

# SolarWinds Trademark, Copyright, and Domain Name Guidelines

The SolarWinds trademark guidelines (Trademark Guidelines) are designed to assist SolarWinds Worldwide, LLC, its affiliates, subsidiaries, employees, and agents (collectively, SolarWinds), its distributors and partners (Partners), and other SolarWinds authorized licensees and third parties in their use of trademarks, service marks, trade dress, logos, or images owned by SolarWinds (the SolarWinds Trademarks or Trademarks), including in promotional, advertising, instructional, or reference materials, or on their web sites, products, labels, or packaging.

The copyright guidelines (Copyright Guidelines) are provided to assist SolarWinds, its Partners, and other SolarWinds **authorized** licensees and third parties as to how to properly use the SolarWinds copyrightable materials, which are original works of literary, artistic, musical, photographic, or film created by SolarWinds (the SolarWinds Copyrights or Copyrights).

The domain name guidelines (Domain Guidelines, collectively Guidelines) are provided to assist SolarWinds employees with registration, maintenance, and protection of any domain names of interest to SolarWinds (Domains) and the proper usage for Partners

Use of SolarWinds Trademarks, Copyrights, and Domains is prohibited unless expressly authorized by SolarWinds. Additionally, any use of any SolarWinds Trademark, Copyright, or Domain that does not comply with these Guidelines or is not approved by us in writing is not authorized. Please note authorized SolarWinds' Partners may be subject to additional restrictions; **please review all relevant SolarWinds' agreement(s) and distributed policies to ensure compliance.**

## INTRODUCTION

SolarWinds Trademarks, Copyrights, and Domains are valuable assets of SolarWinds.

SolarWinds Trademarks guarantee the quality of the core products, sub-brands, etc. The value symbolized by the SolarWinds trademark, and recognized by consumers, corporations, and the IT community, drives awareness every year and builds on the valuable goodwill afforded by this association. At their core, SolarWinds Trademarks identify SolarWinds as a company that is **credible and trustworthy**.

SolarWinds Copyrights demonstrate SolarWinds ownership of its creative works – be it its software or services products, an industry white paper, or its website.

SolarWinds Domains are used by SolarWinds to market, distribute, and promote its products and services as well as to create a mechanism for communication with its customers.

Unless as otherwise agreed upon between the parties, SolarWinds does not grant You any rights, title, or interest in or to the SolarWinds Trademarks, Copyrights, Domains, or corresponding intellectual property, and all rights, title, and interest in and to the same shall remain the property of SolarWinds. All rights not expressly granted by SolarWinds to you are reserved by SolarWinds. Any goodwill derived from using any part of the SolarWinds Trademarks, Copyrights, and Domains exclusively inure to the benefit of and belong to SolarWinds. In following the Guidelines contained herein, you help us protect our valuable intellectual property rights and strengthen our corporate and brand identity.

Please note, the SolarWinds Style Guide details the color, size, orientation and other specifications for specific SolarWinds Trademarks, Copyrights, or Domains as required by SolarWinds.

If you have any questions regarding these Guidelines or the SolarWinds Style Guide, please email us at [trademarks@solarwinds.com](mailto:trademarks@solarwinds.com).

## SOLARWINDS TRADEMARK GUIDELINES

For reference, SolarWinds provides a complete trademark list of registered and unregistered trademarks on its website at <https://www.solarwinds.com/legal/trademarks>.

### Authorized Use of SolarWinds Trademarks

#### AUTHORIZED PARTIES

Only SolarWinds, its authorized Partners, and other pre-approved third parties may use the SolarWinds Trademarks, including in advertising, promotional, and sales materials.

The SOLARWINDS CERTIFIED PROFESSIONAL mark and the SOLARWINDS CERTIFIED PROFESSIONAL & Design mark (the SCP Trademarks) or the GNS3 CERTIFIED ASSOCIATE mark may only be used by individuals who have passed the specific course, exam, and program requirements for the relevant SolarWinds certification.

