

DotNetNuke® Trademark Policy

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DotNetNuke® 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 DotNetNuke Corporation regarding the use of its trademarks.

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DotNetNuke Trademark Policy

Introduction

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

DotNetNuke Corporation's trademark policy attempts to balance two competing 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 DotNetNuke Corporation 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 sullyng our reputation. These basic requirements can serve as a guide as you work your way through the policy.

DotNetNuke® Trademark Policy

DotNetNuke Corporation's trademark policy begins by outlining some overall guidelines for the use of DotNetNuke Corporation's trademarks; including the DotNetNuke name, DNN acronym, and DotNetNuke 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

DotNetNuke Corporation 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 DotNetNuke 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" or "DNNModules"). 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).;
- ✧ **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 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 DotNetNuke Corporation trademark:
"[TRADEMARK] is a ["registered", if applicable] trademark of DotNetNuke Corporation ";

DotNetNuke® Trademark Policy

- ✧ **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 open source application 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 DotNetNuke application, 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 DotNetNuke application 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 our application and changing the code, it would be inappropriate for you to say "based on DotNetNuke". Instead, in the interest of complete accuracy, you should describe the product as "based on DotNetNuke technology," or "incorporating DotNetNuke 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 DotNetNuke application extensions, we have allowed for the following fair uses of the trademark. It is acceptable for the modified software to include the DotNetNuke trademark references in the application source code (including namespaces) and for the assembly names to retain their DotNetNuke heritage (e.g. DotNetNuke.dll).

DotNetNuke® Trademark Policy

Custom Installations

At the same time 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 DotNetNuke 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 DotNetNuke application or trademark.

Products and Services

The DotNetNuke open source application has spawned an active ecosystem, and we recognize that community members need some way to identify their products and services as being related to DotNetNuke. 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 DotNetNuke application, 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 DotNetNuke" is a non-confusing and acceptable way to promote a dependency on DotNetNuke (e.g. "Services for DotNetNuke®", "Products for DotNetNuke®").

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 DotNetNuke open source application. We even provide the banners and buttons to facilitate the download of DotNetNuke software. Complete details are available in the FAQ section of this document.

Domain Names

DotNetNuke® Trademark Policy

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 simply ask that you register your domain name by submitting your link to our DotNetNuke Powered! program (<http://www.dotnetnuke.com/tabid/1071/default.aspx>). Once you accept the Terms and Conditions, you will be permitted to use the trademark as part of your domain name.

Logos and Merchandise

There are some things you can do with our trademarked logos (“logos,” for short) and some things you cannot do, at least not without asking us. As with the DotNetNuke trademark, the use of our trademarked logos has the overarching requirement of compliance with the terms of the “DotNetNuke 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; at least not without receiving our permission. We will soon launch the DotNetNuke Store, which we will own and operate. The store will sell a wide range of products with DotNetNuke software and logos. That's how we will make some of the money that helps support our open source efforts.

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 “DotNetNuke Logo Guidelines,” a modified logo would also raise the possibility of consumer confusion, thus violating our trademarks rights, too (remember the overarching requirement that any use of our trademark be non-confusing?). 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 DotNetNuke logos please contact our Marketing Team (marketing@dotnetnuke.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.

DotNetNuke® Trademark Policy

Website Markup Usage Policy

You may use the HTML and CSS files on <http://www.dotnetnuke.com> or other official DotNetNuke Corporation 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@dotnetnuke.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.

DotNetNuke 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. Our code is free, but we do strictly enforce our trademark rights. We must, 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 DotNetNuke name and logos.

What are the DotNetNuke Trademarks and Logos?

Our trademarks include, among others, the “DotNetNuke” name, “DNN” acronym, and DotNetNuke logo.

I already have an operational website with "DotNetNuke" 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 DotNetNuke community. As long as you register your domain name with our DotNetNuke Powered! Program and accept the Terms and Conditions, you can legally continue to use "DotNetNuke" or "DNN" as part of your website domain.

DotNetNuke® Trademark Policy

Can I distribute the DotNetNuke 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 DotNetNuke application, we suggest that you 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. Our products are free and open source, and there are no fees or notification requirements.

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

Thanks for your support. Of course you may. We have a DotNetNuke Powered! Program for exactly this purpose. Please visit the DotNetNuke website for details.

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 DotNetNuke references in screenshots of other web sites for non-commercial uses such as web site reviews
- ✧ on-screen displays of DotNetNuke 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?

In general, no, sorry. If you have a very good reason, e.g. you are an authorized media representative wanting to include DotNetNuke in your publication, we have a media kit that is available by contacting our Marketing Team (marketing@dotnetnuke.com).

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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, and so making and distributing any derivative works would be a copyright infringement. The logo is also a trademark, and so if the result is confusingly similar to the original, it's a violation of trademark law too. For complete details, refer to the document "DotNetNuke Logo 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 of open source software?

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 DotNetNuke 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 DotNetNuke website at:

<http://www.dotnetnuke.com>

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

DotNetNuke Community Forums

<http://forums.dotnetnuke.com/default.aspx>

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@dotnetnuke.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	<ul style="list-style-type: none">Updated doc to reflect new template
1.0.1	July 20, 2005	Nik Kalyani	<ul style="list-style-type: none">Updated FAQ to include DotNetNuke Powered! information
1.0.2	July 25, 2005	Shaun Walker	<ul style="list-style-type: none">Removed Software Services sectionRemoved references to DotNetNuke Powered! and replaced with reference to Trademark License Agreement
1.0.3	July 26, 2005	Shaun Walker	<ul style="list-style-type: none">Replaced Modules, Skins, Providers, and Extensions clause with Products and Services.
1.0.4	April 25, 2007	Shaun Walker	<ul style="list-style-type: none">Updated trademark holder to DotNetNuke Corporation. Replaced references to Trademark License Agreement and Powered Program.