



Adobe Trademark Guidelines

for third parties who license or use Adobe trademarks | 01 November 2014

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November 1, 2014

To Third Parties Who License or Use Adobe Trademarks:

Adobe counts among its most valuable assets the company's trademarks and the goodwill they represent. Protection of these marks is a priority for Adobe. These guidelines have been developed for licensees, consultants, distributors, developers, authorized resellers, customers and other third parties to answer common questions about proper use of Adobe trademarks.

The status of Adobe's trademarks is continually changing, and it may be necessary to revise these guidelines from time to time. Please refer to the section "How to Obtain Additional Information" for additional resources and details on how to obtain updated information on these guidelines and the status of Adobe trademarks.

If you are a licensee, please be sure to consult your agreement with Adobe for any additional or different requirements applicable to your use of Adobe trademarks.

Thank you for your cooperation.

Adobe Systems Incorporated

Introduction

Please follow these guidelines carefully. They are designed to ensure proper usage of Adobe trademarks and to prevent consumer confusion that can result from improper or illegal usage.

These guidelines will help you identify the correct form for Adobe trademarks, the proper use of the ® and ™ trademark symbols, and the appropriate attribution statement to accompany your use of Adobe trademarks. The guidelines also provide information related to commonly asked questions about the proper use of Adobe trademarks. For convenience, these guidelines refer only to trademarks, but the rules apply to service marks, as well.

For use of copyrighted materials, such as images, box shots, screen shots, and text, please refer to Adobe's online Copyright and Trademark guidelines at <http://www.adobe.com/misc/agreement.html>.

Proper use of Adobe trademarks

You may use Adobe trademarks--but not logos, taglines or icons--to identify Adobe products or services, provided such references are truthful, fair and not misleading as to Adobe sponsorship, affiliation or endorsement of your company, your products or services, and you follow our trademark guidelines.

You may claim, if true, that your product or service is related to an Adobe product or service by using an appropriate phrase, such as "for use with," "for," "works with" or "compatible with," as long as nothing in the manner of such use would create consumer confusion about the source or the manufacturer of the product.

Use the proper trademark form, the appropriate trademark symbol(s) and an attribution statement acknowledging Adobe's ownership of the trademarks, as more fully described below.

Identifying the proper trademark form

Always use the correct spelling and format of Adobe trademarks with the appropriate trademark symbol(s). For a list of Adobe trademarks showing proper content, spelling, capitalization and marking, see <http://www.adobe.com/misc/agreement.html>. When referring to an Adobe product, use the full name of the product at its first and most prominent mention (for example, “Adobe Photoshop” is preferred over “Photoshop”).

Never vary the spelling, add or delete hyphens (even for normal hyphenation at the end of a line of text), make one word two, or use a possessive or plural form of the trademark. Adobe trademarks must always be used as adjectives followed by a generic term (such as “software”), and never as nouns or verbs. For examples of appropriate generic terms that may be used with Adobe trademarks, see the list on Adobe’s online Copyrights and Trademarks pages at <http://www.adobe.com/misc/agreement.html>.

For example:

CORRECT: The image was modified using Adobe® Photoshop® software.

INCORRECT: The image was Photoshopped.

CORRECT: You’ll appreciate the PostScript® interpreter’s unique ability to provide flexibility

INCORRECT: You’ll appreciate PostScript’s® unique ability to provide flexibility.

Marking with ® or ™

When using Adobe trademarks, use the appropriate trademark symbol on the most prominent (or if none is prominent, the first) appearance on the materials. Please refer to the database of Adobe trademarks (<http://www.adobe.com/misc/agreement.html>) for proper marking requirements. Once marked, it is not normally necessary to mark subsequent appearances of the trademark in the piece.

Every appearance of an Adobe logo or product name in stylized form should always be marked with the appropriate ® and ™ symbol.

