



## Big Switch Networks, Inc.

# Trademarks, Logo, Codenames & Acknowledgement Guidelines

(V2.4, November 2016)

A trademark can be a word, phrase, symbol, or design that distinguishes the unique source of the goods or services. Trademarks are valuable corporate assets and the proper use of these assets can ensure their continued value to the Company and its shareholders. The following are guidelines for the use of trademark symbols and acknowledgments for Big Switch Networks, Inc.'s trademarks.

### Guidelines for Proper Use of Trademarks

It is important that every effort be made to use Big Switch Networks' trademarks in compliance with the following guidelines.

- Use With the Proper Generic Term
  - Always use a trademark as a proper adjective.
  - Whenever possible, the common descriptive name of the product (a generic term/noun) should follow the mark (e.g.: “Switch Light™ operating system”). This should be done at least the first time a trademark appears in a piece of printed material.
- Use in Singular
  - Because a trademark is not a noun, it should never be used in the plural form. (e.g.: Use “Big Tap monitoring systems” not “Big Taps.”)
- Use As a Proper Adjective
  - Trademarks are proper adjectives and should never be used as common descriptive adjectives (e.g.: “Styrofoam boogie boards float better”) and never as a verb (e.g.: “Xerox your copies with a Xerox brand photocopier”).
- Distinguish Marks in Print
  - Use a trademark in a manner that will distinguish it from surrounding text. Capitalize trademarks completely, or use initial caps.
  - The generic term following the trademark should not be capitalized (e.g.: “Big Cloud Fabric™ networking fabric”).

- Use Consistently
  - Do not shorten or use acronyms for trademarks used in published documents (e.g.: use “Big Switch Labs” not “BSN Labs”).
  - Use the appropriate spacing between the words for marks that consist of more than one word. (e.g.: Use “Big Switch Networks” not “BigSwitch Networks.”)
- Use Proprietary Notices
  - Whenever possible, a trademark notice (® or ™) should follow the mark.
  - As a minimum requirement, it should be used at least once in each piece of printed matter and preferably the first time a mark appears on a page (exclusive of the title) or product surface.
  - In letters, memos, press releases, white papers, advertising, slides, foils, video, web pages and other multimedia presentations:
    - Properly designate (with ®, ™ or SM) all of Big Switch Networks' trademarks on the first occurrence in copy (exclusive of the title).
    - In the case of presentation graphics and web sites, trademarks should be designated with the proper trademark symbol on the first occurrence on each page, slide, and foil (exclusive of the title)
  - In newsletters, magazines, and publications containing multiple articles:
    - Properly designate (with ®, ™ or SM) all of Big Switch Networks' trademarks on the first occurrence in the Table of Contents and on the first occurrence in EVERY article (exclusive of the title) in which they are used.
  - In brochures, books, technical documentation, and other bound documents:
    - Properly designate (with ®, ™ or SM) all of Big Switch Networks' trademarks on the first occurrence in the Table of Contents, and on the first occurrence in text (exclusive of the title).
  - In all charts or graphs, properly designate trademarks (with ®, ™ or SM), as they could be copied or pulled and used independently.
  - In all tag lines incorporating a trademark slogan, always use the trademark symbol in every reference.

## **International Use**

For publications that will be distributed outside the United States, do not include trademark symbols. Instead use the appropriate trademark attribution notice, for example: Big Switch Networks, Big Cloud Fabric, Big Monitoring Fabric, Big Switch Labs and the Big Switch Networks Logo are registered marks and/or trademarks of Big Switch Networks, Inc., in the U.S. and/or other countries.

## Big Switch Networks' Marks

The following is list of Big Switch Networks' registered marks and trademarks. The list also includes a suggested generic term for each trademark. For all publications, include an appropriate generic term after the trademark the first time it appears. Thereafter, the generic term should appear frequently with the trademark. (These generic terms are only suggestions, and there may be other words that are equally appropriate.)

<b>Big Switch Network's Trademarks</b>	<b>Appropriate Symbol to use</b>	<b>Generic Terms (Nouns)</b>
Big Switch Networks®	®	products, software, services
Big Cloud Fabric™	TM	networking fabric, software, solution
Big Monitoring Fabric™	TM	product, software, solution
BigSecure	TM	reference architecture
Big Switch Networks logo	TM	See below for logo usage guidelines
Floodlight®	®	software, open source software
Open SDN®	®	community
Indigo™	TM	agent
Switch Light™	TM	OS, operating system, vSwitch, virtual switch, thin switching software solution

**Note:** The absence of a product or service name or logo from this list does not constitute a waiver of Big Switch Networks' trademark or other intellectual property rights concerning that name or logo.

## Trademark Acknowledgments

Properly footnote and acknowledge trademark ownership, preferably identifying Big Switch Networks' marks as being owned by Big Switch Networks, Inc., e.g., [Mark] is a trademark of Big Switch Networks, Inc. in the U.S. and/or other countries.

## Use of Big Switch Networks Logo

Guidelines for the appropriate use of Big Switch Network's logo are located at [http://www.bigswitch.com/sites/default/files/file\\_attach/logo-guidelines.pdf](http://www.bigswitch.com/sites/default/files/file_attach/logo-guidelines.pdf).

## **Use of Big Switch Networks Code Names**

### **Big Switch Networks Code Names**

Big Switch Networks uses internal code names to identify products (and services) that are in development and not yet released to the public. Once a Big Switch Networks® product is announced to the public, it will receive and be promoted under a commercial name (e.g., Big Cloud Fabric™ software). After Big Switch Networks announces a product or service under its commercial name, all reference to that product or service by the Big Switch Networks code name should cease entirely, and instead should be made with the commercial name only. Use of the correct Big Switch Networks commercial product names in advertising and marketing materials is essential to accurate and effective marketing communications, and to avoid potential legal claims based on the use of a Big Switch Networks code name.

### **Third Party Use Of Big Switch Networks Code Names**

Customers, licensees, and other third parties are not authorized by Big Switch Networks to use Big Switch Networks' code names in advertising, promotion or marketing of any product or service. The use of any Big Switch Networks code name in advertising will automatically disqualify the advertisement from qualification for reimbursement under any Big Switch Networks cooperative marketing program, and could result in termination from Big Switch Networks reseller programs.

### **No liability, warranty or indemnification for use of Big Switch Networks Code Names**

Big Switch Networks does not represent or warrant that any Big Switch Networks code name is non-infringing or available for use in commerce. Use by customers, licensees, or other third parties of Big Switch Networks code names may provoke legal challenges from others claiming rights in such names, and may result in legal liability. Big Switch Networks accepts no responsibility or liability arising from or related to such third party use (in any way) of Big Switch Networks code names. Big Switch Networks will not under any circumstances indemnify, defend or hold harmless any customer, licensee, or other third party for the use of a Big Switch Networks code name. Third party use of Big Switch Networks code names is at the user's sole risk.

**Note to BSN's Partners:** Trademarks and logos licensed by Big Switch Networks to you may have specific contractual acknowledgment requirements or other restrictions. Refer to your contract or license for specific requirements.