AlpineBits ® Trademark Policy

Release date 08.11.2017

1. Trademark statement

AlpineBits® is a registered trademark of the AlpineBits Alliance. All rights are reserved. Permission is given to use the AlpineBits® trademark (hereinafter simply "Trademark") in its verbal form only to identify compliant implementations of the standard under the conditions set forth in this Trademark Policy and in compliance with the Styling Guidelines in force from time to time.

2. Authorized use in Fully Compliant implementation and Accompanying Material

The Trademark shall always be less prominent than the product, service or other artifact's own name and trademark and only to make users and the general public aware that the AlpineBits® standard has been duly implemented in a Fully Compliant implementation.

A Fully Compliant implementation is an implementation which complies with all of the requirements mentioned as "must" or "mandatory" in the then-available officially released versions of the standard until said version has been entirely deprecated, and has made a good faith effort to follow the "should" or "optional" requirements. Occasional and involuntary noncompliance with certain requirements of the standard does not remove the permissions contained herewith, provided that the entities having rights to modify the Fully Compliant implementation undertake all of the following steps:

1. cure the non-compliance as soon as possible and with not more than 3 months delay since they have received first knowledge of the non-compliance;
2. inform their users with commercially practicable means (including an email, an advisory notice at download premises, an advisory notice in an online manual or other commercially practical means usually implemented in their sector) that the current version has been discovered having compliance issues and advising to update or patch the current version as soon as a modified and compliant version is made available.

By way of clarification, not implementing an entire function does not make the implementation non-compliant, unless the missing function or feature is otherwise publicly advertised or advertised in the implementation's own interface or Accompanying Material.

The Accompanying Material is any material, including but not limited to a web site, documentation, white paper and so forth, where the Fully Compliant implementation is mentioned, described, explained, provided with a manual or instructions and any time in good faith to mention the fact that the Fully Compliant implementation complies with AlpineBits® .

Proper Form - The Trademark should be used in its exact form − neither abbreviated nor combined with any other word or words or visual elements −.

Accompanying Symbol - The first or most prominent mention of a AlpineBits® trademark should be accompanied by a symbol indicating whether the mark is a registered trademark ("®") or an unregistered trademark ("™") in territories where the Trademark is not registered.

Notice - The following notice should appear somewhere nearby (at least on the same page or on the credits page) the first use of the Trademark: "AlpineBits® is a ["registered", if applicable] trademark of the AlpineBits Alliance".

Distinguishable - In at least the first reference, the Trademark should be set apart from surrounding text, either by capitalizing it or by italicizing, bolding or underlining it. In addition, your website may not copy the look and feel of the AlpineBits® website.

Comply with Visual Guidelines - any use of the AlpineBits® Marks must comply with the Styling Guidelines in force from time to time. You will have a grace period of six months to adapt to the new Styling Guidelines since when they come into official effect. Use of the trademark beyond that grace period would cause non-compliance and may result in legal consequences

The name of the product or service shall never include the words Alpine, Bits or confusingly similar names. Also, any reference in the name of the product or service to the Trademark or the standard shall always be made in a way that does not create likelihood of confusion. For example, it is permitted to use "Product A, AlpineBits® compliant" but not "Product A, powered by AlpineBits® " and neither "AlpineBits® Product A" In case of doubt, please consult a representative of the AlpineBits Alliance and seek for clarification and permission. Also, always check the Styling Guidelines.

3. Use of the logo

The trademark in its pictorial form must never been used, unless a non-restricted special version of it is made available to general use by the Styling Guidelines. This trademark policy only permits the use of the verbal part of the trademark. Logo is reserved to members and certified AlpineBits® providers and products. In particular:

- only the AlpineBits Alliance is allowed to use the "**AlpineBits® Logo**" in its generic version;
- only the AlpineBits Alliance and the AlpineBits® members are allowed to use the "**AlpineBits® Member Logo**";
- only the AlpineBits Alliance and the AlpineBits® certified companies are allowed to use the "**AlpineBits® Certified Logo**". In this case, the certified company is allowed to use only the version of the logo of the certification typology for which is certified (for example a silver client certified company is allowed to use only the "AlpineBits® Silver Client Certified Logo").

More information about the AlpineBits® logos and their use are available directly on the webpage under the following link: http://www.alpinebits.org/logos/. Any other use of the AlpineBits® logos has to be previously authorized by the AlpineBits Alliance (any request can be sent to info@alpinebits.org).

Specific agreements with the AlpineBits Alliance will apply a prevail over the general permission granted by this Trademark Policy.

4. Modifications of the standard

The Trademark shall never be used to identify a document or any component of the standard (including the samples, the schemas, and all related document which forms the standard) which has been modified from the officially released version. The only exception is that the normative part of the standard can be distributed in isolation without the part in the "Files" folder of the distribution.

Derivatives of the standard must always be identified with a name which is not likely to create confusion or a false appearance of affiliation with the AlpineBits Alliance. The name "AlpineBits® " can be used without the logo to mention that the derivative standard derives from the standard, and to provide due attribution. Such use must conform with the rules of descriptive use of non-owned unlicensed trademarks.

5. Use in promotional material

The Trademark can be used in promotional material provided that the use is made in good faith, without creating an appearance of affiliation (unless the promoting entity is part of the AlpineBits Alliance and to identify such membership) and without creating an impression that the promoted product or service is "official", "authorized", or else, which may lead to attribution to the AlpineBits Alliance of the qualities of the promoted product or service.

6. Services Related to AlpineBits®

In offering services related to AlpineBits® software, the Trademark can be used to describing and advertising services relating to a AlpineBits® product, so long as these overall guidelines for the use of the Trademark are respected or and any use that might mislead customers into thinking that either the promoted website, service, or product is an AlpineBits® website, service, or product, or that AlpineBits® has any direct relationship with the organization promoting said services, or that a certification has been obtained (unless it has been obtained).

7. Confusing registrations

Registration of trademarks, domain names or other similar signs containing the word "AlpineBits" or confusingly similar expressions is expressly prohibited and a cause of termination of the permissions granted hereby.

8. Modifications of this Policy

This Policy can be retracted at any time and replaced with a substantially similar one, but not more frequently than after one year from when it has been officially released. Trademark users will have six months' time since the new policy has been last released to comply with it; in the intervening time, complying with the use of the Trademark will be still permitted under the rules of this version of the Policy.