

STEELTOE TRADEMARK GUIDELINES

1. **PURPOSE.** VMware, Inc. (“**VMware**”), via its subsidiary Pivotal Software, Inc., owns a number of international trademarks and logos that identify the Steeltoe community and individual projects (“**Steeltoe Marks**”). These trademarks include, but are not limited to:

- a. **Words: STEELTOE**

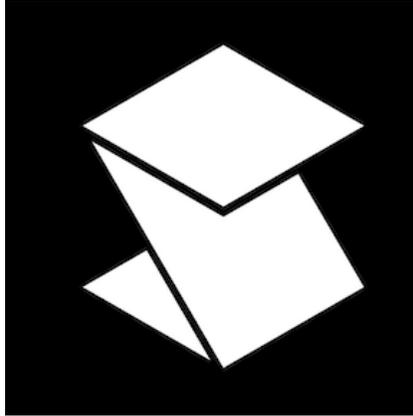


- b. **Logos:**



- c. **Icons:**





This policy outlines VMware's policy and guidelines for proper use of the Steeltoe trademarks by members of the Steeltoe development and user community.

2. **WHY HAVE TRADEMARK GUIDELINES?** The Steeltoe Marks are a symbol of the quality and community support associated with the Steeltoe open source software. Trademarks protect not only those using the marks, but the entire community as well. Our community members need to know that they can rely on the quality and capabilities represented by the brand. We also want to provide a level playing field. No one should use the Steeltoe Marks in ways that mislead or take advantage of the community, or make unfair use of the trademarks. Also, use of the Steeltoe Marks should not be in a disparaging manner because we prefer that our marks not be used to be rude about the Steeltoe open source project or its members.
3. **OPEN SOURCE LICENSE VS. TRADEMARKS.** The Apache 2.0 license gives you the right to use, copy, distribute and modify the Steeltoe software. However, open source licenses like the Apache 2.0 license do not address trademarks. Steeltoe Marks need to be used in a way consistent with trademark law, and that is why we have prepared this policy – to help you understand what branding is allowed or required when using our software under the Apache license.
4. **PROPER USE OF THE STEELTOE MARKS.** We want to encourage a robust community for the Steeltoe open source project. Therefore, you may do any of the following, as long as you do so in a way that does not devalue, dilute, or disparage the Steeltoe brand. In other words, when you do these things, you should behave responsibly and reasonably in the interest of the community, but you do not need a trademark license from us to do them.
 - a. **Nominative Use.** You may engage in “nominative use” of the Steeltoe name, but this does not allow you to use the logo. Nominative use is sometimes called “fair use” of a trademark, and does not require a trademark license from us. Here are examples:

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- i. You may use the Steeltoe Marks in connection with development of tools, add-ons, or utilities that are compatible with bit-for-bit identical copies of official Steeltoe software. A project title may include a Steeltoe Mark, if the Steeltoe Mark stands alone on one side of a preposition or other accurate descriptor. For example: For example, if you are developing a Foobar tool for Steeltoe, an acceptable project title would be "Foobar for Steeltoe".
 - ii. You may use the Steeltoe Marks in connection with your noncommercial redistribution of (1) bit-for-bit identical copies of official Steeltoe software, and (2) unmodified copies of official Steeltoe source packages. For example, if your Foobar product included a full redistribution of official Steeltoe Software or source code packages: "Steeltoe-powered Foobar Product". We strongly discourage, and likely would consider it a trademark problem, to use a name such as "Steeltoe Foobar," since that name would imply that VMware endorses, supports or is the source of "Foobar."
 - iii. If you offer maintenance, support, or hosting services for Steeltoe software, you may accurately state that in your marketing materials or portfolio, without using the Steeltoe logo.
 - iv. You may modify the Steeltoe software and state that your modified software is "based on the Steeltoe software" or a similarly accurate statement, without using the Steeltoe logo.
 - v. You may engage in community advocacy. The Steeltoe software is developed by and for its community. We will allow the use of the word trademark in this context, provided:
 1. The trademark is used in a manner consistent with this policy
 2. There is no commercial purpose behind the use
 3. There is no suggestion that your project is approved, sponsored, or affiliated with VMware.
 4. User or Development Groups: You may create Steeltoe user or development groups, and publicize meetings or discussions for those groups. Please consider joining our official groups, or contact us if you are interested in creating a VMware-sponsored group.
- b. **Attribution.** Identify the trademarks as trademarks of VMware, as set forth in Section 6.
- c. **Redistribution of Binaries.** If you redistribute binaries that you have downloaded from the Steeltoe repository, you should retain the logos and name of the product. However, if you make any changes to the binaries (other than configuration or installation changes that do not involve changes to the source code), or if you re-build binaries from our source code, you should not use our logos. Our logos represent our quality control, so they should be retained where the product has been built by

us, but not otherwise. Our source code does not include logo image files, to remind you to follow this rule.