Please include an attribution statement (which may appear in small, but still legible, print) when using any Adobe trademarks in any published materials. The statement should read:

[List of Adobe marks used, beginning with “Adobe” and “the Adobe logo,” if used, followed by any other marks in alphabetical order] are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

For example:

Adobe, the Adobe logo, Acrobat, Adobe Premiere, After Effects, Behance, Creative Cloud, EchoSign, InDesign, Photoshop and Typekit are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

The attribution statement typically is included with other legal lines, such as a copyright notice, at the bottom of a web page or, if in printed material, at the end of the document or on the copyright page of a book or manual.

If it is not feasible to include the attribution statement (and if it is not required by any contract you may have with Adobe), use a general-purpose attribution statement in a form such as this:

All other trademarks are the property of their respective owners.

Use of Adobe trademarks not permitted

- You may not incorporate or include, in whole or in part, any Adobe trademark or product name in your own company name, product names, service names, trademarks, logos, app launch tile image or domain names. You should not use an Adobe trademark in your social media account name or community name except referentially to describe its purpose—for example, [YOUR CITY] User Group for Adobe Photoshop.
- You may not market any product, service or technology under a name that is confusingly similar to the trademark or name of an Adobe product, service or technology.
- You may not use any Adobe logo, such as the Adobe corporate logo or the triple-looped Adobe PDF or Acrobat logo, an Adobe product name in stylized form (i.e. logotype) or a company tagline, unless you have a specific license or other written permission from Adobe to use it — unauthorized use is strictly prohibited.
- You may not copy or imitate Adobe's trade dress, in whole or in part, including the visual vocabulary of the Adobe brand, the look and feel of Adobe product imagery or Adobe web properties, the distinctive color combinations or any typography, graphic designs, product icons or marketing imagery associated with Adobe products or services.
- You may not use Adobe trademarks in a manner that would disparage or defame Adobe, any of its products or services, or any other person or entity.

Use of Adobe logos, signatures and icons

Corporate logo



Adobe

The standard Adobe corporate logo may only be used if you have obtained a prior written license or equivalent authorization from Adobe and your use complies with the terms and conditions of the license or permission. Under no circumstances may you modify, distort, morph, animate or add to the corporate logo. Please refer to the specific guidelines for use of the standard corporate logo, which you may obtain from your Adobe representative or by writing to askbrand@adobe.com.



The red-tag corporate logo is reserved for use exclusively by Adobe; you may not use it under any circumstances.

Product Logos, Signatures, and Icons

An Adobe product logo, signature or icon is a design or image that is associated with and identifies a specific Adobe product or service. As typically a thumbnail size image, a product icon may indicate that an Adobe product has been installed on your computer or other device. Generally, when you click on a product icon in your computer's Dock or Start menu or on your device screen, the related application is launched. Adobe does not normally allow the use of its product icons by third parties in their products or related materials of any kind, except under a prior written license or equivalent authorization from Adobe. You may qualify to use one or more Adobe product icons under an Adobe Partner program. Please refer to your partner agreement.

Under no circumstances may you modify, distort, or add to Adobe product signatures, logos, signatures, icons or stylized trademarks. You may not incorporate or include an Adobe logo, signature or icon design, in whole or in

part, in your company logo, product logo, app launch tile image, in your software product or service or in your social media account, page(s) or community images without a prior written license or equivalent authorization from Adobe.

Examples of Adobe product logos, signatures or icons:



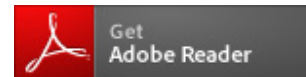
Adobe PDF File Icon



The Adobe PDF file icon may be used on a web site solely as an indicator of an active link to a Portable Document Format file (.pdf) created with an Adobe Acrobat product. Please refer to the specific provisions in the online Copyright and Trademark information pages at www.adobe.com/misc/agreement.html before you use this file icon on a web site. Adobe does not permit the use of the Adobe PDF file icon for software, hardware or other related products, or in any advertising, marketing or promotional materials for such products, except as specified above, from companies other than Adobe, unless the company has obtained a prior written license from Adobe and such use complies with the terms and conditions of the license.

