# Trademark and Compliance Claim Requirements

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***Administrative Contact:***
secretary@ws-i.org

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This document describes the requirements for use of the WS-I trademarks (the "WS-I Trademarks"), which are listed below:

- WS-I;
- Web Services-Interoperability Organization;
- WS-I Logo (as defined in Schedule 1, in two forms); and
- WS-I Member Logo (as defined in Schedule 1).

**General Usage**

Notice of Trademark Rights:  Neither of the trademark symbols "TM" nor "®" are used with the WS-I Trademarks.  However, you must include (when feasible) the following footnote when using any of the WS-I Trademarks:  "["WS-I," the "WS-I Logo," "Web Services-Interoperability Organization," or the "WS-I Member Logo"] is a trademark of the Web Services-Interoperability Organization in the United States and other countries."

Application of the WS-I Trademarks:  The WS-I Trademarks can be applied on advertisements, packaging, point-of-sales materials, press materials, product and sales literature, Internet pages, products, etc. if all uses are in conformance with these requirements.

A.   <u>Requirements for Use of Any WS-I Trademark</u>:

1.   Attached as Schedule 1 are the permissible uses of the WS-I Trademarks. The WS-I Trademarks cannot be altered from the manner presented in Schedule 1.
2.   The WS-I Trademarks may be used in black type in block letter format or in the official colors of the WS-I Logo as demonstrated on Schedule 1.
3.   The WS-I Trademarks cannot be larger or more prominently displayed than a company's trade name, trademark or logo.
4.   The WS-I Trademarks cannot be used in product names, ingredient brands or any certification marks.
5.   The WS-I Trademarks cannot be used in a manner that is false or misleading or likely to cause confusion as to source or sponsorship of the product or service.
6.   Except as provided for herein, the WS-I Trademarks may not be used to indicate any kind of endorsement by WS-I, official status with respect to WS-I, or any kind of relationship with WS-I.
7.   The WS-I mark cannot be included as part of a corporate name, trademark, domain name, service mark or certification mark.
8.   The WS-I Trademarks cannot be combined with other words, symbols or numbers, either as one word or with a hyphen, for example, do not use "WS-I-Features."
9.   When the WS-I Trademarks are used, your own name, logo, or trademark also must appear on such products or materials.
10. The WS-I Trademarks cannot be used in possessive or plural form or as a verb, for example, do not use "WS-I's Features."
11. The WS-I Trademarks cannot be portrayed in a negative manner.

B.   <u>Proper Language and Requirements for All Claims of Compliance</u>:

1.   <u>"WS-I xxxxxx Compliant" and "[Product/Service] complies with the WS-I xxxxxx Profile"</u>:  Use of these phrases, including the WS-I mark in block letter form only, can by used only in conjunction with products and services that fully comply with the "xxxxxx"[1] Final Specification (Profile)[2] and that successfully pass the required portions of the test tools distributed by WS-I for the "xxxxxx" Profile.

2.   <u>"WS-I Compliant"</u>:  Use of this phrase, including the WS-I mark in block letter form only, may be used on advertisements, packaging, point-of-sales materials, press materials, product and sales literature, products, etc. only when the product or service referenced in such materials also includes a specification of the profile(s) related to the compliance

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[1] The string "xxxxxx" is to be replaced with the name of a specific WS-I Profile including its version and release number.
[2] In all cases a Profile is assumed to include any adopted errata.

claim, including its version and release number.  If used on a website, the same web page must include either a specification of the profile(s) related to the compliance claim, including its version and release number, or a clear link to such information.

3. Claims of compliance must do so in a manner that is not false or misleading, and must be easily understood to be a claim for compliance.

C. <u>Proper Language and Requirements for Claims of Non-Compliance</u>:

1. Claims of non-compliance must do so in a manner that is not false or misleading, and must be easily understood to be a claim for non-compliance.  For example, the word "not" should be in the same font as the rest of the phrase "Not WS-I Compliant."

2. Claims of non-compliance may not use any form of the WS-I Logo.

3. <u>"Not WS-I xxxxxx Compliant" and "[Product/Service] does not comply with the WS-I xxxxxx Profile"</u>:  Use of these phrases, including the WS-I mark in block letter form only, may be used for products and services that do not completely comply with the "xxxxxx" Final Specification (Profile) and/or have not successfully passed the required portions of the test tools distributed by WS-I for the "xxxxxx" Profile.

4. <u>"Not WS-I Compliant"</u>:  Use of this phrase, including the WS-I mark in block letter form only, may be used on advertisements, packaging, point-of-sales materials, press materials, product and sales literature, products, etc. when the products and services referenced in such materials include a specification of the profile(s) related to the non-compliance claim, including its version and release number, and an explanation of the non-compliance.  If used on a website, the same web page must include either a specification of the profile(s) related to the non-compliance claim, including its version and release number, with an explanation of the non-compliance or a clear link to such information.

D. <u>Requirements for Use of the WS-I Member Logo</u>:

1. Only WS-I members may use the WS-I Member Logo.

2. WS-I members may use the WS-I Member Logo as they deem appropriate, providing that such use is not in a misleading manner, for example, do not use the WS-I Member Logo mark in a manner that could imply that a specific product is WS-I compliant.

E.    Linking to the WS-I Website

1.  WS-I encourages parties to provide a link to the WS-I website when using any of the WS-I Trademarks in logo form on a website.

2.  All links to the WS-I website should be to the WS-I homepage.

3.  When using the WS-I Member Logo or the WS-I Logo on their websites,
    WS-I members should include a link to the WS-I homepage.

## SCHEDULE 1

### A. Proper Uses of the WS-I Logo and the WS-I Member Logo:

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|---|---|
|  | **WS-I Full Signature**<br>This signature is used only on WS-I branded materials. |
|  | **WS-I Member Signature**<br>This signature identifies members of WS-I and may be used by WS-I members only. |
|  | **WS-I Small Signature**<br>This abbreviated version of the WS-I Full Signature can be used as an alternative identifier on materials where the full form (with the text) will not fit. This Signature is not a substitute for the WS-I Member Signature. |
|  | **Minimum Size and Clear Space**<br>The WS-I signatures should never appear smaller than .25 inches (or 18 pixels) in height.  The .gif files of the signatures should be used at the exact size provided.  The .eps files for print can be scaled to other sizes.<br><br>These signatures should be set aside from other graphic elements.  In other worlds, don't let other graphics or text come within the space defined by the "x" as shown to the left. |

**Color Specifications**
Refer to these specifications when reproducing WS-I colors.  Use PMS numbers for spot color and CMYK values for process color printing.  The Web-safe RGB values can be used for on-screen applications.

| | | |
|---|---|---|
| **PMS:** 144 | **C:** 0, **M:** 50, **Y:** 100, **K:** 0 | **R:** 221, **G:** 101, **B:** 38 |
| **PMS:** 307 | **C:** 100, **M:** 15, **Y:** 0, **K:** 20 | **R:** 0, **G:** 102, **B:** 153 |
| **PMS:** Cool Gray 6 | **C:** 0, **M:** 0, **Y:** 0, **K:** 40 | **R:** 153, **G:** 153, **B:** 153 |

## B. Black and White Specifications
The WS-I Trademarks may be reproduced in black and white. In such cases all portions are to be produced in black on a white background (and not white on a black background).

## C. Digital Files of WS-I Signatures
Files are supplied at http://www.ws-i.org/docs/trademarks.zip in .gif format for use on WS-I Member websites, and in .eps format for spot color and four-color (CMYK) printing.