

ONVIF®

Trademark Usage Policy

Version 1.0

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ONVIF Confidential.

This document and the information contained within should not be shared with people outside of ONVIF without express written permission
ONVIF is a trademark of Onvif, Inc.

1. Introduction

In this document, you will find the answers to questions about the proper usage of ONVIF logos and trademarks. This information will help guide you to successfully build the ONVIF brand in your global market. The ONVIF trademarks and logos are owned by ONVIF. ONVIF grants access to them for the shared benefit of all members so it is the responsibility of all member companies to correctly implement and use the logos and trademarks and to monitor the industry for correct usage. The policy, rules and restrictions in this document cover usage in any form including, without limitation, digital, print and web usage.

ONVIF trademarks and logos are to be used per the guidelines established in this and other ONVIF policies and documents including the *ONVIF Rules of Membership* and the *ONVIF Logo Guidelines*¹.

Generally, the ONVIF Trademarks are to be used:

- (a) By ONVIF for marketing and promotional purposes, its technologies, conferences, and any events it deems necessary; and
- (b) By ONVIF members for promotional and marketing purposes of membership and affiliation with ONVIF, and to indicate, if applicable, that the member company's Product and/or end-product has been registered and accepted by ONVIF as ONVIF conformant.

In general a governing rule is that neither the ONVIF name nor any ONVIF trademark, slogan, logo, or phrase (collectively, the "**ONVIF Marks**"), nor any combination of an ONVIF Mark with any other word, design or other element may be used in a manner that would weaken the strength and value of any ONVIF Mark (including, without limitation, a ONVIF Mark related to certification, compliance or interoperation) by creating confusion regarding its significance.

ONVIF Marks and the word "ONVIF" **CANNOT** be used in conjunction with any word or phrase that could lead the public to believe, or create a direct or indirect inference, that a non-conformant Product has met the ONVIF conformance requirements or interoperates with other ONVIF Products. A "**Product**" is hardware, software or a combination thereof using, incorporating, or implementing any Draft or Final Specification or Code.

Please review this policy carefully. If you still have any questions that are not addressed (for example, doubt with regard to wording of press release or any other public communications wording), please forward questions to the ONVIF Communications Committee.

NOTICE: Failure to comply with the policies established in this document will be assessed on a case-by-case basis based on the nature of the violation, whether the member had been previously notified, and other similar factors. Noncompliance with the policies may result (at the discretion of ONVIF), in one or more of the following: (a) ONVIF revoking such member's rights to use ONVIF name and ONVIF Marks; (b) ONVIF revoking or terminating a member's membership in ONVIF; and/or (c) other appropriate action given the facts and circumstances surrounding the non-compliance.

¹ ONVIF Logo Guidelines are available on the ONVIF Member Forum at <http://developer.onvif.org/showthread.php?936-ONVIF-Logo-Guidelines-2015>.

2. What are the ONVIF Marks?

The word mark, “ONVIF”

Currently, the ONVIF primary trademark is the word, “ONVIF”. This trademark has been registered in the United States, European Union, China, Japan and other countries throughout the world.



The ONVIF logo

This logo is used frequently by ONVIF for marketing and promotional activities. It appears in all types of documents and signage. This logo is also used by ONVIF members to indicate their membership in ONVIF.



The ONVIF Profile logos

These logos are used **only** by ONVIF members to promote their products that have been approved as ONVIF conformant – that is, have passed the ONVIF Conformance Process as evidenced by having been issued a valid Declaration of Conformance (DoC). Qualified members are encouraged to use this logo for marketing and promotional activities, and in all types of documents and signage when describing their ONVIF conformant products.

Other ONVIF Marks established by ONVIF from time-to-time

ONVIF Marks not included in this “What are the ONVIF Marks?” section may only be used by ONVIF members upon the determination of the ONVIF Steering Committee or the consent of ONVIF. Such ONVIF Marks may include restrictions, including, without limitation, restrictions on use only in certain contexts.

How can ONVIF members use the ONVIF Marks?

ONVIF member companies may use the ONVIF Marks for member’s corporate, promotional and marketing purposes subject to the terms of this policy and other ONVIF policies and guidelines. Members may use the ONVIF Member logo and the “ONVIF” word mark within the phrases, “ONVIF Member” and “Member of ONVIF” to indicate membership.

Usage of ONVIF Marks by ONVIF members to market and promote their Products

Members may use the “ONVIF” word mark with a Product only if: (a) such Product has been accepted by ONVIF as ONVIF Conformant – that is, has passed the ONVIF Conformance Process resulting in a valid Declaration of Conformance; and (b) the member remains a member in good standing of ONVIF as long as the Product is commercially available. Additionally, the ONVIF word

mark may not be used within the member's official product name but it may be used within a product description.

Conversely, a member may **not** use or associate the term "ONVIF Conformant" or "ONVIF Compliant" or the like, with a product unless the product has been accepted by ONVIF as ONVIF Conformant. ONVIF Conformance is defined in the *ONVIF Conformance Process Specification* (available on the ONVIF public website).

