

# Mindjet Trademark and Usage Guidelines

## Mindjet Trademarks

- 1) Trademark guidelines**
- 2) Mindjet trademarks**
- 3) Logo Use Guidelines**
- 4) Mindjet logos**
- 5) Conditions of license to use Mindjet trademarks**
- 6) Mindjet Trademarks and Guidelines**

Mindjet® allows people to merge best thinking to work inspired. Because our community plays a key role in our vision it is essential that everyone refers and links to the Mindjet brand, products, and services in a standardized way. We identify our products and services with our trademarks, which consist of names, logos, words, wordmarks, and colors. To protect our investments in these trademarks, we have a legal obligation to ensure that everyone within our community uses them in a consistent and proper manner.

## 1) Trademark Guidelines

To clarify usage for developers, partners, and other members of the Mindjet community, we have put together the following guidelines. Using the trademarks in the ways described below will save everyone time and resources and also prevents tasks from having to be redone. If you have any questions regarding the usage of our trademarks or if you need to request permission for a certain use, please contact Mindjet Corporate Counsel at [legal@mindjet.com](mailto:legal@mindjet.com).

### 1a. Naming your Application or Product; Applying for a Domain

Developers often want to associate their products and applications with Mindjet. To avoid confusion about the creator of the offering, please use the following naming guidelines for your product and/or domain.

Clearly delineate Mindjet from the name of your website, product, or application.

You may use language explaining that a given application “Works with Mindjet®,” “Syncs with Mindjet®,” or is built on the Mindjet® platform.

Not Permitted:

- Mindjet as part of the name of a website or application (“Application X for Mindjet”).
- Use of a portion of a Mindjet mark, image, or text as part of your product, website, or application name.
- Register a domain containing Mindjet (or misspellings of Mindjet).
- Apply for a trademark with a name including Mindjet.

- Use or derivative use of Mindjet trademark icons.
- Copy the look and feel of any Mindjet website (including the use of our distinct color combinations, graphic designs, or typography) or create any altered, distorted, or interpreted representation of any of the Mindjet trademarks.
- Feature any Mindjet trademarks in a manner that is more prominent than the names and trademarks identifying your business, product, or service.

For more instruction, please refer to the Mindjet Brand Identity Guidelines, whenever displaying a Mindjet logo.

### **1b. Written Work about Mindjet**

The title of the written work must clearly state that it is about Mindjet, and not written or endorsed by Mindjet. Example, "Guide to Improving 'X' with Mindjet" is appropriate, whereas "The Mindjet Guide to 'X'" is not.

The Mindjet mark may be used as an adjective or noun, never as verb, or in the plural or possessive form.

When using "Mindjet" as the name of the Mindjet service, use the generic term after the trademark: "the Mindjet service."

### **1c. Merchandise/Manufactured Items**

Mindjet does not permit or license use of its trademarks or logos in connection with merchandise and other products, including, clothing, hats, mugs, dolls, and toys, without a specific written agreement providing the terms under which such use would be permitted.

Contact Mindjet Corporate Counsel with a detailed proposal if you would like to request an exception.

### **1d. Using Mindjet Trademarks and Logos in an Ad or Marketing Campaign**

Permitted:

- Use the Mindjet logo or Mindjet application icon as a link to the Mindjet service, in a manner that satisfies these guidelines.
- Use the Mindjet logo or Mindjet application to show that your product is compatible with Mindjet.

Not Permitted:

- Use the trademarks in a way that might imply a Mindjet partnership with, or endorsement of, a product or business.
- Distort or alter the Mindjet trademarks in any way.
- Use the trademarks in a way that confuses the Mindjet brand with your brand or any other brand.
- Use Mindjet slogans or copyrighted works in a manner that would suggest a relationship or commonality with Mindjet.
- Use any Mindjet mark in connection with any illegal activity.

If you wish to use Mindjet trademarks in search engine marketing, please contact Mindjet Corporate Counsel.

### **1e. Attributing Ownership of the Mindjet Trademarks**

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. 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, and 'Work Inspired' are trademarks or registered trademarks of Mindjet, in the United States and other countries."

### **2) Mindjet Trademarks**

Mindjet Corporation owns a number of trademarks which may be registered trademarks in the United States and other countries. 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. If the materials, product packaging, or web page include a Mindjet logo, which already include the appropriate trademark symbol, it is not necessary to include a symbol after the word "Mindjet" in the text in the material, product packaging, or web page. If a company name precedes the product, insert the trademark symbol every time a new product is introduced.

Mindjet®  
Mindjet (logo)®  
Work Inspired™

A full listing of Mindjet's trademarks can be found here at [mindjet.com/legal/](http://mindjet.com/legal/)  
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.

## **2a. Trademarks in Your Country**

These guidelines are not exhaustive, and do not fully describe all of the rights or actions that we are permitted to take under applicable laws, or certain use of our trademarks that may be permitted under the laws in certain countries. Please, refer to the laws applicable to your specific or proposed use of Mindjet trademark(s).

## **3) Logo Use Guidelines**

We have adopted certain standards for presenting our logo, typographical elements and colors, which must be followed when using our trademarks. You may find those standards in this document: Mindjet Style Guide.

## **4) Mindjet Logos**

We shall provide properly formatted Mindjet logos, which are subject to these trademark guidelines (which you agree to abide by as a condition to using them).

## **5) Conditions of Use of Mindjet Trademarks**

You will comply with all applicable guidelines set forth above; Mindjet owns any and all rights to Mindjet's trademark(s) and the substantial goodwill in those marks (including any additional goodwill that may accrue as a result of your use of our marks); the use or display of Mindjet's trademarks in connection with your application or other product shall not create any right, title or interest for you in or to the Mindjet trademarks; 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.

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. 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.

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](mailto: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.

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.