Web Logos

An Adobe web logo may be available for your use as an indicator of a link from your web site to Adobe's official web site. Please refer to the specific provisions in the online Copyright and Trademark information pages at www.adobe.com/misc/agreement.html before you use an Adobe web logo.



Use of Adobe trademarks in third-party product names and in titles of publications, conferences, and seminars

Adobe trademarks may not be used by third parties as part of their company, product, service, domain or trade names without an express written agreement permitting such use. Licensees, such as authorized developers of plug-ins for Adobe products, must consult their agreement with Adobe to determine whether and under what circumstances such use of Adobe trademarks may be made.

Adobe trademarks may be used in the titles of publications, conferences and seminars that provide in-depth training on Adobe products or technology beyond that available from Adobe product tutorials, training and reference material. Publishers of such publications and hosts of such conferences or seminars do not need to obtain further permission from Adobe if the use of Adobe trademarks complies with all of the following requirements:

- The subject of the publication, conference or seminar should be the specific Adobe product, service or technology to which the title refers.
- The Adobe trademarks may not appear larger or more prominent than the rest of the full publication, conference or seminar title, and your name or logo should be displayed more prominently on the cover of the publication and in all materials related to the conference or seminar;
- The Adobe trademarks may not be used in the logo or stylized form used by Adobe, Adobe taglines may not be used under any circumstances, and no Adobe product imagery or box shots may be used on your publication's cover or your publication, conference or seminar's website, advertising, promotional material, or otherwise, without express written permission from an authorized Adobe representative;
- You may not use an Adobe trademark in the domain name of your publication, conference or seminar website without a written license or equivalent authorization from Adobe.
- Proper form, marking and attribution is used for all Adobe trademarks. You may not shorten or abbreviate any of Adobe's trademarks. Always spell and capitalize Adobe's trademarks exactly as they appear in the Adobe Trademark Database for General Distribution available at <http://www.adobe.com/misc/agreement.html>. Include the following trademark attribution statement: "[List of marks used, with 'Adobe' first, if used, followed by other Adobe marks used, in alphabetical order] are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries."
- You must include a conspicuous disclaimer, preferably on the front or back cover of your publication, but at a minimum it must appear on the copyright page of the publication and state in all capital letters: THIS PRODUCT [or TITLE OF PUBLICATION, CONFERENCE or SEMINAR] IS NOT AUTHORIZED, ENDORSED OR SPONSORED BY ADOBE SYSTEMS INCORPORATED, PUBLISHER OF [INSERT ADOBE PRODUCT NAME(S)];
- You otherwise comply with the online "General trademark guidelines" at <http://www.adobe.com/misc/agreement.html>; and
- There is nothing else in the use of Adobe trademarks or in the circumstances that would lead consumers to believe there is an association with, or endorsement by, Adobe that does not exist, and the Adobe trademarks are used only to refer to the Adobe products or services that are the subject of the publication, conference or seminar.

Use of Adobe trademarks by third-party developers of plug-ins and extensions

If you are a developer of a plug-in or extension for an Adobe product, you may use Adobe trademarks in a referential manner on packaging, websites, app stores, promotional, and advertising materials to give notice that your product is compatible with the referenced Adobe product or technology, provided you follow these guidelines:

- You may not incorporate or include any Adobe trademark in your company name, trade name, product name, domain name, or name of your service;
- You may not include any Adobe trademark or Adobe logo, product icon design, or product imagery, in whole or in part, in your company logo, your product logo, your app launch icon or launcher tile image or otherwise in your software product or service without a prior written license or equivalent authorization from Adobe.
- Your product or service name may not be confusingly similar to any Adobe trademark;
- If you state that your product is compatible with an Adobe product, the product must in fact be compatible with that Adobe product and otherwise work with that Adobe product as intended and described in the documentation of your product;
- Any notice that your product is compatible with an Adobe product or technology must be made in a referential manner, such as “for use with,” “for,” or “compatible with.” Example: “Your product name” plug-in for Adobe® Photoshop®; or, ABC extension for Adobe® InDesign®; and
- You must comply with these guidelines and the online “General trademark guidelines” at <http://www.adobe.com/misc/agreement.html>.

