permission: Referring to yourself as *The Cartesi Consultant* (Reason: Implies a special or exclusive relationship with the Cartesi Foundation. Note that referring to yourself as “A Cartesi Consultant” would be an Approved Use)
- You want to display the Cartesi logo (whether for commercial or non-commercial use) in a standalone and unaltered form.

Examples:

- Approved Use: Putting the Cartesi logo on a product (T-shirt, coffee mug, mousepad, etc.) in a manner that does not imply association with another brand (provided all other requirements in this Policy are met)
- Never Allowed: Changing the colors or shape of the Cartesi logo for your purposes

Many uses, even if they require permission, will be quickly approved by the Cartesi Foundation. Don't hesitate to reach out!

[If you would like high resolution images of our Marks for approved uses, please email us at [hello@cartesi.io](mailto:hello@cartesi.io) for access to our media kit.]

## 5. Uses That Always Require Written Approval

In some specific cases, you will always require explicit permission from the Cartesi Foundation in order to use the Marks. Even if you meet the criteria for automatic approval, you must always seek our permission to use the Marks if your project meets any of the following criteria:

- The use of the Marks suggests an "official" link between your product or service and the Cartesi Foundation. For example:
  - A domain called [officialcartesifaq.com](http://officialcartesifaq.com)
  - An incorporated entity named *Cartesi Development Ltd.*
  - A brand called *The Cartesi Consultant*
- Using the Marks as part of a domain name. For example:
  - [Cartesi.ly](http://Cartesi.ly)
  - [Cartesi.info](http://Cartesi.info)
  - [Cartesi.eu](http://Cartesi.eu)
- Using the Marks as part of a domain name that covers an entire category of products or services that are relevant to the Cartesi community. For example:
  - [Cartesi-Themes.com](http://Cartesi-Themes.com)
  - [Cartesi-Plugins.org](http://Cartesi-Plugins.org)
  - [Cartesi-Tshirts.us](http://Cartesi-Tshirts.us)
  - [Cartesi-Mobile.co.uk](http://Cartesi-Mobile.co.uk)
  - [Cartesi-Magazine.eu](http://Cartesi-Magazine.eu)
  - [Cartesi-Hosting.net](http://Cartesi-Hosting.net)
- Using the Marks as part of the name of a company, organization, trade name or association. For example:
  - Cartesi Users Portugal
  - Cartesi Inc

- Cartesi Bloggers Association
  
- Using the Marks as a part of an advertising campaign. For example:
  - Google Adwords/Adsense
  - Facebook promoted posts
  - A television advertisement

If you're not sure whether your use of the Marks qualifies for automatic approval or not, please do not hesitate to ask us!

## **6. Violations**

With the exception of the “nominative fair use” of the Marks, your use of the Marks is subject to the guidelines above, irrespective of whether you received automatic or explicit permission for use.

*Any use of the Marks indicates acceptance of this policy.*

Notwithstanding these guidelines, we reserve the right to withdraw any permission and/or amend, challenge or restrict any use of our Marks where we consider that such use amounts to a violation of these guidelines or any use that we view as detrimental to the Project.