DNN® Corp.
Trademark Policy

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The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Abstract

This document outlines the policy of DNN Corp. regarding the use of its trademarks.

Table of Contents

DNN Trademark Policy 1
Introduction 1
Overall Usage Guidelines 1
Software Distributions 2
Products and Services 3
Linking 4
Domain Names 4
Logos and Merchandise 4
Website Markup Usage Policy 5
Questions 5
DNN Trademark Policy FAQ 6
Additional Information 8
Appendix A: Document History 9

DNN Trademark Policy

Introduction

This document outlines the policy of DNN Corp. regarding the use of its trademarks. Any use of any DNN Corp. trademark must be in accordance with this policy. As used in this memo, "trademarks" refer to the DotNetNuke name, DotNetNuke logo, Evoq name, Evoq logo, DNN name and DNN logo.

DNN Corp.'s trademark policy attempts to balance two interests: our need to ensure that our trademarks remain reliable indicators of quality and security; and our desire to permit community members, software distributors and others with which we work to discuss our products and to accurately describe their affiliation with us. Striking a proper balance is a tricky situation in most organizations.

Underlying our trademark policy is the general law of trademarks. Trademarks exist to help consumers identify, and organizations publicize, the source of products. Some organizations make better products than others; over time, consumers begin to associate those organizations (and their trademarks) with quality. When such organizations permit others to place their trademarks on goods of lesser quality, they find that consumer trust evaporates quickly. That's the precise situation that we seek to avoid; especially since, when it comes to intangible products like software, trust is all consumers have to decide on.

Although our trademark policy is composed of a number of specific rules, most reflect the overarching requirement that your use of our trademarks be non-confusing and non-disparaging. By non-confusing, we mean that people should always know who they are dealing with, and where the software they are downloading came from. Websites and software that are not produced by DNN Corp. shouldn't imply, either directly or by omission, that they are. By non-disparaging, we mean that, outside the bounds of fair use, you can't use our trademarks as vehicles for insulting us, defaming us or sullying our reputation. These basic requirements can serve as a guide as you work your way through the policy.

DNN Corp.'s trademark policy begins by outlining some overall guidelines for the use of DNN Corp.'s trademarks; including the DotNetNuke name, Evoq name, DNN name, DotNetNuke logo, Evoq logo, and DNN logo, in printed materials. It then addresses a series of more specific topics, including the use of our trademarks on distributions of our binaries, linking to our website and the use of our trademarks in domain names.

Overall Usage Guidelines

Print and Websites

DNN Corp. encourages the use of its trademarks in

marketing, fundraising and other publicity-related materials. Of course, any use of our trademark is subject to the overarching requirement that its use be non-confusing. Thus, you can't say you are raising money for DNN when you are actually raising it for other purposes, or use our logos on the cover of your book or on your product packaging.

Although many uses of our trademarks are governed by more specific rules, which appear below, the following basic guidelines apply to almost any use of our trademarks in printed materials, including marketing, fundraising and other publicity-related materials, and websites:

- **Proper Form** - Our trademarks should be used in their exact form; neither abbreviated nor combined with any other word or words (e.g., "DotNetNuke" and not ".netNuke", "DNNModules", or "Evoq" and "Evoq Social" and not "Evoq Hosting"). DotNetNuke must be written in mixed-case with the characters D, N and N in uppercase. An alternate form is to use uppercase for every character (eg. DOTNETNUKE or DNN).; Evoq and Evoq products (e.g. Evoq Social) must be written in title case.

- **Accompanying Symbol** - The first or most prominent mention of our trademark should be accompanied by a symbol indicating whether the mark is a registered trademark ("®") or an unregistered trademark ("™"). Currently, DotNetNuke, Evoq and DNN are registered trademarks. As we register other marks, we will update this policy;

- **Notice** - The following notice should appear somewhere nearby (at least on the same page) the first use of a DNN Corp. trademark: "[TRADEMARK] is a ["registered", if applicable] trademark of DNN Corp. ";

- **Indistinguishable** - The trademark should appear in the same typeface as the surrounding text and should not be isolated or set apart from the surrounding text. In other words, the trademarks should not be emphasized or highlighted.

Software Distributions

Unaltered Application

Although our Berkeley Software Distribution (BSD) License explicitly grants you the right to distribute the DNN Platform in any form, there are a number of issues relating to redistribution which force us to strongly recommend against this practice. Obtaining the application from anyone but us as the official maintainer is a risky proposition as there is no way to guarantee the application has not been tampered with or infected with a virus. Redistribution of legacy versions which contain potential security issues or defects can cause serious community support issues and undermines the perception of quality. If you choose to provide visitors to your website the opportunity to download the DNN Platform, you should do so by means of a link to our site. (See the section on Linking, below.)