- d. **Capitalization.** “Steeltoe” should always be capitalized and one word.
 - e. **Adjectives.** Use the Steeltoe mark as an adjective, not a noun or verb.
5. **IMPROPER USE OF THE TRADEMARKS AND LOGOS.** Use of the logo is reserved solely for use by VMware in its unaltered form. Examples of **unauthorized** use of the Steeltoe trademarks include:
- a. **Commercial Use:** You may not use the Steeltoe Marks in connection with commercial redistribution of Steeltoe software (commercial redistribution includes, but is not limited to, redistribution in connection with any commercial business activities or revenue-generating business activities) regardless of whether the Steeltoe software is unmodified.
 - b. **Entity Names.** You may not form a company, use a company name, or create a software product name that includes the “Steeltoe” trademark, or implies any foundational or authorship role. If you have a software product that works with Steeltoe, you must use terms that indicate that you are the source of the product, such as “<product name> for Steeltoe.” If you wish to form an entity for a user or developer group, please contact us and we will be glad to discuss a license for a suitable name.
 - c. **Class or Quality.** You may not imply that you are providing a class or quality of Steeltoe (e.g., "enterprise-class" or "commercial quality") in a way that implies Steeltoe is not of that class, grade or quality, nor that other parties are not of that class, grade, or quality.
 - d. **Combinations.** Use of the Steeltoe Marks to identify software that combines any portion of the Steeltoe software with any other software, unless the combined distribution is an official Steeltoe distribution. For example, you may not distribute a combination of the Steeltoe software with software released by the Foobar project under the name “Steeltoe Foobar Distro”.
 - e. **False or Misleading Statements.** You may not make false or misleading statements regarding your use of Steeltoe (e.g., "we wrote the majority of the code" or "we are major contributors," or "we are committers").
 - f. **Domain Names.** You must not use Steeltoe or any confusingly similar phrase in a domain name. For instance, “www.steeltoehost.com” is not allowed. If you wish to use such a domain name for a non-commercial user or developer group to engage in community advocacy, please contact us and we will be glad to discuss a license for a suitable domain name. Because of the many persons who, unfortunately, seek to spoof, swindle or deceive the community by using confusing domain names, we must be very strict about this rule.
 - g. **Merchandise.** You must not manufacture, sell or give away merchandise items, such as T-shirts and mugs, bearing the Steeltoe logo, or create any mascot for the project. If you wish to use the logo to do this for a non-commercial user or developer group to engage in community

advocacy, please contact us and we will be glad to discuss a license to do this.

- h. **Variations, takeoffs or abbreviations.** You may not use a variation of the Steeltoe name or logo for any purpose other than common usage of these in community communications. For example, the following are not acceptable:
 - i. STEELTO
 - ii. MySteeltoe
 - iii. SteeltoeDB
 - iv. SteeltoeHost
 - v. SteeltoeGuru
 - i. **Endorsement or Sponsorship.** You may not use the Steeltoe trademarks in a manner that would imply VMware's affiliation with or endorsement, sponsorship, or support of a product or service.
 - j. **Rebranding.** You may not change the trademark on unmodified Steeltoe software to your own brand. You may not hold yourself out as the source of the Steeltoe software, except to the extent you have modified it as allowed under the Apache 2.0 license, and you make it clear that you are the source only of the modification.
 - k. **Combination Marks.** Do not use the Steeltoe Marks in combination with any other marks or logos (for example Foobar Steeltoe, or the name of your company or product typeset to look like the Steeltoe logo).
 - l. **Web Tags.** Do not use the Steeltoe Marks in a title or meta tag of a web page to influence search engine rankings or result listings, rather than for discussion or advocacy of the Steeltoe project.
6. **PROPER NOTICE AND ATTRIBUTION.** When you use a Steeltoe Mark, you should include a statement attributing the trademark to VMware. For example, "Steeltoe is a trademark of VMware, Inc. or its subsidiaries in the U.S. and other countries."
7. **MORE QUESTIONS?** If you have questions about this policy, please contact us at info@steeltoe.io.