#### PROPER USE, TRADEMARK NOTICE, AND ATTRIBUTION

##### *Proper Utilization*

In practice, trademarks are the brand names used to distinguish similar products or services from each other. Grammatically, trademarks should be used as adjectives to modify nouns; the noun is the generic name of a product or service. An appropriate generic term should appear after the trademark the first time

it appears and as often as commercially reasonable after that. In sum, SolarWinds Trademarks should be used as adjectives, with a generic term following the same.

**ACCEPTABLE:**

ORION® Platform

SOLARWINDS® Network Performance Monitor software

WEB HELP DESK® software

PERFSTACK™ dashboard

**UNACCEPTABLE:**

Use ORION

Buy SOLARWINDS


WEB HELP DESK delivers simplicity and automation

PERFSTACK is next-gen monitoring

A trademark should not be altered, appended, or abbreviated in any way, and always spell the SolarWinds Trademarks as shown in the SolarWinds Trademarks List <https://www.solarwinds.com/legal/trademarks>. Do not combine any names or designs with any of SolarWinds Trademarks.

When using the trade name or corporate name to refer to the business, the designator ® or ™ should not be used.

“SolarWinds Worldwide, LLC is pleased to announce...”

Designs or stylized marks must be used in the same consistent font, size and color. For example, the  logo must be used on a white background, with no alterations to the font of the SOLARWINDS term or the color of the design. The use must always be legible and maintain the integrity of its form.

Make the SolarWinds Trademarks distinguishable, at least in the first reference, and set it apart from the surrounding text, either by capitalizing it or by italicizing, bolding, or underlining it.

SolarWinds Trademarks may not be used by other parties in marketing, promotional, or advertising materials to create the perception that SolarWinds endorses, sponsors, and/or supports a third party or a third party product, service, or promotion.

***Proper Trademark Notification***

On products, product documentation, or other product communications, please use the appropriate trademark symbol (™, ®) the first time a SolarWinds Trademark appears in the text. For reference, SolarWinds provides a complete trademark list of registered and unregistered trademarks on its website at <https://www.solarwinds.com/legal/trademarks>.

***Provide Credit Notice (Credit Notice: a notice providing attribution for trademarks or copyrights)***

Please use a credit notice at the bottom of the product documentation or other communication, as appropriate. We have a complete list of relevant credit notices for SolarWinds, but an example is set forth below:

Example:

**For SolarWinds Worldwide, LLC**

The SolarWinds, SolarWinds & Design, Orion, and THWACK trademarks are the exclusive property of SolarWinds Worldwide, LLC or its affiliates, are registered with the U.S. Patent and Trademark Office, and may be registered or pending registration in other countries. All other SolarWinds trademarks, service marks, and logos may be common law marks or are registered or pending registration. All other trademarks mentioned herein are used for identification purposes only and are trademarks of (and may be registered trademarks) of their respective companies.

***Use of Trademarks in Advertising***

Advertising, promotional, and marketing material produced by SolarWinds is deemed to be use of the SolarWinds Trademarks by SolarWinds. It is very important to show that SolarWinds always uses its Trademarks correctly, even in corporate partnerships, by licensees, etc. Non-conforming use of the SolarWinds Trademarks can have a damaging effect on the overall strength of the SolarWinds Trademarks. It is critical that SolarWinds Trademarks are used consistently and properly to make marketing campaigns more effective.

***Use of Third-Party Marks***

Do not incorporate third-party trademarks into a SolarWinds product name.

Third-party marks may be used to describe how SolarWinds products are compatible with the specific third-party product or service referenced. Third-party marks should only be used in a referential phrase such as “for use with”, “for,” or “integrates with”.

**Acceptable:** SOLARWINDS® NETWORK INSIGHT™ for XYZ

**Unacceptable:** SOLARWINDS® XYZ monitoring

Generally, do not utilize third-party trademarks unless SolarWinds and the owner of the representative marks have agreed, whereby SolarWinds can utilize the same.

