

# Guidelines for Using Roboworks Trademarks and Copyrights

These guidelines are for Roboworks licensees, authorized resellers, developers, customers, and other parties wishing to use Roboworks's trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their web sites, products, labels, or packaging. Use of Roboworks trademarks may be prohibited, unless expressly authorized.

If you are a licensee of an Roboworks trademark or logo and have been provided with special trademark usage guidelines with your license agreement, please follow those guidelines. If your license agreement does not provide usage guidelines, then follow these guidelines. If you are an Roboworks Authorized Reseller or member of an Roboworks program, you may be subject to additional restrictions.

Roboworks's trademarks, service marks, trade names, and trade dress are valuable assets. In following these guidelines, you help us protect our valuable trademark rights and strengthen our corporate and brand identities. By using an Roboworks trademark, in whole or in part, you are acknowledging that Roboworks is the sole owner of the

trademark and promising that you will not interfere with Roboworks's rights in the trademark, including challenging Roboworks's use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any Roboworks trademark. The goodwill derived from using any part of an Roboworks trademark exclusively inures to the benefit of and belongs to Roboworks. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any questions regarding these guidelines, please talk to your Roboworks representative or submit your query to [hi@roboworks.co](mailto:hi@roboworks.co) .

## **Authorized Use of Roboworks Trademarks**

**1. Advertising, Promotional, and Sales Materials:** Only Roboworks and its authorized resellers and licensees may use the Roboworks Logo in advertising, promotional, and sales materials. Such authorized parties may use the Roboworks Logo only as specified in their agreement with Roboworks and any associated Guidelines and such use must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with Roboworks. For example:

Authorized Reseller

Authorized Value Added Reseller

Authorized Service Provider

Authorized Wholesaler

**2. Compatibility:** Developers may use Roboworks or any other Roboworks word mark (but not the Roboworks Logo or other Roboworks-owned graphic symbol/logo) in a **referential**

**phrase** on packaging or promotional/advertising materials to describe that the third party product is compatible with the referenced Roboworks product or technology, provided they comply with the following requirements.

- a. The Roboworks word mark is not part of the product name.
- b. The Roboworks word mark is used in a referential phrase such as “runs on,” “for use with,” “for,” or “compatible with.”
- c. The Roboworks word mark appears less prominent than the product name.
- d. The product is in fact compatible with, or otherwise works with, the referenced Roboworks product.
- e. The reference to Roboworks does not create a sense of endorsement, sponsorship, or false association with Roboworks or Roboworks products or services.
- f. The use does not show Roboworks or its products in a false or derogatory light.

**3. Publications, Seminars, and Conferences:** You may use an Roboworks word mark in connection with book titles, magazines, periodicals, seminars, or conferences provided you comply with the following requirements:

- a. The use is referential and less prominent than the rest of the title. Acceptable: XYZ CONFERENCE for Roboworks Users.
- b. The use reflects favorably on both Roboworks and Roboworks products or technology.
- c. Your name and logo appear more prominent than the Roboworks word mark on all printed materials related to the publication, seminar or conference.

d. The Roboworks logo or any other Roboworks-owned graphic symbol, logo, icon or image does not appear on or in the publication or on any materials related to the publication, seminar, or conference without express written permission from Roboworks.

e. A disclaimer of sponsorship, affiliation, or endorsement by Roboworks, similar to the following, is included on the publication and on all related printed materials: “(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by Roboworks Global Pty Ltd.”

f. A trademark attribution notice is included in the credit section giving notice of Roboworks’s ownership of its trademark(s). Please refer to the section below titled “Proper Trademark Notice and Attribution.”

**4. Web Sites:** Web sites that serve only as noncommercial electronic informational forums concerning an Roboworks product or technology may use the appropriate Roboworks word mark, provided such use complies with the guidelines set forth in Section 3 above.

## **Unauthorized Use of Roboworks Trademarks**

**1. Company, Product, or Service Name:** You may not use or register, in whole or in part, Roboworks, Rosbot, Pickerbot, or any other Roboworks trademark, including Roboworks-owned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, or service name except as specifically noted in these guidelines.

**2. Roboworks Logo and Roboworks-owned Graphic Symbols:** You may not use the Roboworks Logo or any other Roboworks-owned graphic symbol, logo, or icon on or in connection with web sites, products, packaging, manuals,

promotional/advertising materials, or for any other purpose except pursuant to an express written trademark license from Roboworks, such as a reseller agreement.

**3. Variations, Takeoffs or Abbreviations:** You may not use an image of a real Roboworks or other variation of the Roboworks logo for any purpose. Third parties cannot use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of an Roboworks trademark for any purpose. For example:

Not acceptable: Roboworkstree      Pickerosh      Roboworks  
Cart      RosbotMart

**4. Disparaging Manner:** You may not use an Roboworks trademark or any other Roboworks-owned graphic symbol, logo, or icon in a disparaging manner.

