

# Idealliance Polices & Practices

2018

## TRADEMARKS USAGE AND MISUSE POLICY

### 1.0 Background:

Idealliance has made a practice of making logos, seals, and certificates available to members and participants of Idealliance to illustrate their support of Idealliance, achievements in certification programs, promotion, and affiliation usage. It is critical; however, Idealliance protect its independence and integrity in relation to its non-profit status and anti-trust requirements. From time to time misuse of names and logos, either of Idealliance, or its programs, is reported to Idealliance or uncovered through our own inspection.

Often this takes the form of incorrect use of a logo format or use of a name or logo on a product, program, affiliation, or document that does not have the right to make that claim. Frequently these are errors are based on misunderstandings, but sometimes these are intentionally fraudulent.

Whatever the reason, Idealliance investigates each case to ensure that the value of names and logos is not undermined intentionally or unintentionally. We use an established procedure of communication with any offender as part of the Idealliance policy on third party misuse of trademarks. If after a series of exchange of letters, we are not satisfied with the actions taken by the offender, we will make public the misuse on this page so that both the trade, regulators and consumers may be aware of the misuse.

If after this public naming, the offense is still not resolved, Idealliance will take legal action.

### 2.0 Policy: General

Idealliance, on behalf of its members worldwide, maintains trademarks for membership, certification, participation, and publication. Usage and misuse is taken seriously, and we and our members will take appropriate action if we consider the misuse of Idealliance trademarks is occurring to mislead, create false impressions, or cause confusion. Idealliance maintains trademarks for the logos for itself as well as, BrandQ, Color Management Professional, GRACoL, G7, INKredible, Integrated Media Worklow Professional, Luminaire Awards, Mail.dat, MailPro, papiNet, PQX, PRISM: Publishing Requirements for Industry Standard Metadata, SWOP, T-REF, Workplace, XBITS, among others. These and other trademarks are the property of Idealliance as well as all logos and specialized seals for each program. We and our members will take appropriate action if we consider the misuse of Idealliance trademarks is occurring. Guidelines set forth are as such:

- The use of the Idealliance logo and any indication of membership of Idealliance is granted ONLY to CURRENT members and partners.
- Use of the BrandQ logo and the specialized seals is granted ONLY to CURRENT BrandQ Managers, BrandQ Certified Supply Chain Experts, and BrandQ Certified Supply Chain Master Facilities.
- Use of the Color Management Professional and/or ColorPro logo and the specialized seals is granted ONLY to CURRENT Color Management Professionals and ColorPro's.

- Use of the G7 logo and the specialized seals is granted ONLY to CURRENT G7 Experts and G7 Process Control Experts, G7 Professionals and G7 Process Control Professionals, and G7 Masters and G7 Process Control Masters.
- Use of a Certified Tool and/or Certified System logo and specialized seal is granted ONLY to approved vendors and appropriate attribution for the approved hardware or software as indicated by Idealliance.
- Use of the MailPro and the specialized seals is granted ONLY to CURRENT MailPro's.
- All others must obtain prior, written, permission from Idealliance to use any Idealliance logos or seals.

### **3.0 Policy: Certification, Qualification or Verification Marks**

A certification mark is any word, symbol, design, device, or combination of these used in connection with goods or services of persons other than the owner of the mark to certify origin, material, mode of manufacture, quality, accuracy, or other characteristics of the goods or services. By using a certification mark, the user is indicating that it has been certified by the owner of the certification mark to carry the mark and that it meets the criteria for certification.

The presence of an Idealliance certification or verification mark assures consumers that the product or service is in full compliance with the published Idealliance specifications. Proper and consistent use of the certification mark is very important in maintaining the consumer assurance. Therefore, it is important that all usage guidelines are followed to ensure that the certification mark retains its value and utility in the industry.

Certification marks may only be used when certification is granted by Idealliance. Upon certification, Idealliance will deliver a version of the certification mark for online use and another version suitable for use on printed materials

Certification, Qualification and Verification time limited. Certification, Qualification and Verification marks may not be used beyond the expiration of the certification.

Certification, Qualification and Verification marks may not be altered in any way.

Examples of Association certification marks are Idealliance Certified Digital Press System Certification Mark, the G7® Experts Certification Mark and the G7® Masters Qualification Mark. The G7® Experts Certification Mark is granted to industry professionals who have completed Association G7® certification training course and are qualified to train and consult the new G7® Calibration, Printing and Proofing methodology.

### **3.1 Policy: G7® Master Qualification**

Idealliance, on behalf of its global community of G7 Experts, Professionals, and Masters, maintains trademarks for certification and qualification as well as a global listing of current certified Individuals and qualified facilities. Usage and misuse is taken seriously, and we and our members will take appropriate action if we consider the misuse of G7 trademarks, seals, or compliance levels is occurring to mislead, create false impressions, or cause confusion.

- Use of the G7 logo and the specialized seals is granted ONLY to CURRENT G7 Experts and G7 Process Control Experts, G7 Professionals and G7 Process Control Professionals, and G7 Masters and G7 Process Control Masters.
- G7 Masters facilities are only those organizations and the designated facility that maintains current G7 Master Qualification through compliance to grayscale, target, or colorspace requirements. These compliance levels are taken extremely seriously and only the current qualification status, and appropriate compliance level may be reported.
  - A G7 Master Qualified Grayscale compliant facility may not represent itself at a higher level of compliance, Targeted Compliance or Colorspace Compliance.
  - A G7 Master Qualified Targeted compliant facility may not represent itself at a higher level of compliance, such as Colorspace Compliance, if this level has not been achieved.
- Misrepresentation of qualification or compliance level will result in immediate removal of status at any G7 Master qualified compliance level or G7 individual certification status.