Serious Modifications

Those taking full advantage of the open-source nature of the DNN Platform framework and making custom core changes may not redistribute the fruits of their labor under any of our trademarks. For example, if you are a developer using DNN Platform and changing the code, it would be inappropriate for you to say "based on DNN". Instead, in the interest of complete accuracy, you should describe the product as "based on DNN technology," or "incorporating DNN source code," since, after all, you have changed the technology and code.

No matter what you do with our code, as per our BSD License, our copyright notice must be included in all copies or substantial portions of the modified software.

In order to allow modified versions to remain compatible with DNN Platform extensions, we have allowed for the following fair uses of the trademark. It is acceptable for the modified software to include the DNN trademark references in the application source code (including namespaces) and for the assembly names to retain their DNN heritage (e.g. DotNetNuke.dll).

Custom Installations

As we seek community involvement in the development of our products, we want to protect the reputation of our products as high-quality, high-performance, and secure. If you want to ship modules, skins, or providers installed by default or as part of the same installation process as the DNN products and you plan on distributing them under any of our trademarks, you must first seek approval from us. What we find acceptable will depend on the affect of the modules, skins, or providers on our DNN Platform or trademark.

Products and Services

The DNN Platform has spawned an active ecosystem, and we recognize that community members need some way to identify their products and services as being related to DNN. Our main concern about products or services is that consumers not be confused as to whether they are official (meaning created and maintained by us) or not. If you offer products or services related to the DNN Platform, you may use our trademarks in describing and advertising your services, so long as you don't violate these overall guidelines for the use of our trademarks or do anything that might mislead customers into thinking that you have any direct relationship with us. To address that concern, we ask you to not include any of our trademarks either in part or in whole, in your products or services, in a way that suggests a formal connection. In general terms, appending a suffix of "for DNN" is a non-confusing and acceptable way to promote a dependency on DNN (e.g. "Services for DNN®", "Products for DNN®").

Linking

So long as you don't do anything that might confuse visitors to your website, or that might violate the Overall Usage Guidelines above, we invite you to link to our website, including for the purpose of allowing your visitors to download the DNN Platform. We even provide the banners and buttons to facilitate the download of DNN software. Complete details are available in the FAQ section of this document.

Domain Names

If you want to include our trademarks in a domain name, you need to register your domain name with us. People naturally associate domain names with organizations whose names sound similar. Almost any use of our trademark in a domain name has the potential to confuse consumers, thus conflicting with the overarching requirement that any use of our trademarks be non-confusing.

If you would like to use our trademarks in a domain name, we ask that you register your domain name by submitting a request to our Marketing team via email: marketing@dnnsoftware.com.

Logos and Merchandise

There are some things you can do with our trademarked logos ("logos," for short) and some things you cannot do without our prior written consent. As with the DNN trademark, the use of our trademarked logos has the overarching requirement of compliance with the terms of the "DNN Logo Guidelines."

You may make t-shirts, desktop wallpaper, or baseball caps with our logos on them, though only for yourself and your friends (meaning people from whom you don't receive anything of value in return). You can't put our logo on anything that you produce commercially without our prior written consent.

There are two additional broad categories of things you can't do with our logos. The first is to produce modified versions of them. As illustrated in the "DNN Logo Guidelines," a modified logo would also raise the possibility of consumer confusion, thus violating our trademarks rights, too. The second concerns high-resolution copies of our logos, which are not available to the general public. If you have a very good reason to seek an exception to the rule against having and using high-resolution copies of DNN logos please contact our Marketing Team (marketing@dnnsoftware.com). We do have a media kit that is available to authorized media representatives. The kit can also be obtained by contacting the Marketing Team.

Website Markup Usage Policy

You may use the HTML and CSS files on http://www.dnnsoftware.com or other official DNN Corp. websites for your own web site, as long as you don't use the visual design or style (the colors, gradients, fonts, etc.). In other words, you can use the HTML

and/or CSS code, but it should not look like you took our page and dropped in your logo.

We do not intend to exercise any copyright we may have in any HTML/CSS underlying the site's pages to prevent you from copying or reusing that HTML/CSS. However, this does not grant you any right to use the trademarks, trade names, service marks, or trade dress of ours.

Questions

We've tried to make our trademark policy as comprehensive as possible. If you are considering a use of our trademark that's not covered by the policy, and you are unsure whether that use would conflict with these guidelines, feel free to contact us and ask at marketing@dnnsoftware.com . Please keep in mind that we receive lots and lots of similar questions, so please review all available documentation, including the Frequently Asked Questions (FAQ) below, before contacting us.

DNN Trademark Policy FAQ

What's the purpose of our FAQ?

This section sets out to answer the common questions which arise about the use of our Trademarks and Logos. The source code for the DNN Platform is free, but we do strictly enforce our trademark rights. We must enforce these trademark rights, in order to keep them valid. This means that, while you have considerable freedom to redistribute and modify our software, there are tight restrictions on your ability to use the DNN name and logos.