**5. Endorsement or Sponsorship:** You may not use Roboworks, Rosbot, Pickerbot, or any other Roboworks trademark, including Roboworks-owned graphic symbols/logos, or icons, in a manner that would imply Roboworks's affiliation with or endorsement, sponsorship, or support of a third party product or service.

**6. Merchandise Items:** You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing Roboworks, Rosbot, Pickerbot or any other Roboworks trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from Roboworks.

**7. Roboworks's Trade Dress:** You may not imitate the distinctive Roboworks packaging, web site design, logos, or typefaces.

**8. Slogans and Taglines:** You may not use or imitate an Roboworks slogan or tagline.

For example: “Roboworks for robomakers.”

**9. Domain Names:** You may not use an identical or virtually identical Roboworks trademark as a second level domain name.

Not acceptable: “Pickerbot.com”

“PickerbotRoboworks.com” “Pickerbot-Roboworks.com”

“rosbotmart.com”

## **The Rosbot and Pickerbot Trademark**

**1.** You may not use the Rosbot or Pickerbot trademark standing alone except to denote or refer to the Roboworks product line.

**2.** You may use “Rosbot” or “Pickerbot” in your product name, company name, trade name, or service name provided your name satisfies the following criteria:

a. Your product is not a robot, robot system, or operating system software.

b. Your product is Rosbot or Pickerbot compatible or the third party business is associated with Rosbot or Pickerbot based robots.

c. “Rosbot” or “Pickerbot” is used in combination with another non-generic or non-geographically-descriptive word.

Acceptable: PickerbotVenus      PickerbotCharlie

Not acceptable: PickerbotCharleston      PickerbotSales

d. “Rosbot” or “Pickerbot” does not appear more prominently than the rest of the name in size, color, or typeface.

- e. Your name does not suggest a false association with Roboworks.
- f. Your name is not confusingly similar to any trademark owned or used by Roboworks.
- g. You acknowledge that Roboworks is the sole owner of the “Rosbot” or “Pickerbot” trademark and that you will not interfere with Roboworks’s use or registration of “Rosbot” or “Pickerbot” alone or in combination with other words.
- h. If you are an Roboworks Authorized Reseller or member of an Roboworks program, you may be subject to additional restrictions.

## **Rules for Proper Use of Roboworks Trademarks**

**1.** Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service.

**2.** As adjectives, trademarks may not be used in the plural or possessive form.

Correct: I bought two Rosbots.

Not Correct: I bought two Rosbotes.

**3.** An appropriate generic term must appear after the trademark the first time it appears in a printed piece, and as often as is reasonable after that.

**4.** Always spell and capitalize Roboworks’s trademarks exactly as they are shown on Roboworks’ website [www.roboworks.net](http://www.roboworks.net). Do not shorten or abbreviate Roboworks product names. Do not make up names that contain Roboworks trademarks.

## Proper Trademark Notice and Attribution

### 1. Distribution Within the United States Only

- a. On product, product documentation, or other product communications that will be distributed only in the United States, use the appropriate trademark symbol (TM, SM, ®) the first time the Roboworks trademark appears in the text of the advertisement, brochure, or other material.
- b. Refer to [www.roboworks.net](http://www.roboworks.net) for the correct trademark symbol, spelling of the trademark, and generic term to use with the trademark. Generally, the symbol appears at the right shoulder of the trademark (except the Roboworks Logo, where the logo appears at the right foot).
- c. Include an attribution of Roboworks's ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication.

Following are the correct formats:

\_\_\_\_\_ and \_\_\_\_\_ are registered trademarks of Roboworks.

\_\_\_\_\_ and \_\_\_\_\_ are trademarks of Roboworks.

### 2. Distribution Outside the United States:

- a. Do not use trademark symbols on products, product documentation, or other product communications that will be distributed outside the United States.
- b. Use one of the following international credit notices:

\_\_\_\_\_ is a trademark of Roboworks, registered in Australia and other countries and regions.



\_\_\_\_\_ is a trademark of Roboworks.

## **Depictions of Roboworks Products**

**1. Endorsement or Sponsorship:** Roboworks does not support the use of its logos, company names, product names, or images of Roboworks products by other parties in marketing, promotional or advertising materials without written permission from Roboworks as their use may create the perception that Roboworks endorses or sponsors the product, service or promotion.

**2. Compatibility:** If you are a developer, you may show an image of an Roboworks product in your promotional/ advertising materials to depict that your product is compatible with, or otherwise works with, the Roboworks product or technology, provided you comply with the following requirements:

- a. Your product is in fact compatible with, or otherwise works with, the referenced Roboworks product.
- b. The image is an actual photograph of the genuine Roboworks product and not an artist's rendering (Note: You must obtain express written permission from Roboworks before using any photograph owned or licensed by Roboworks).
- c. The Roboworks product is shown only in the best light, in a manner or context that reflects favorably on the Roboworks products and on Roboworks.
- d. The reference to Roboworks does not create a sense of endorsement or sponsorship by, or other false association with, Roboworks or Roboworks products.

For further information with respect to Roboworks's copyrights, please submit your request in writing to [hi@roboworks.co](mailto:hi@roboworks.co) .