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**DISTRIBUTOR AND PARTNER USE OF TRADEMARKS*****Distributor and Partner Authorized Use***

Partners may use a SolarWinds Trademark in connection with the marketing of the SolarWinds products, including marketing materials, book titles, magazines, seminars, or conference titles, provided compliance with the following requirements:

1. Use the SolarWinds Trademarks only to refer to the SolarWinds products and services.

2. Partners' websites, marketing, and otherwise may not copy the look and feel of the SolarWinds website, marketing, or otherwise.
3. The use of any SolarWinds Trademark is referential and/or less prominent than the rest of the title, and the Partners' name and logo are more prominent than the SolarWinds Trademark on all Partners' materials.

**Acceptable:** The ORION® Network Configuration Manager software produced by SolarWinds Worldwide, LLC delivers powerful and easy-to-use network configuration management.

**Unacceptable:** [Re-Branded] network configuration manager software delivers powerful and easy-to-use network configuration management.

**Acceptable:** XYZ CONFERENCE for SolarWinds Software Users

**Unacceptable:** SOLARWINDS SOFTWARE CONFERENCE hosted by XYZ

4. The use reflects favorably on both SolarWinds and SolarWinds products or technology.
5. A disclaimer of sponsorship, affiliation, or endorsement by SolarWinds, similar to the following, should be included on the publication and on all related printed materials: "(Title), created by (Partner), has not been authorized, sponsored, or otherwise approved by SolarWinds Worldwide, LLC".
6. A trademark attribution notice should be included in the credit section giving notice of SolarWinds' ownership of its trademark(s). Please refer to the section titled "Proper Trademark Notice and Attribution."
7. Partners, when creating a new product or service that is arguably related to the SolarWinds products and services, should create a name, design, or logo that will not be likely to be confused with the SolarWinds Trademarks.

#### ***Distributor and Partner Unauthorized Use***

Unless as authorized by SolarWinds, Partners may not use, in whole or in part, a SolarWinds Trademark, including SolarWinds-owned graphic symbols, logos, or icons, or an alteration thereof. This includes not utilizing a SolarWinds Trademark as or as part of a company name, trade name, product name, service name, or domain name.

**Partners may not use or register, in whole or in part, any SolarWinds Trademark or an alteration, deviation, misspelling, or otherwise thereof. This includes not utilizing a SolarWinds Trademark as or as part of a company name, trade name, product name, domain name, or service name or bidding on the SolarWinds Trademarks as a keyword on a search engine.**

Third parties may not use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of the SolarWinds Trademarks for any purpose, including the use of an image of real solar winds or other variation of a SolarWinds trademark and/or logo for any purpose. For example:

**Unacceptable:** SolarWindstorm software

**Unacceptable:** Nebula Network Management Configuration software

By using the SolarWinds Trademarks, including SolarWinds-owned graphic symbols, logos, or icons, you are acknowledging that SolarWinds is the sole owner of the trademark and promising that you will not harm, misuse, or bring into disrepute any SolarWinds Trademarks.

Partners may not manufacture, sell or give-away items, such as T-shirts and mugs, bearing any SolarWinds Trademark, except pursuant to an express written trademark license from the SolarWinds Legal Department.

Partners may not imitate the distinctive SolarWinds logos, typefaces or the look, design or overall commercial impression, including of any SolarWinds website, blog, slogan, tagline, or other materials.