What are the DNN Trademarks and Logos?

Our trademarks include, among others, the "DotNetNuke" name, the "DNN" name, the "Evoq" name, the DotNetNuke logo, the Evoq logo and the DNN logo.

I already have an operational website with "DotNetNuke," "Evoq" or "DNN" as part of the domain name. Can I continue to operate my website?

Yes. We recognize that there are a large number of websites devoted to providing information and resources to the DNN community. As long as you register your domain name with our Marketing team (marketing@dnnsfotware.com) and accept our Terms and Conditions, you can legally continue to use "DotNetNuke," "Evoq" or "DNN" as part of your website domain.

Can I distribute the DNN software from my website or by CD/DVD?

No. Distribution leads to authenticity concerns and support issues. If you choose to provide visitors to your website the opportunity to download the DNN Platform, you must do so by means of a link to our site.

Can I download one copy and install it on lots of machines in my company/ school/university?

Sure. The DNN Platform is free and open source, and there are no fees or notification requirements associated with it. The Evoq products are for sale through DNN Corp and fees are based on per instance. For more information please contact sales@dnnsoftware.com.

Can I put DNN banners on my website? Can I link to you?

Thanks for your support. Of course you may.

What about use of screenshots?

Approval is not required for the following fair uses of our marks:

- Screenshots of our software or our web site in magazine articles or reviews of our software
- The inclusion of DNN references in screenshots of other web sites for non-commercial uses such as web site reviews
- On-screen displays of DNN products in television programs or movies.

You may also use screenshots of our products in commercial books and publications, both where the products are the focus and where they are not (e.g. screenshots of web pages).

Can I have high-resolution copies of the logos?

Yes. Please visit www.dnnsoftware.com/About/Resources/Press-Kit for more information. Please bear in mind that you need to follow our logo guidelines detailed in the Press Kit. If you have any questions on logo usage please contact our Marketing Team (marketing@dnnsoftware,com)

Can I make a t-shirt/desktop wallpaper/baseball cap with the logo?

Sure, if it's just for you, or if it's for others and no money or other consideration changes hands (although see the question about high-resolution versions).

Can I modify your logos and distribute the result?

No, sorry. The logo files themselves (e.g. the ones distributed with the apps) are copyrighted, so making and distributing any derivative works would be a copyright infringement. The logo is also a trademark, so if the result is confusingly similar to the original, it's a violation of trademark law, as well. For complete details, refer to the document "DNN Brand Guidelines" available from our website.

The logos themselves are the trademark, but the actual logo files are in the domain of copyright. You could release the files under an open source license while maintaining trademark rights. Why don't you do that?

Because there would be nothing to gain, and lead to far more infringing uses of our marks. In practice, there is no use for the files except as expressions of our trademarks, so the rights associated with an open source license don't add anything.

Doesn't having trademark restrictions contravene the principles DNN Platform?

No. Many free software licenses explicitly exclude rights to trademarks, and so imposing trademark restrictions on otherwise free software is accepted by the community. We are using our trademarks as a mark of quality to protect consumers - we think this is very much within the principles of free software.).

Additional Information

The DNN Web Application Framework is constantly being revised and improved. To ensure that you have the most recent version of the software and this document, please visit the DNN website at: http://www.dnnsoftware.com

The following additional websites provide helpful information about technologies and concepts related to DNN:

DNN Community Forums
http://www.dnnsoftware.com/forums

Microsoft® ASP.Net
http://www.asp.net

Open Source
http://www.opensource.org/

W3C Cascading Style Sheets, level 1
http://www.w3.org/TR/CSS1

Errors and Omissions
If you discover any errors or omissions in this document, please email marketing@dnnsoftware.com. Please provide the title of the document, the page number of the error and the corrected content along with any additional information that will help us in correcting the error.

Appendix A: Document History

Version	Last Update	Author(s)	Changes
1.0.0	July 12, 2005	Shaun Walker	Updated doc to reflect new template
1.0.1	July 20, 2005	Nik Kalyani	Updated FAQ to include DotNetNuke Powered! information
1.0.2	July 25, 2005	Shaun Walker	Removed Software Services section Removed references to DotNetNuke Powered! and replaced with reference to Trademark License Agreement
1.0.3	July 26, 2005	Shaun Walker	Replaced Modules, Skins, Providers, and Extensions clause with Products and Services
1.0.4	April 25, 2007	Shaun Walker	Updated trademark holder to DotNetNuke Corp.. Replaced references to Trademark License Agreement and Powered Program.
1.1	July 18, 2013	Dennis Shiao	Updated company and product references to “DNN Corp” and “DNN” Added references to Evoq

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