

General Tabitop Trademark Guidelines

Effective February 24, 2014

Tabitop is the leading consumer focused cloud-based Desktop-as-a-Service provider. Tabitop trademarks are valuable because they represent the standards of excellence and consistent quality associated with Tabitop products. This page contains detailed information about how to refer to Tabitop trademarks in different scenarios.

Using Tabitop Trademarks in Text

Proper use of Tabitop trademarks is important. You may use Tabitop trademarks or product names to refer to Tabitop products and services provided you follow these guidelines. Your use must not mislead consumers as to any Tabitop sponsorship, affiliation, or endorsement of your company, or of your products or services.

Properly Identify Tabitop Brand Products

When referring to Tabitop software and products, apply the appropriate trademark symbols. Here are some examples:

- Tabitop Desktop™
- Tabitop™ application
- TabiMouse™ application

Set Tabitop Trademarks Apart from Other Words or Nouns They Modify

The common way to set trademarks apart from other words or nouns is to capitalize the product name and use the appropriate trademark symbol and appropriate descriptor. You may also underline, italic type, or bold type for the name. Examples:

Correct: After you install the Tabitop™ application

Incorrect: After installing Tabitop application

Use Trademark Notices

Include an attribution of Tabitop ownership of the trademark(s) in the credit notice section of your documentation. Please use the following format:

Tabitop, TabiMouse and Tabitop Desktop are either registered trademarks or trademarks of Tabitop LLC.

Social Media Guidelines

The social media guidelines associated with use of Tabitop trademarks are quite similar to the app guidelines included above. Specifically, your social media account names and any and all pages or communities should not include any Tabitop trademarks. Any associated account, page, or community images should not include any Tabitop logos. The only exceptions to these requirements are if (1) you've secured permission from Tabitop through a license or equivalent; or (2) you're using a Tabitop trademark (not including logos) to describe the purpose of your account, page, or community without suggesting affiliation with Tabitop.

For example, you cannot name your account, page, or community "Tabitop Forum" or "Tabitop Products." However, it would be acceptable to name your account, page, or community "Forum for Tabitop users" or "Information about Tabitop Products" as long as you do not use the Tabitop logos or otherwise suggest any affiliation with Tabitop.

Link Logos

You may place a text link to a Tabitop Web page on your site if the text link is not a prominent feature on the site and is not used in a way that could confuse or mislead consumers. You may refer to the Tabitop company name or Tabitop product and service names in a plain text font and format, provided this use follows the general Tabitop trademark guidelines and you include appropriate wording such as "This way to Tabitop.com." Except for the link logos as provided by Tabitop, you may not use the Tabitop corporate logo or any other Tabitop logo or graphic to link to Tabitop.

Additional Guidelines

Publications, Seminars, and Conferences

You may refer to Tabitop product, service, and technology names on the cover of magazines and periodicals, and in the title of seminars and conferences, provided you comply with the guidelines herein and the following specifications:

1. The publication, seminar, or conference should relate to the specific Tabitop product, service, or technology referenced.
2. Your name and logo should appear more prominently than the Tabitop word mark on all printed materials related to the magazine, periodical, seminar, or conference.
3. A disclaimer of sponsorship, affiliation, or endorsement by Tabitop, similar to the example below, should be included on the publication and in all related printed materials:

"(Title) is an independent (publication) and is not affiliated with, nor has it been authorized, sponsored, or otherwise approved by Tabitop Corporation."
4. You should include a trademark attribution according to the notice format provided in the Use Trademark Notices section of this page.
5. Do not use a Tabitop trademark in any manner that suggests Tabitop affiliation with, sponsorship of, or certification of the magazine, periodical, seminar, or conference.

Company, Product, Service, and Domain Names

Do not use or register any Tabitop trademark, including Tabitop logos, symbols, icons, or any potentially confusing variation thereof, as part of your company name, trade name, product name, service name, or domain name. Do not place your company name, trademarks, service marks, or product names next to, or combine them with, a Tabitop product name.

Endorsement or Sponsorship

Do not use any Tabitop trademark in any manner that expresses or implies Tabitop affiliation, sponsorship, endorsement, certification, or approval. Do not use any Tabitop trademark in such a manner that it appears Tabitop is legally associated with your company. You must display your company name more prominently than any Tabitop trademark on all materials.

Merchandise Items

Do not manufacture, sell, or give away merchandise items, such as T-shirts or mugs, that bear any Tabitop trademark, including logos, except pursuant to an express written trademark license from Tabitop.

Trade Dress and Advertising Elements

Do not imitate Tabitop logos, logotypes, trade dress, or other elements of Tabitop product packaging and Web sites in any of your materials, including but not limited to advertising, product packaging, Web sites, and promotional materials.

Slogans and Taglines

Do not use or imitate any Tabitop tagline.