Special marks

Adobe

The term “Adobe” when used to refer to Adobe software or an Adobe product is a trademark, and its use is governed by the guidelines above. However, when “Adobe” is used only to refer to Adobe Systems Incorporated, then it is being used as a corporate name, not a trademark. When “Adobe” is used as a corporate name, no trademark marking or attribution is necessary—do not use the ™ or ® symbol.

CORRECT: Adobe announced a new product today.

INCORRECT: Adobe® announced a new product today.

CORRECT: Adobe Systems Incorporated

INCORRECT: Adobe® Systems Incorporated

Acrobat and Adobe PDF

Acrobat is an Adobe trademark used to identify the Adobe Acrobat family of software applications, including the Acrobat Standard and Acrobat Professional products, and other Adobe products. The Portable Document Format (PDF), the international standard (ISO 32000-1), is the native file format of the Adobe Acrobat product family, Adobe Reader software and the Adobe LiveCycle product line. Except for such referential use as permitted in these guidelines, you may not use the Acrobat trademark in the name of a related software product or service, unless you have obtained a prior written license from Adobe for such use.

Companies who are not Adobe licensees but who claim to have technology that accurately implements the ISO PDF standard and is compatible with Adobe Acrobat products may claim, if true, for example, that their PDF producer programs create PDF files. Such companies may not make use of terms such

as “Adobe Acrobat file” or “Adobe PDF” in connection with their products or the Adobe PDF logo to identify their products or the PDF output of their products.

Flash

Adobe’s Flash trademark is used with the company’s platform of multimedia authoring and playback systems based on its family of Flash software products, also referred to as Flash technology. These products include the Flash Professional authoring tool, the Flash Builder software development tool and the Flash Player runtime software. Except for certain referential use, Adobe does not permit the use of the Flash trademark by companies other than Adobe for software, hardware, or other products related to Flash technology, unless the company has obtained a prior written license from Adobe to do so.

The Flash trademark must never be used as a generic term for animation, video, or any kind of file format or content. It should only be used as an adjective to describe an Adobe software product.

Companies who are not Adobe licensees but who claim to have technology that is compatible with Adobe Flash products may claim, if true, that their products are “compatible with Flash X” as long as nothing in the circumstances would create consumer confusion. Such companies may not use terms such as “Flash file,” “Flash animation,” or “Flash video” in connection with their clone products or product output.

Third parties who implement products or services using Adobe’s SWF or FLV file format specification may not use “Flash” in the name of their product or service.

- If a third party has fully complied with the SWF or FLV specification, they may refer to its product or service as “Flash Player compatible” or as featuring “Flash

Special marks, continued

Player compatible output,” but not as “Flash enabled.”

- Third parties may not refer to output files from their products or services as “Flash files,” “Flash animation,” or “Flash video files.” Third parties also may not use “Flash files,” “Flash animation,” “Flash video,” or “Flash content” when referring to the files or content that are compatible with their products or services.
- You should refer to output generated from an Adobe product like Flash Professional or Adobe Media Encoder as an .SWF file, a .FLV file, or as “Flash Play compatible” or “video for Adobe Flash Player.”
- In communications, you should define the file format in the initial reference; afterwards you may use just the format extension (FLV playback, for example).

Example: Use Adobe Premiere Pro to export FLV files—the video format compatible with the Adobe Flash Player runtime.

For more information on the proper use of the Adobe Flash trademark, please request the specific Adobe Flash trademark guidelines document.