### ***SolarWinds-Provided Marketing Materials***

SolarWinds may provide its Partners with SolarWinds marketing materials to help its Partners in advertising the SolarWinds products and services. For these marketing materials, it can fall into one of four categories:

COMPLETE WHITE LABEL CONTENT	SWI WHITE LABEL CONTENT	JOINT MARKETING CONTENT	SWI CONTENT
Independently Created for Partner	SWI Created, but Willing to White-Label Content	SWI Created Content, but Willing to Insert Partner Logo	SWI Created Content
Can Remove SWI Logo; Can Insert Partner Logo	Can Remove SWI Logo; Can Insert Partner Logo	Cannot Remove SWI Logo; Can Insert Partner Logo	Cannot Remove SWI Logo; Cannot Insert Partner Logo
Can Remove SWI Copyright Notice	Cannot Remove SWI Copyright Notice	Cannot Remove SWI Copyright Notice	Cannot Remove SWI Copyright Notice
Document is Modifiable	Document is Not Modifiable, unless a Specific Partner Section	Document is Not Modifiable, unless a Specific Partner Section	Document is Not Modifiable
Open-Sourced Content	SWI Proprietary Content	SWI Proprietary Content	SWI Proprietary Content

Complete White Label marketing materials are materials created by SolarWinds and provided to a third-party Company, which rebrands the materials with its own branding. Complete White Label Content should not depict any of the SolarWinds Trademarks or branding and should only depict the third-party company's trademarks and branding unless it is SWI White Label Content, which needs to include the SolarWinds copyright notice.

## SOLARWINDS COPYRIGHT GUIDELINES

### PROPER USE, COPYRIGHT NOTICE, AND ATTRIBUTION

#### ***Proper User of SolarWinds Copyrights***

Unless you obtain express written permission from SolarWinds (including, but not limited to, any cartoon, graphic, text, image, logo, or content displayed on SolarWinds' website), you do not have the authority to use, reproduce, transmit, or distribute any copyrighted material of SolarWinds. All information, graphics, text, materials, functions, or other content, including those contained on any SolarWinds' operated website, is a copyright belonging to SolarWinds or its licensors. Please reference the SolarWinds Privacy Notice and Terms of Use for further guidance.

#### ***Proper User of Third-Party Copyrights***

All rights in a copyright shall remain with the creator, unless the work is a work-for-hire, is commissioned by SolarWinds, makes significant use of SolarWinds' resources or personnel, or is otherwise subject to contractual obligations, and then, the copyright immediately and automatically will vest in SolarWinds under applicable copyright law.

SolarWinds is not responsible for the content, information, materials, or otherwise connected to a SolarWinds' website via hyperlink, reference, or otherwise, and this material is not copyright material of SolarWinds.

At all times, observe the rights of other copyright owners, and do not incorporate any copyrighted work or portion thereof into a SolarWinds Copyright unless SolarWinds expressly has the authority to do the same.

#### ***Provide Credit Notice***

If SolarWinds recognizes a work as a Copyright, include an attribution of SolarWinds' ownership within the credit notice section of your product, product documentation, or other product communication. The appropriate credit notice for each entity is available with the Marketing Communications and Content Department.

**Example:**        © [YEAR] SolarWinds Worldwide, LLC. All rights reserved.

The date in the notice shall be the year in which the work is first published.

#### ***Copyright and Other Agreements***

If you would like to utilize a SolarWinds Copyright, please contact the SolarWinds Legal Department.

## SOLARWINDS DOMAIN GUIDELINES

#### ***Internal***

The SolarWinds Legal Department manages all of SolarWinds' Domains. If you wish to register a domain name on behalf of the business or make any changes to a current domain name registration, please contact the Legal Department. Employees are not permitted to register domains on behalf of the business without going through the Legal Department.

#### ***Distributor and Partner Unauthorized Use***

As discussed above, Partners may not use or register, in whole or in part, any SolarWinds Trademark or an alteration, deviation, misspelling, or otherwise thereof. This includes not utilizing a SolarWinds Trademark or confusingly similar term as or as part of a company name, trade name, product name, **domain name**, or service name.

## ABUSE POLICY

If you encounter someone misusing the SolarWinds Trademarks or Copyrights, please notify the SolarWinds Legal Department so that SolarWinds can evaluate the situation and respond in the appropriate manner.