

11.0 BRAND AND TRADEMARK MANAGEMENT AND GRAPHICS STANDARDS POLICY

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Effective Date: July 30, 2007

Final Ratification by FiXs Board of Directors: July 30, 2007

Article I. Purpose and Introduction

The purpose of this Policy is to promulgate formal standards for the usage of the brands and trademarks of the Federation for Identity and Cross-Credentialing Systems, Inc. (“FiXs” or the “Federation”). It is recognized that increasing customer awareness of FiXs and FiXs-related offerings is an important market differentiator as well as vital for preservation and protection of the intellectual property assets and property rights of the Federation.

This market awareness and recognition requires consistent usage, presentation, and communication.

Article II. Application and Limitations on Use

Any form of reference to the Federation for Identity and Cross-Credentialing Systems, Inc.; the Federation for Identity and Cross-Credentialing Systems; or FiXs; may be made subject to the limitations set forth in this policy.

Specifically, companies or organizations who maintain membership in “good standing” under the provisions of the Bylaws of the Federation may make use of the FiXs brand and/or trademarks indicating their membership in the Federation consistent with the provisions of this policy.

Further, member organizations that may deploy FiXs-certified or duly authorized service offerings utilizing the FiXs Network or its related attributes or features may indicate that they are a “FiXs-Certified Solution Provider”, a “FiXs-Certified Service Provider”, deploying a “FiXs-Certified Credential”, or “FiXs Credential” meaning that they are deploying some form of FiXs-Certified capability, offering, or feature. The specific terminology to be used will be subject to the specific use case under which the member organization has been affirmatively certified or authorized by FiXs for usage. *Only* duly authorized FiXs solution or service providers may use the designation that they are FiXs-

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Certified; deploying any form of “FiXs-Certified” solution or service; deploying a FiXs-Certified Credential, or doing anything under the auspices of FiXs .

Any member organization of the Federation who has NOT been duly certified or authorized to have, use, or provide access to the FiXs Network, FiXs-based solutions, services or any related attributes, or credentials is *expressly prohibited* from making any implicit or explicit statements to the effect that they have or provide any form of FiXs-Certified solutions, services, credentials or attributes thereof.

For purposes of clarity, maintaining a membership in the Federation **DOES NOT** entitle any organization or company to assert or imply in any manner that they are, have been, or provide anything certified, authorized, prepared under the auspices of, or in accordance with the Federation or FiXs, nor does membership in and of itself provide any form of endorsement by the Federation or FiXs.

Article III. Brand Mark and Trademark Uses

Increasing customer and market awareness of the Federation, FiXs, and or related offerings requires absolute consistency in all forms of print and electronic media; to include descriptions in all service offerings, proposals, marketing materials, and signage on products and service components. It is also imperative that any oral communications of these forms of reference are used consistent with the same usage in other forms of expression.

1. Use of FiXs Brand Names, Marks and Trademarks – The use of FiXs Brand Names Marks and Trademarks must appear prominently, consistently, legibly, and accurately and match in color when possible and at the size, color, and frequency parity when described in all forms of documents or text, in written and electronic format. When used as signage, as an “emblem” or “logo”, or on other artifacts, or as part or a service being provided or advertised, FiXs Brand Marks and Trademarks must appear prominently, consistently, legibly, and accurately and match in color when possible and at the size, color, and frequency parity.
2. Use of the FiXs Brand Marks and Trademarks with Other Marks – When used with other brand marks, the FiXs Brand Marks and Trademarks must appear prominently, consistently, legibly, and accurately and match in color when possible and at the size, color, and frequency parity comparable to FiXs participation or representation in the specific use.
3. Depicting FiXs Brand Names or Trademarks on Identity Cards and/or Credentials – All “actual” or “sample” identity cards or credentials must display the entire Brand Mark or Trademark in a clearly legible manner and at least at the same

size, color, and frequency parity with other systems or network- related brand marks or trademarks shown on the card or credential.

4. Use of Correct and Consistent Language – The use of the correct and consistent terminology when referring to FiXs, FiXs Names or Trademarks throughout and in all forms of communications is an essential aspect of this Policy.

Article IV. Using Our Brand Names and Trademark(s)

The full name(s) of the Federation for Identity and Cross-Credentialing Systems, Inc. must be used at least once in all communications that refer to the Federation, FiXs, membership in FiXs, or FiXs-certified offerings, products and/or services. It is desirable that this depiction be used at the point of “first use” of any reference to the Federation.

1. Using Uppercase and Lowercase Letters – When using the full name of the Federation, or the Federation for Identity and Cross-Credentialing Systems, Inc., the trademark should be distinguished from surrounding text by at least using Initial Capital Letters, such that the “F”, “I”, “C”, “C”, “S”, and “P” always appear in uppercase. Usage of the full name of the Federation may also be portrayed in ALL CAPITAL LETTERS; **Bold Letters**, *Italic Letters*, “In Quotes”, or in stylized form.

When using the abbreviated form of reference to the Federation, or “FiXs”, the mark should be distinguished from surrounding text by at least Capital Letters for the “F” and the “X” with the other letters, “i” and “s” in lowercase. Usage of the term FiXs may also be portrayed on ALL CAPITAL LETTERS; **Bold Letters**, *Italic Letters*, “In Quotes”, or in stylized form.

The term “and” or the symbol “&” may be used interchangeably in referring to the full name of the Federation.