Photoshop

Photoshop is an Adobe trademark used to identify the Adobe Photoshop family of image-editing software applications and services, including Adobe Photoshop, Adobe Photoshop Elements and Adobe Photoshop Album. The Photoshop trademark must never be used as a common verb or as a noun. The Photoshop trademark should always be capitalized and should never be used in possessive form or as a slang term. It should be used as an adjective to describe the product, and should never be used in an abbreviated form. The following examples illustrate these rules:

- | | |
|------------|--|
| CORRECT: | The image was enhanced using Adobe® Photoshop® software. |
| INCORRECT: | The image was photoshopped. |
| INCORRECT: | The image was Photoshopped. |
| INCORRECT: | The image was enhanced using Photoshop. |
| CORRECT: | The image pokes fun at the Senator. |
| INCORRECT: | He created a photoshop to poke fun at the Senator. |
| CORRECT: | Those who use Adobe® Photoshop® software to manipulate images as a hobby, see their work as an art form. |
| INCORRECT: | A photoshopper sees his hobby as an art form. |
| INCORRECT: | My hobby is photoshoping. |
| CORRECT: | The new features in Adobe® Photoshop® software are impressive. |
| INCORRECT: | Photoshop's features are impressive. |
| CORRECT: | Take a look at the new features in Adobe® Photoshop® software. |
| INCORRECT: | Take a look at the new features in PS. |

For more information on the proper use of Adobe's trademarks, please refer to the section of this document entitled “Use of Adobe Trademarks in Third-Party Product Names or Materials” and to Adobe’s online Permissions and trademark guidelines at www.adobe.com/misc/agreement.html.

Special marks, continued

PostScript

PostScript is an Adobe trademark used with the Adobe PostScript interpreter, the Adobe PostScript page description language and other Adobe products. Adobe does not permit the use of the PostScript trademark for software, hardware, or other related products from companies other than Adobe, unless the company has obtained a license from Adobe to do so. Always use the PostScript trademark as an adjective, not a noun. Companies who are not Adobe licensees but who claim to have technology that is compatible with Adobe PostScript products may claim, if true, that their products are “compatible with PostScript Level X” as long as nothing in the circumstances would create consumer confusion. Such companies may not make use of terms such as “PostScript printer” or “PostScript RIP” in connection with their “clone” products.

CORRECT: Adobe has developed industry-standard PostScript language solutions.

INCORRECT: Adobe has developed industry-standard PostScript.

CORRECT: the first “real-time” RIP for PostScript language compatibility

INCORRECT: the first “real-time” RIP for PostScript

Special Program Marks

Adobe has developed a number of trademarks (including word marks and logos) used in support of certain programs, such as the Adobe Partner Connection Program, comprised of specific programs for partners who sell and integrate Adobe products and solutions, or provide product training to users, including the Adobe Authorized Training Provider program and Adobe Certified Instructor program. If you are not an approved licensed participant in such programs and in good standing, you may not use these trademarks in word or logo form to claim or imply participation in the program. If you are an approved licensed participant in one of these programs, please refer to your program agreement for specific information relating to the use of trademarks in association with these programs. If you are interested in additional information about these programs, please refer to the online Adobe Partner pages at <https://www.adobe.com/cfusion/partnerportal/index.cfm>.

How to obtain additional information

To obtain updated information on these guidelines as well as Adobe's list of trademarks in proper form, see our web site at: www.adobe.com/misc/agreement.html.

Additional information relating to the use of Adobe trademarks or copyrighted materials may be found in Adobe's online Copyright and Trademarks pages at www.adobe.com/misc/agreement.html. You may also contact your Adobe business or legal contact for more information. If you are a licensee of an Adobe trademark, you should review the specific trademark usage guidelines contained in your license agreement.

You may also contact:

Legal Department/Trademark Program

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801 North 34th Street
Seattle, WA 98103-8882
Tel. 206.675.7000
Fax 206.675.6818
email: tm@adobe.com

These guidelines are not intended to be a definitive or complete statement of proper trademark usage. Adobe reserves the right to object to any use of Adobe trademarks that Adobe deems to be unlawful in the circumstances, even if that use is not expressly prohibited by these guidelines. Adobe also reserves the right to revise these guidelines at any time without notice.