2.1. Specific guidelines for using the ONVIF word mark "ONVIF"

This section begins by establishing what is permitted and not permitted, depending on the status of completion of the conformance process for a member company's Product(s).

Only after a member company Product is officially registered as conformant by ONVIF can the member use any of the wording in the below **List 1**. However, all members – including those who have products that they expect to eventually complete the ONVIF conformance process but have not yet completed it – may refer to their ONVIF membership in their public communications using the below **List 2**.

List 1: Words and phrases reserved for ONVIF Conformant Products:

Certain words and phrases have particular significance with respect to communicating the status of a Product based on the ONVIF specifications.

Words and phrases that may only be applied to **ONVIF Conformant** products include, but are not limited to:

- "ONVIF conformant,"
- "Conformant with ONVIF,"
- "ONVIF compliant,"
- "Compliant with ONVIF,"
- "(Meets/complies/conforms with) the ONVIF (standards/specifications),"
- "Compliant," "registered," "conformant" or similar in any combination with the word "ONVIF."

Note: The following phrases have not been defined by ONVIF and may not be used to describe any products whether or not they are ONVIF conformant:

- "ONVIF tested"
- "ONVIF certified"
- "ONVIF interoperable"

List 2: Words and phrases that may be used by all ONVIF members:

Members of ONVIF are encouraged to refer to their membership in their public communications:

Example: "ONVIF member,"

Example: "ONVIF Full/Contributor/Adopter member," **Example:** "Member of ONVIF."

The ONVIF word mark may not be used in any context, such as in the phrase "ONVIF conformance candidate," that implies that a Product or component will or may successfully complete conformance in the future or that a Product or component, when combined with other components or Products, will result in a Product that will or may successfully complete the conformance process in the future.

Use of the “®” symbol with the ONVIF word mark

The registered trademark symbol “®” must be added in superscript format immediately following the word mark wherever the word mark first appears on product packaging, products, web pages, and marketing pieces, and in textual information.

Example: ONVIF® conformant

Example: Member of ONVIF®

Then, as a footnote on the page where the ® symbol is first used, you should include the text “ONVIF is a trademark of Onvif, Inc.”

Consistent and positive use of ONVIF trademarks benefits all ONVIF members; do not portray the ONVIF word mark in a negative manner or in any way that weakens, creates confusion or otherwise depreciates any ONVIF Mark.

Spelling requirement

The ONVIF word mark is a registered trademark, and as such its spelling cannot be changed. **Correct:** ONVIF®

Format requirement

The ONVIF word mark is a trademark, and as such its spelling cannot be changed. The ONVIF word should always be displayed in all capital (upper case) letters.

Incorrect: the Onvif® word mark...

Incorrect: the onvif® word mark...

Incorrect: the OnVif® word mark...

Correct: the ONVIF® word mark...

No possessives or plurals or hyphenations

Incorrect: The world is becoming increasingly dependent on ONVIF to achieve interoperability

Correct: The world is becoming increasingly dependent upon products that are ONVIF conformant to achieve interoperability

Incorrect: ONVIF’s Specification includes...

Correct: The specification for ONVIF conformance includes...

Incorrect: ONVIF-conformant products...

Correct: ONVIF conformant products...

Not be used as a verb

Incorrect: ONVIF your next video surveillance system...

Correct: Build your next video surveillance system with ONVIF conformant products...

Product and Company Names

The ONVIF word mark must not be incorporated as part of a company, business, product or trade name. Only ONVIF is permitted to use the word mark in such a manner.

Incorrect: ONVIF Consultants

Incorrect: ONVIF Partners

Incorrect: ONVIF Enterprises

Incorrect: MyONVIF, Inc.

Incorrect: XYZ Product for ONVIF

Incorrect: XYZ ONVIF Product Name

References to ONVIF

Use of the term “ONVIF” by a member to reference the ONVIF organization is not permitted unless the full name – ONVIF– is used in the first instance of its use in a public document.

Example: “The name of the organization is ONVIF. The charter of ONVIF is...”

Websites

The ONVIF word mark is not to be used in a domain name or as a URL. The only exceptions to the rule are for the domain names owned by ONVIF. For example, www.ONVIF.org.

Incorrect: www.ONVIF.co.uk

Incorrect: www.unpluggedONVIF.com

Incorrect: www.ONVIF.biz.com

Incorrect: www.ONVIFMember.org

Correct: www.NotDot11.com/ONVIF

Correct: www.NotSoFastWireless.com/ONVIF/solutions

3. ONVIF Logo Guidelines

Any use of the ONVIF Logos must comply with the ONVIF Logo Guidelines maintained by the ONVIF Communications Committee and located on the ONVIF Member Forum in the Member Communications Tools area (see

<http://developer.onvif.org/showthread.php?936-ONVIF-Logo-Guidelines-2015>).