2. Using Brand Names or Trademarks as Adjectives – The term “FiXs” may be used as an adjective, as in “FiXs-Certified Credential”, or “FiXs-Certified Solution Provider”, “FiXs-Service Provider” or other such form of adjectival reference. At a minimum, the Brand Name(s) or Trademark(s) must be used as adjectives in their first or most prominent mention subsequent to any use in the title, headline or cover page of any communication.
3. Usage of the Trademark Symbols – The “®” and/or “™” trademark symbols, or their local law equivalents, always should appear after the first or most prominent use of the FiXs Brand name(s)
4. Usage with Other Brand Names or “marks” – In all communications the FiXs Brand Names and Trademarks always must be presented with prominence and

frequency equal to that of all other system or network related brand names, trademarks or “marks”.

5. Brand Name Translation – The Brand Names and Trademarks of the Federation may appear only in English and not be translated into other languages nor appear in another alphabet.

Article V. Using Correct Language

Using correct and consistent language in all communications is essential for the effectiveness of this policy.

1. Referring to the FiXs Network – All references to the network deployed and operated by FiXs must be referred to as the “FiXs Network”
2. Referring to FiXs Solutions, Services, Processes or Technologies – All references to solutions, services, processes or technologies that are related solely to the instantiation of FiXs intellectual property shall be used with, and as a prefix to, the name of the service or feature being utilized or deployed. The applicable trademark symbols must be used with such usage. Where a authorized service provider may be providing solutions, services, processes or technologies that are utilizing any FiXs intellectual property, the provider may apply its’ own branding applicable to the circumstances; however, clear and legible acknowledgement must be provided and accompanying marks provided indicating that an underlying component is FiXs intellectual property. (i.e. such as the “powered by Intel” mark prevalent in industry).

Article VI. Use in Advertising, Proposals, and Other Forms of Print or Electronic Media

This Policy shall be consistently applied and adhered to in any and all proposals, marketing collateral and brochures, presentation materials, contractual documents, advertisements, informational documents and any other formats in any form, whether printed or electronic, to include on or over the Internet, as well as in oral communications as applicable.

Article VII. Use at the Point of Interaction

A card or credential holder’s first visual indication of the availability to use or have FiXs-Certified Credentials utilized may be as exterior signage, but it is also important to display such signage at the point of interaction as well as on any enrollment device or authentication device, as applicable.

Article VIII. Use in Depicting Cards or Card Communications

When depicting the FiXS credential or card in visual format or on the actual card, the card “format” or “topology” shall be consistent with the technical specification requirements set forth for the card “type”, security level, or other attributes required by the usage case and consistent with the specifications set forth by the Federation. In all cases, the FiXS trademark shall be present in a clearly visible manner on one or more sides of any such card. In cases where the only one side is depicted in visual format or representation (i.e. in print), the FiXS trademark shall be present in a clearly visible manner on the representative card.

Article IX. Use on Signage

When displaying the FiXS Brand Mark or Trademark, the “mark” shall be displayed horizontally and in an easily recognizable manner.

Article X. Brand and Trademark Specifications

Brand marks are generally used to represent the brands on cards, products, and services and to promote the brand through advertising and marketing.

The current Brand and Trademarks of the Federation are:

“Federation for Identity and Cross-Credentialing Systems, Inc. TM”;

And,

“FiXSTM”,

And,



The Brand Marks and Trademarks are reflected visually on the FiXS website, on all FiXS documents, and are available from the FiXS Administrative Staff at the request of a FiXS member in “good standing”.

FiXS Brand Marks may be provided to non-members for specific uses; such as marketing, advertising, trade events, publications, and other such uses on a case-by-case basis at the sole and explicit authorization of an officer of the Federation.

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Article XI. Specific Examples of “Do’s” and “Don’ts”

Provided below are examples of “Do’s” and “Don’ts” as it relates to Brand Names and Trademarks.

“Do’s” Include:

1. Distinguish trademarks from surrounding text by at least using:

- Initial Capital Letters
- ALL CAPITAL LETTERS
- Bold Letters**
- Italic Letters*
- “In Quotes”
- In stylized form or logo

2. Use proper trademark form and spelling
3. Use trademarks with the generic product and/or services descriptor, e.g.:
 - FiXs Network
 - FiXs Certified Credentials
 - FiXs Authentication Station
 - FiXs Credential Issuer, etc.

“Don’ts” Include:

1. Don’t hide trademarks within other text,
 - E.g. “Use the fixs network to authenticate fixs credential holders
2. Don’t purposely misspell trademarks,
 - E.g. FIXs
 - F I X S
 - Fed. For ID X-Credentialing Sys.
3. Don’t use alone as a generic product name,
 - E.g. FIXS
4. Don’t use as a noun,
 - E.g. Use FIXS to gain access

5. Don't use a plural form of trademark,

E.g. FIXSs
FIXSes

6. Don't make trademarks possessive,

E.g. FIXS's
FIXS'
Federation for Identity and Cross-Credentialing Systems'

7. Don't use trademarks as verbs,

E.g. I am/will FIXSing your identity

8. Don't use alternative spellings or acronyms,

E.g. FICS
FICCS

Article XII. Violations of this Policy and Enforcement

Adherence to and compliance with this Policy is of significant imperative to promote and protect the market position of the Federation as well as the value of FiXs intellectual property and assets. Maintaining and ensuring compliance with this Policy is a fundamental responsibility of executing the business plan and day-to-day operation of the Federation. It is the intention of this Policy to actively manage and enforce the provisions herein.

Protection, defense, and enforcement measures for violations of this Policy shall be considered through all practical and legal means, to include all legal and financial remedies as well as injunctive relief.

Article XIII. Filing of Applications for Trademark, Patents and Other Legal Protections

A fundamental component of executing the business plan and the successful business operations of the Federation shall entail applying for and obtaining, as possible, the relevant trademark, patent and other legal protections for Federation property and assets, as applicable.